

# Community mobilization, co-development, and program evaluation

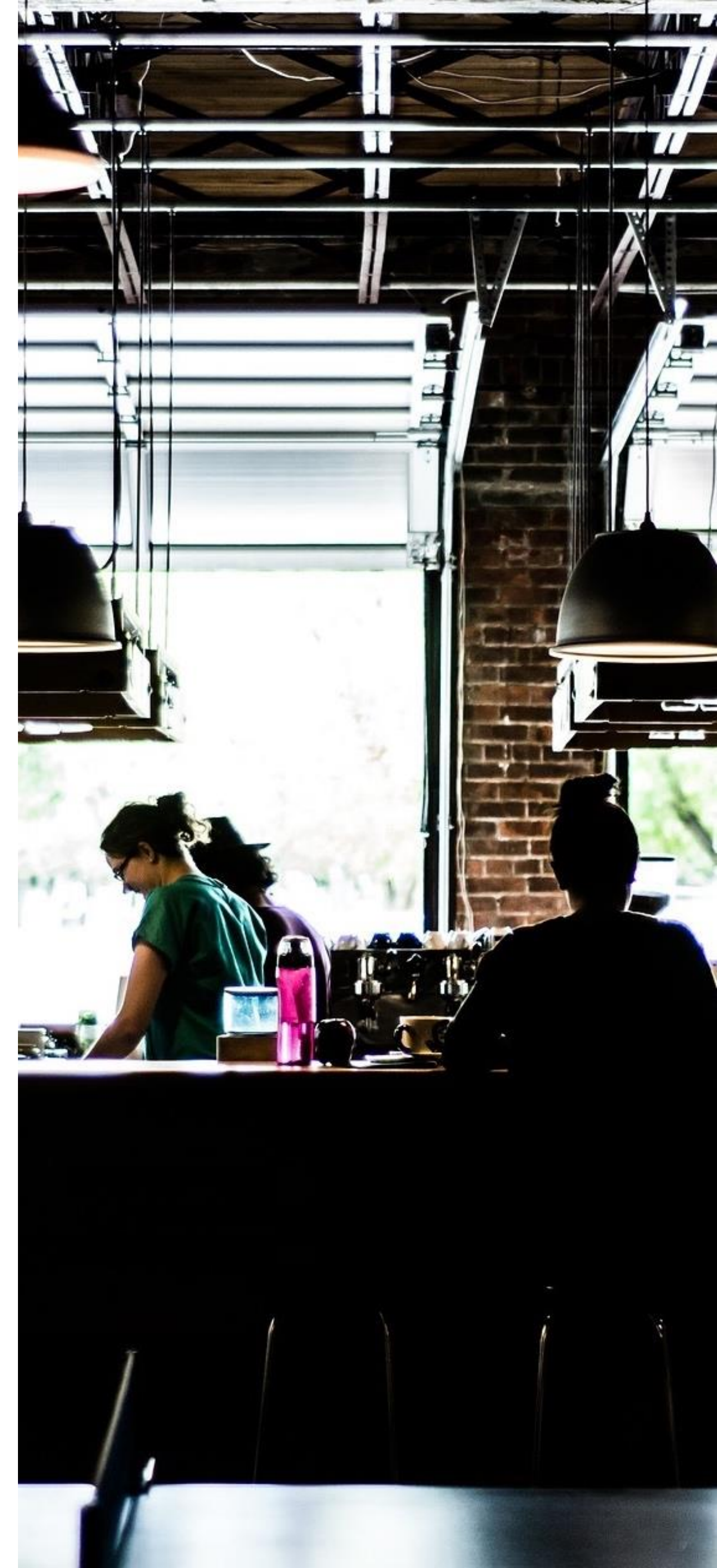
*Experiences from STAD's community-based interventions*

