



## TG on Alcohol and Drug Prevention among Youth (ADPY)

<b>Reference</b>	ADPY TG
<b>Title</b>	Draft Flagship Project Proposal
<b>Submitted by</b>	Lead Partner Sweden
<b>Summary / Note</b>	
<b>Requested action</b>	

### **Draft Proposal for partnership in Baltic Sea Region Project on Alcohol and Drugrelated Harm Among Young People (BADY)**

As decided on the ADPY TG 2 meeting in Tallinn, 20-21 January 2011, ADPY TG Lead hereby distribute a draft proposal for partnership in the flagship project BADY. The aim is to provide enough information to the municipalities to take the forthcoming project into consideration in the budget planning process for 2012. The estimated costs on page 4 in the appendix is based on a tentative number of partners and a draft budget calculation.

We would like the ADPY TG members to report back 2-3 municipalities who are interested in being a partner no later than 31 March 2011. In April, when we have the exact amount of participating municipalities, we will deliver enough information for the municipalities to make a final decision based on the selected programme(s) for funding.

Yours sincerely,

Mr Håkan Leifman  
Chairperson ADPY TG  
Stockholm, 7 March

# BADY

BALTIC SEA REGION PROJECT ON  
REDUCING ALCOHOL- AND DRUGRELATED  
HARM AMONG YOUNG PEOPLE •

2011-03-07

## **Draft proposal of forthcoming Flagship Project on Alcohol & Drug Prevention among Youth in the Baltic Sea Region**

### **Background**

Within the Commissions Baltic Sea Region Strategy (BSR) adopted by the European Council in October 2009, 15 high priority areas are mentioned. The Northern Dimension Partnership in Public Health and Social Well-being (NDPHS) is Lead Partner for the Health issues within area 12 “To maintain and reinforce attractiveness of the Baltic Sea Region in particular through education, tourism and health”). In the strategy a number of examples on Flagship Projects were appointed, on the Health-area: “*Alcohol and drug prevention among youth* – project aimed at reducing hazardous and harmful alcohol use and alcohol and substance use in general among young people. (Lead: NDHPS and its member countries”. The NDPHS actively took part in the process of the BSR strategy by contributing its views during regional consultation events, as well as by presenting a position paper.

The NDPHS have set goals, operational targets and indicators for a number of thematic areas. Within the thematic area 4 “Lifestyle-related non-communicable diseases and good social and work environments” the NDPHS appoints a number of goals. The Flagship-project is mentioned in Goal 7: The impact in the ND countries on society and individuals of hazardous and harmful use of alcohol and illicit drugs is reduced. The first indicator is: Project application submitted to donors for funding (7.1A).

Furthermore, in December 2009, during the Swedish Presidency to the EU the Council adopted conclusions that stressed that the impact of harmful use of alcohol is greater in younger age groups of both sexes and that alcohol-related issues are also of Community relevance because of cross-border element and the negative effect on both economic and social development. Member States and the Commission was to take these conclusions into account when developing and supporting the implementation of the European Union Strategy for the Baltic Sea Region.

### **Project initiators and forthcoming process**

During the Swedish Presidency in 2009 the Swedish Ministry for Social Affairs took the initiative to start the process to full fill the request of the European Council. Discussions started both within the Nordic cooperation and within NDPHS on a possible future EU-project on Prevention of Alcohol use Among Young People in the Baltic Sea Region. The first concrete step was taken in

February 2010 at a meeting hosted by the Ministry of Health and Social Affairs in Sweden. All relevant actors (NDPH, NVC, Sida, STAD) were invited to the meeting. One of the outcomes of that meeting was the agreement to take the first step towards a project application. The first step of the project will be to finalise a project outline and the ways forward. It is led by Sweden through STAD (Stockholm Prevents Alcohol and Drug Problems, Karolinska Institutet). The first outlines of the project were presented and discussed at the 9<sup>th</sup> Meeting of the NDPHS SIHLWA Expert Group in Copenhagen 24-26 March 2010.

