

Alcohol & Drug Prevention among Youth in the Baltic Sea Region

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Important partners and decisions

- **EU Strategy for the Baltic Sea**
- **Northern Dimension (Partnership in Public Health and Social Well-being)**
- **Russia and Nordic engagement**
- **EU Alcohol Strategy 2006; and Council conclusions 2009**
- **WHO Global Alcohol Strategy**

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BALTIC SEA REGION PROJECT ON
REDUCING ALCOHOL- AND DRUGRELATED
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First step: Flagship project outline Initiative and forthcoming process

- **The Swedish Presidency**
- **Joint agreement on outline and planning a project application**
- **First step: Leading partner Sweden through STAD, jointly with NVC; Roadmap to be outlined during 2010**
- **Aim at gathering network partners from around the Baltic Sea (including Russia)**
- **The suggestive end goal is to apply for a grant from the EU public health programme in the spring of 2011**

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Project outline

Overall objective

- reducing hazardous and harmful alcohol use and substance use in general among young people in municipalities around the Baltic Sea region

Project aim

- to develop strategy protocols / checklists that take into consideration both structural contexts of the municipalities as well as the life-environment of the young people

Questions to be answered

What makes young people start – and what makes them stop?

The project will consist of two parts:

- Mapping of how the countries/regions/municipalities in the project work today with prevention – strategies, methods, organisation, structures (Lead: STAD)
- Studying product availability, marketing and media influences on young peoples attitudes and consumption of alcohol and illicit drugs from a life environment perspective (Lead: NVC)

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STAD

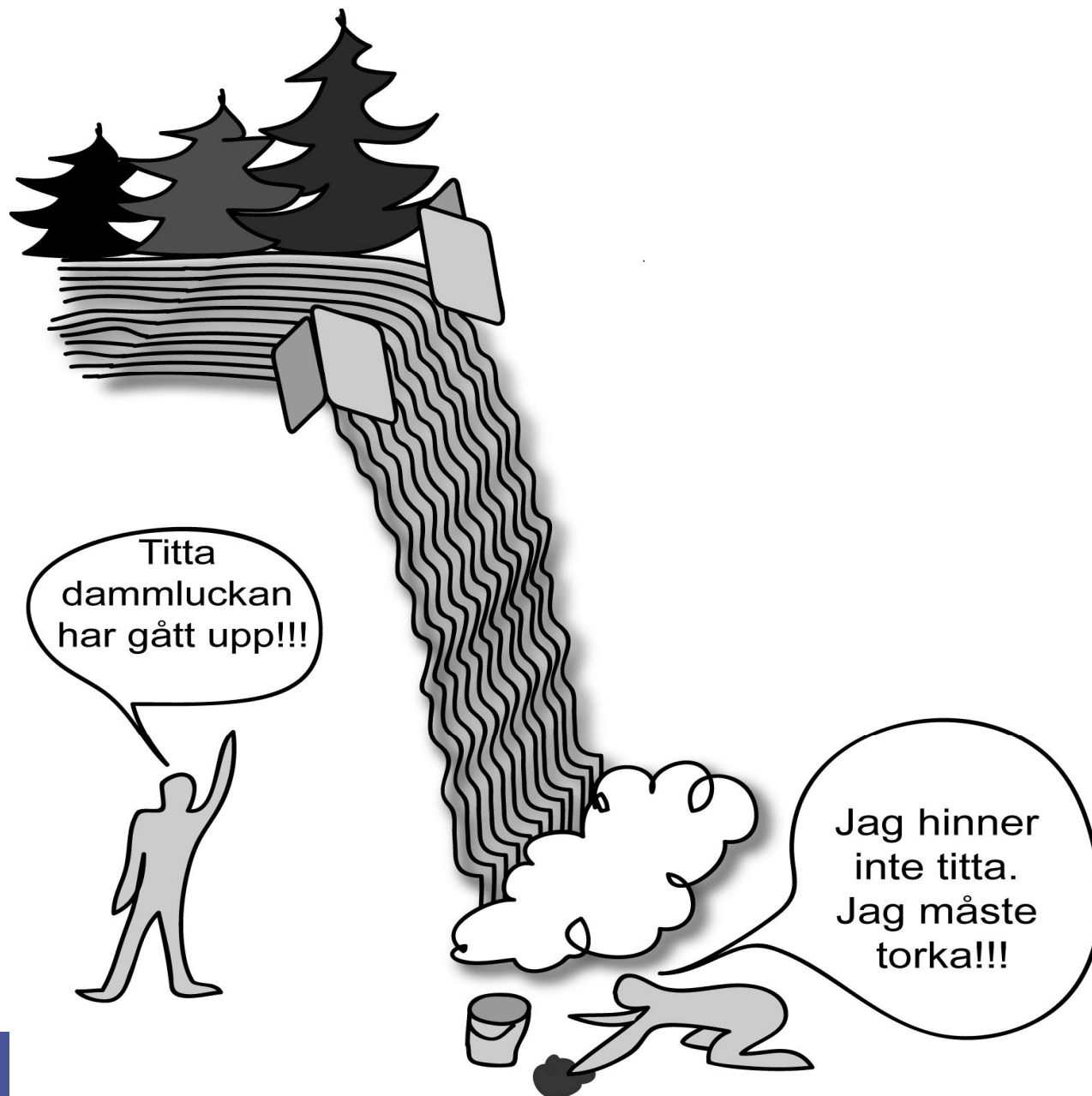
STAD - Stockholm Prevents Alcohol and Drug Problems

