

Community-based multi-component programme in Sweden

The STAD project in Sweden

The STAD (Stockholm Prevents Alcohol and Drug Problems) project in Sweden was a ten-year multi-component intervention initiated in 1996 to reduce alcohol-related violence and injuries in Stockholm. A major part of the project focused on licensed premises.

Development of the project was informed by a study that identified high levels of alcohol service to intoxicated patrons in drinking establishments, and disparities between the views of owners of licensed premises and those of licensing authorities regarding alcohol-related problems.

The project convened a partnership of representatives from the licensing board, police, the county administration, the national health board, Stockholm city council, the organisation of restaurant owners, the trade union for restaurant staff and owners from licensed premises in the city.

The formation of the partnership sought to mobilise the community by increasing knowledge and awareness of alcohol-related problems in drinking environments and gaining multi-agency support for action. Regular partnership meetings were established to enable participants to develop and co-ordinate strategies to prevent alcohol-related problems.

Two key activities undertaken through the project have been the development and implementation of a responsible beverage service training programme (see also 'Training for staff in licensed premises in Sweden') and enhanced enforcement of existing alcohol legislation. The increased enforcement included the use of 'notification letters' sent by the licensing authority to premises that were identified by police or other sources as being the focus of alcohol-related problems. Further, joint enforcement activity was established between licensing authorities and police, based on shared intelligence.

The STAD project has been supported through ongoing research and evaluation. Evaluation of the programme's effects on violence (up to the year 2000) found a 29% decrease in violent crimes in the intervention area. Further, a cost-effectiveness study estimated that the programme saved €39 for every €1 invested. The success of the STAD project has been attributed to factors including its long-term, sustainable approach, effective partnership working, continued media work and ongoing evaluation.¹⁻⁴

For further information see www.stad.org



1. Graham K, Homel R. Raising the bar: preventing aggression in and around bars, pubs and clubs. Portland: Willan Publishing, 2008.
2. Wallin E, Gripenberg J, Andreasson S. Overserving at licensed premises in Stockholm: Effects of a community action program. *Journal of Studies on Alcohol* 2005; 66: 806-814.
3. Wallin E, Norstrom T, Andreasson S. Alcohol prevention targeting licensed premises: a study of effects on violence. *Journal of Studies on Alcohol* 2003; 64: 270-277.
4. Mansdotter AM, Rydberg MK, Wallin E et al. A cost-effectiveness analysis of alcohol prevention targeting licensed premises. *European Journal of Public Health* 2007; 17: 618-623.