In order to involve relevant partners from different sectors and levels, STAD have gathered a network of partners from the Baltic Sea Region with an interest in the initiative. A timeline for the application process was outlined during 2010 and decided upon in January 2011 (see page X). As mentioned the final goal is to apply for grants from different EU-programmes and other donors in the spring of 2011. The project is in line with the "EU strategy to support Member States in reducing alcohol related harm", adapted in 2006, as well as the EU BSR Strategy, i.e. the Strategy for the Baltic Sea Region, adapted in 2009. It is also relevant in the light of a future Global Alcohol Strategy to reduce alcohol-related harm.

The planning of the project is since September 2010 a task for the NDPHS Task Group for Alcohol and Drug Prevention Among Youth (ADPY) in cooperation with the Project Lead (STAD) and the workpackage leaders. Two TG-meetings have been arranged (Riga 20 September-1 October 2010, Tallinn 20-21 January 2011) as well as a planning meeting for workpackage leaders (Moscow 9 November 2010).

### **Outlines of the Flagship Project**

The project's objective is *reducing hazardous and harmful alcohol use and substance use in general among young people in municipalities around the Baltic Sea region*. The objective will be reached through local empowerment and capacity building. The general outcome for each participating municipality will be:

- Knowledge on situation in the own country/municipality (quantitative)
- Knowledge on how young people in the own country/municipality relate to alcohol and other drugs (qualitative)
- Above knowledge and exchange of experience with other participating countries/municipality
- Policy documents and manuals on preventive work for different needs
- Checklists/templates for policymaking
- Training for conducting surveys, interpreting the results, communicating the results
- Plan for activities and implementation of methods for different needs
- Plan for dissemination
- Financing for developing a sustainable preventive work in the municipality

The project partners will represent a number of municipalities, governmental bodies and networks. The following partners are involved in the planning process: Baltic Healthy Cities Association (partner, Lead WP 4), Baltic Sea States Subregional Co-operation (associated partner), Estonia (partner, Lead WP 3), Finland (partner, Lead WP 1b and 2), Iceland (partner, Lead WP 1a),

Latvia (partner), Nordic Council of Ministers (associated partner), Norway (partner), Poland (partner), Russia (partner, Lead WP 4) and Sweden (partner, Lead of project). There are a number of interested municipalities in Lithuania and we are hoping to have them as a partner in the project.

## **WP Descriptions**

### WP1 Mapping-> development-> training communities

1a. Lead: ICSRA, Iceland (quantitative)

1b. Lead: University of Helsinki, Finland (qualitative)

*(possibly this WP will be applied for separately for all participating countries)*

### WP2 Organisational development-> building the base for method development

Has a focus on the structures in the municipalities.

Lead: THL

### WP3 Mobilisation-> policymaking-> action!

Has a focus on raising awareness in the communities based on findings in WP 1 and 2 by for example developing templates and plans for forming and implementing strategies, policy-making and campaigning.

Lead: Estonia

### WP4 Process evaluation of the project

Focuses on the success-rate of the efforts put in the project.

Lead: Russia

### WP5 Dissemination

Focus on communication activities and arranging meetings and events.