Karolinska Institutet & Stockholm County Council



About STAD

- **STAD- started in 1995 – a research and development unit**
- **Background of STAD: weakening of the Swedish national alcohol policy: necessary to strengthen preventive measures on local level**
- **Activities within the alcohol and drug prevention field – identifying, testing and evaluating promising alcohol and drug prevention methods.**
- **Much focus on community level – community interventions involving several local actors, e.g. RBS-programme, drug prevention in night clubs ('Clubs against drugs'), prevention of anabolic steroids at gyms ('Gyms against doping')**



Titta dammluckan har gått upp!!!

Jag hinner inte titta. Jag måste torka!!!

Part 1: Mapping of how the regions/municipalities in the project work today with prevention - strategies, methods, organisation/structures and epid. base

Some important points of departure in the work forward:

- Differences in culture, contexts, experiences in different regions/communities: important to consider cultural diff. and adaptations are necessary
- But no cultural relativism: there are to certain extent common risk- and protective factors across countries and cultures – we can learn from each other
- Bring together the best of two worlds: development work and research – one foot i practical work, another in research – research in the service of prevention: best results

Part 1: Mapping of how the regions/municipalities in the project work today with prevention - strategies, methods, organisation/structures and epid. base

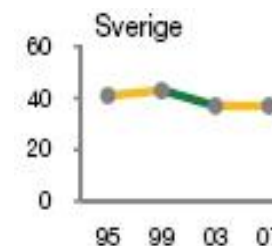
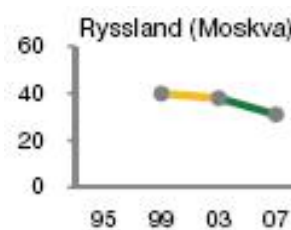
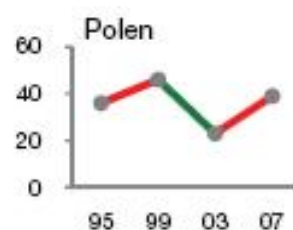
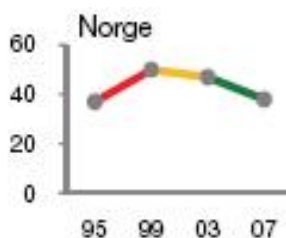
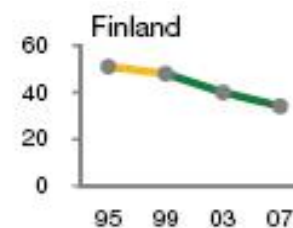
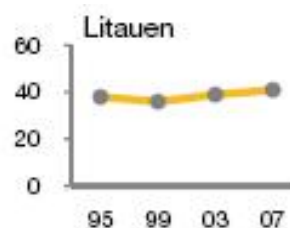
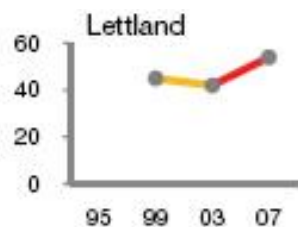
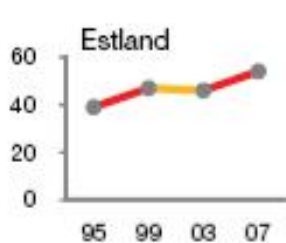
Some important points of departure in the work forward:

- Focus on environmental approach - structural changes in the environment influencing/orienting alcohol/drug use among youth – the ‘system’ around the drinker/drug user (not focus on the individual drinker)
- Part 1 and 2: combining quantitative and qualitative approaches and data into a whole picture: as a kind of diagnostic tool, thus mix of methods necessary

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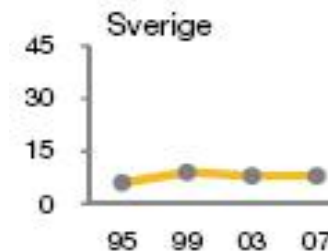
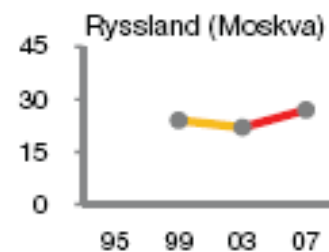
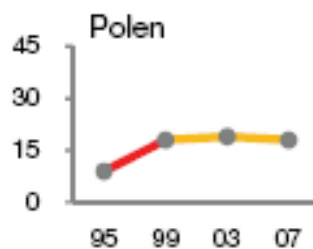
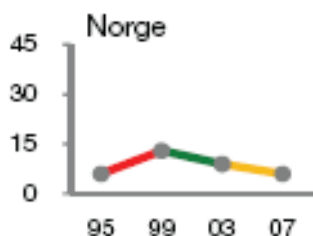
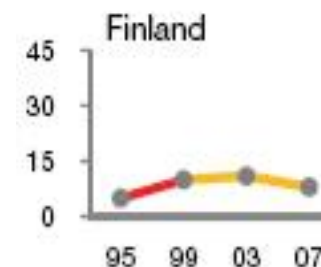
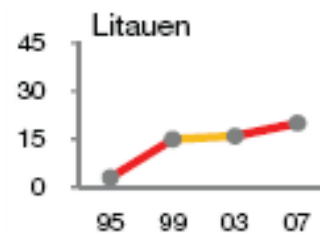
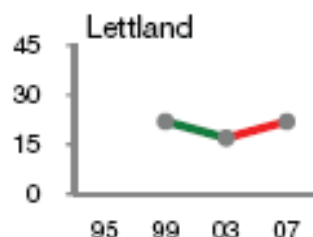
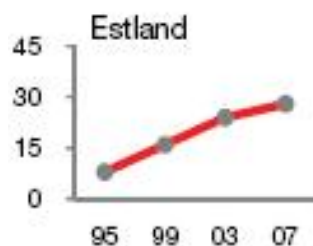
Secular trends - proportion binge drinkers during past 30 days among 15-16-year-olds (ESPAD)