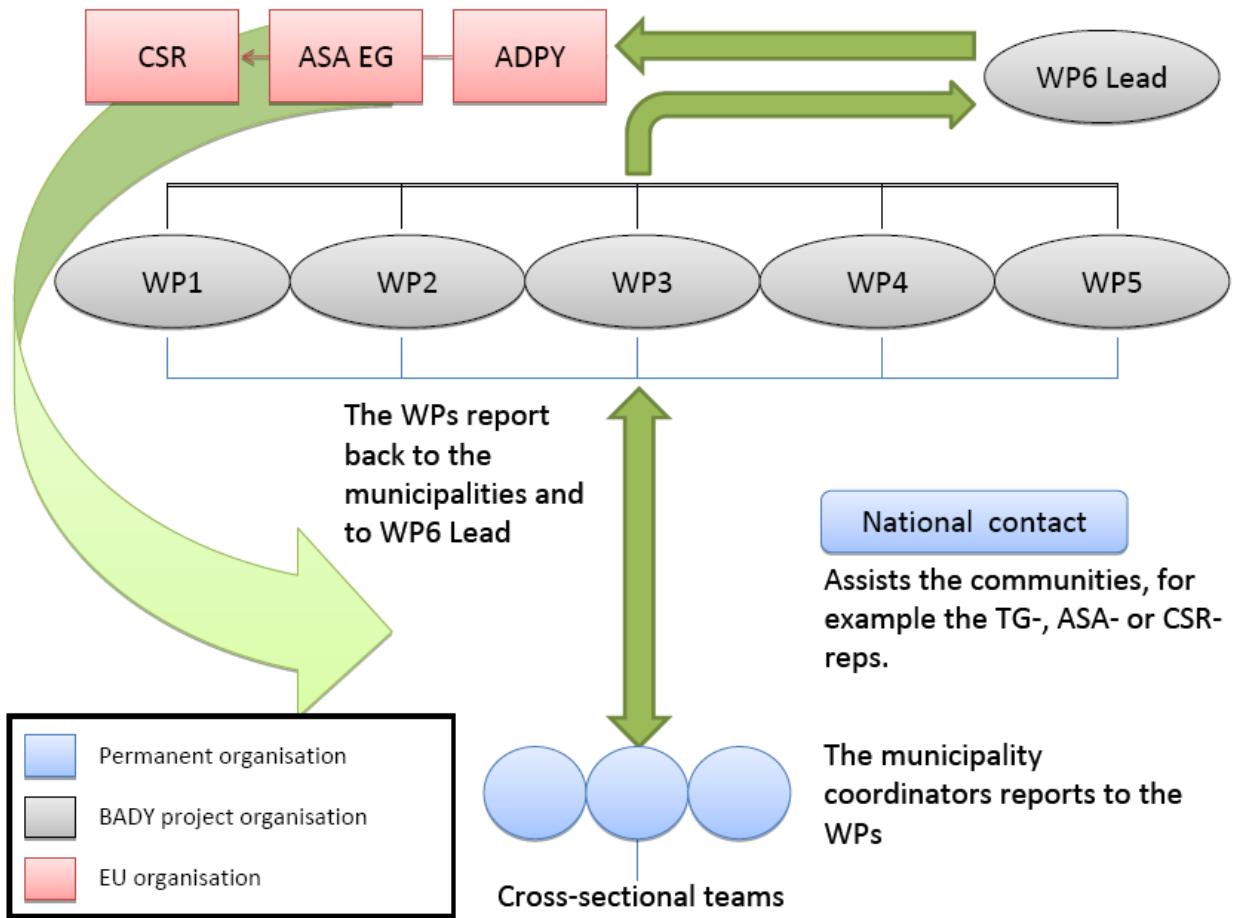
Lead: Baltic Healthy Cities Association

### WP Lead

Administration of the project and co-ordinating external evaluation.

Lead: STAD , Co-lead: CAN

## Organisation of the Flagship Project



## Draft proposal to municipalities in the participating countries

ADPY TG is planning a project for approximately 15 municipalities at an estimated total cost of € 2.5 million. The amount of investment per municipality will in this example be € 165.000 and the amount of self-financing an average of € 25.000-41.500 per municipality depending on the number of municipalities and what donor will finance the project. The calculations are made based on average salary costs per person months for all the workpackages. The project budget will cover the assessments and studies, activities such as training trainers, development of methods and campaigning as well as personnel costs for running the project and the activities as described on the previous pages. Workpackage leaders will have financing for personnel costs for leading.