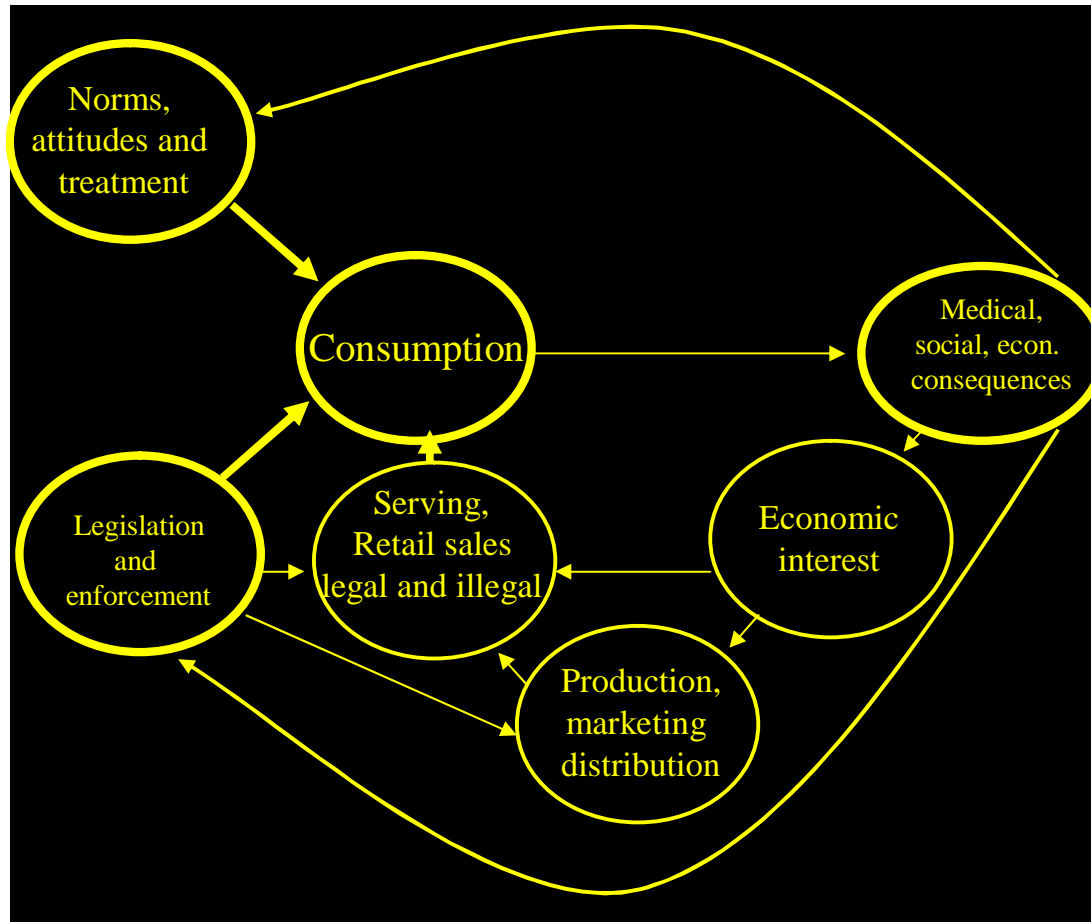
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Secular trends - life-time prevalence of drug use among 15-16-year-olds (ESPAD)



Alcohol: a simplified systems model



Alcohol Indicators

- **Determinants**
Price, physical availability, marketing, enforcement, attitudes, risk perception, risk and protective factors
- **Consumption**
Sales data, survey data, other data
- **Harm**
Health: morbidity & mortality
Crime: assaults, drink-drive, crimes against the alcohol act, etc.
- **Prevention**
Structure for prevention
Preventive activity/measures

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Part 1: more quantitative – a kind of ‘needs assessment’ – a preliminary approach

**A: Focus on four broad prevention areas - how and to what extent
does one work with these measures:**

- Early interventions
- Restrictive policy
- Enforcement
- Interventions regulating availability
- Other preventive activities/measures?

Do they report any results from these measures, preventive activities?

Perhaps combining all prevention activities into a preventive scale/index

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B: Collect epidemiological data in the participating regions/municipalities

- Various dimensions of alcohol, drug use (incl. anabolic steroids) (collecting new data/surveys?)
- Consequences of alcohol and drug use

C: Structure and organisation of the regional/local work

- How is the work organised?
- Support from regional, local leaders?
- Are there any written governing documents, incl. policy documents, etc.

Based on part 1 (A-C) and part 2: **strategy protocol - guidance for implementation of cultural relevant interventions/preventive measures**

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NVC

Nordic Centre for Welfare and Social Issues

- **NVC's task: "by training, information, support of research, development cooperation, networking and international cooperation work for a better quality on the welfare policy area in the Nordic countries."**
- **base.: Stockholm. Office for research on Alcohol, drugs and addiction in Helsinki**
- **In BADY responsible for part 2.**

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Part 2 of BADY: Studying availability, marketing and media influences etc

- **Perspective: life environment of the youth.**
- **End goal of both 1 and 2: strategy protocols, that are check-lists based on mappings and assessments of possible efforts)**