### Programmes and donors for funding

The ADPY TG Lead is looking into the different options for funding and is at present looking at the following sources for financing:

**Delegation of the European Union to the Russian Federation:**

WP1-WP6 for Russia only

Call for proposals is open

Deadline - Concept Note, March 10

*(ADPY TG Lead have initiated the application process)*

**NDPHS Pipeline, Norway:**

WP1a + WP1b

Call for proposals will open March 15

Deadline April 15

**EU Health Programme:**

Call for proposals expected in the beginning of 2011

**NordForsk:**

Research Networks

Call for proposals is open

**EEA and Norway Grants:**

WP2-WP6 for Estonia, Latvia, Lithuania and Poland

Call for proposals expected in late 2011

**Timetable for project preparation**

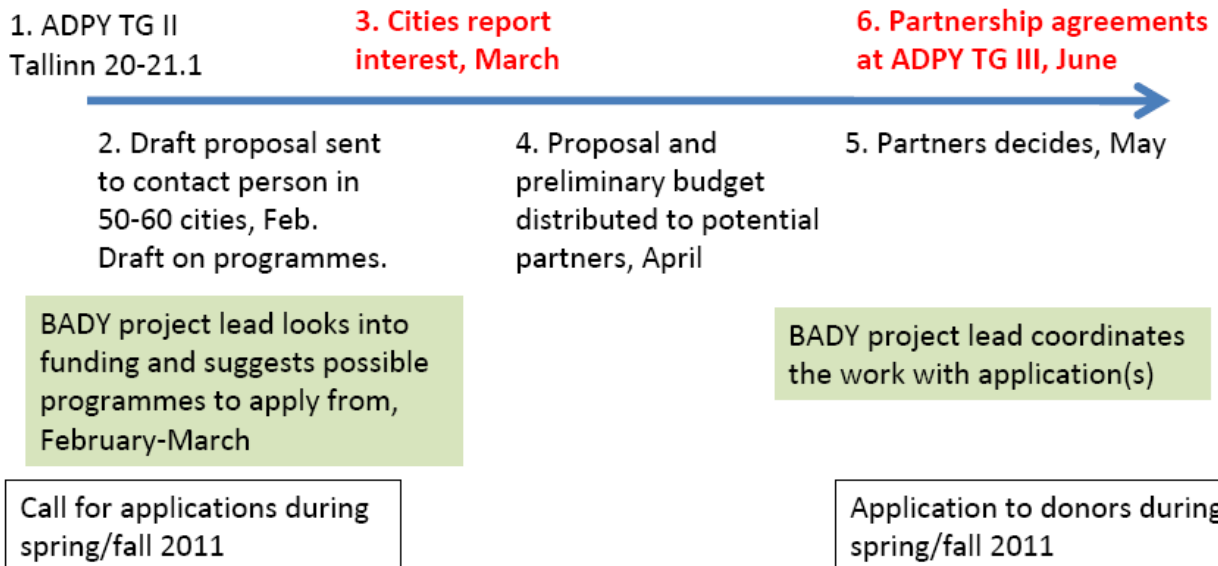
- Feb 2011 Draft proposal with a draft on programmes to apply from is distributed by BADY Lead to the ADPY TG representatives. TG representatives contact their municipalities.  
Aim: To deliver information to the municipalities so that they can take the forthcoming project into consideration in the budget planning process for 2012.
- March 2011 Municipalities report interest to participate in the flagship project to their TG representative. TG-representatives inform BADY Lead.  
Aim: To have 2-3 municipalities from each participating country who are interested of being partners.
- April 2011 BADY Lead distributes a preliminary budget and project proposal to potential partners and TG representatives.  
Aim: To deliver enough information to the municipalities to make a final decision, based on the selected programme(s) for funding.
- May 2011 Municipalities make final decision and reports to TG representatives and BADY Lead.  
Aim: Draft application can be formed.

June 2011 ADPY TG III (6-7 June 2011 in Helsinki) with final partners  
Aim: The partnership agreements are signed and the application can be completed.



## Timetable for preparation of project

The WP-leads form TGs working with outlines and budget, continues until application



Detailed information on the project and the contents of the workpackages can be found at the [ndphs.org](http://ndphs.org). Please do not hesitate to contact us for further information:

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