Johanna Gripenberg, Assoc. Prof. Director at STAD

Tobias Elgán, Assoc. Prof. Researcher at STAD

# Outline

- ⚙️ About STAD
- ⚙️ Community mobilization
- ⚙️ Co-development
- ⚙️ Program evaluation
- ⚙️ *Responsible Beverage Service* – exemplifying the work process
- ⚙️ Lessons learned







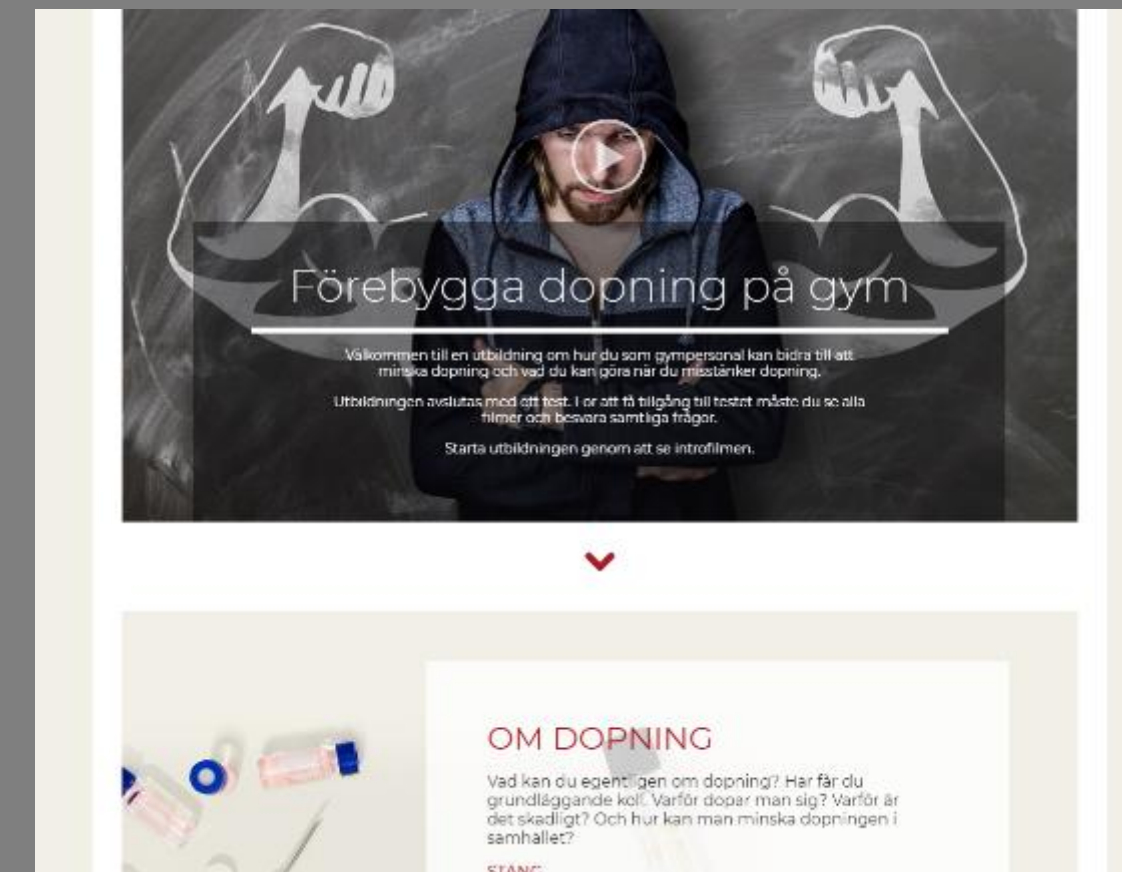
## Stockholm Prevents Alcohol and Drug Problems

- Founded in 1995, R&D unit at Centre for Psychiatry Research, Karolinska Institutet
- Aim to develop, implement, and evaluate prevention methods
- Research and practice in close collaboration – bridging gap between science and practice
- Specialists in prevention science
- Conduct work on regional, national, and international level



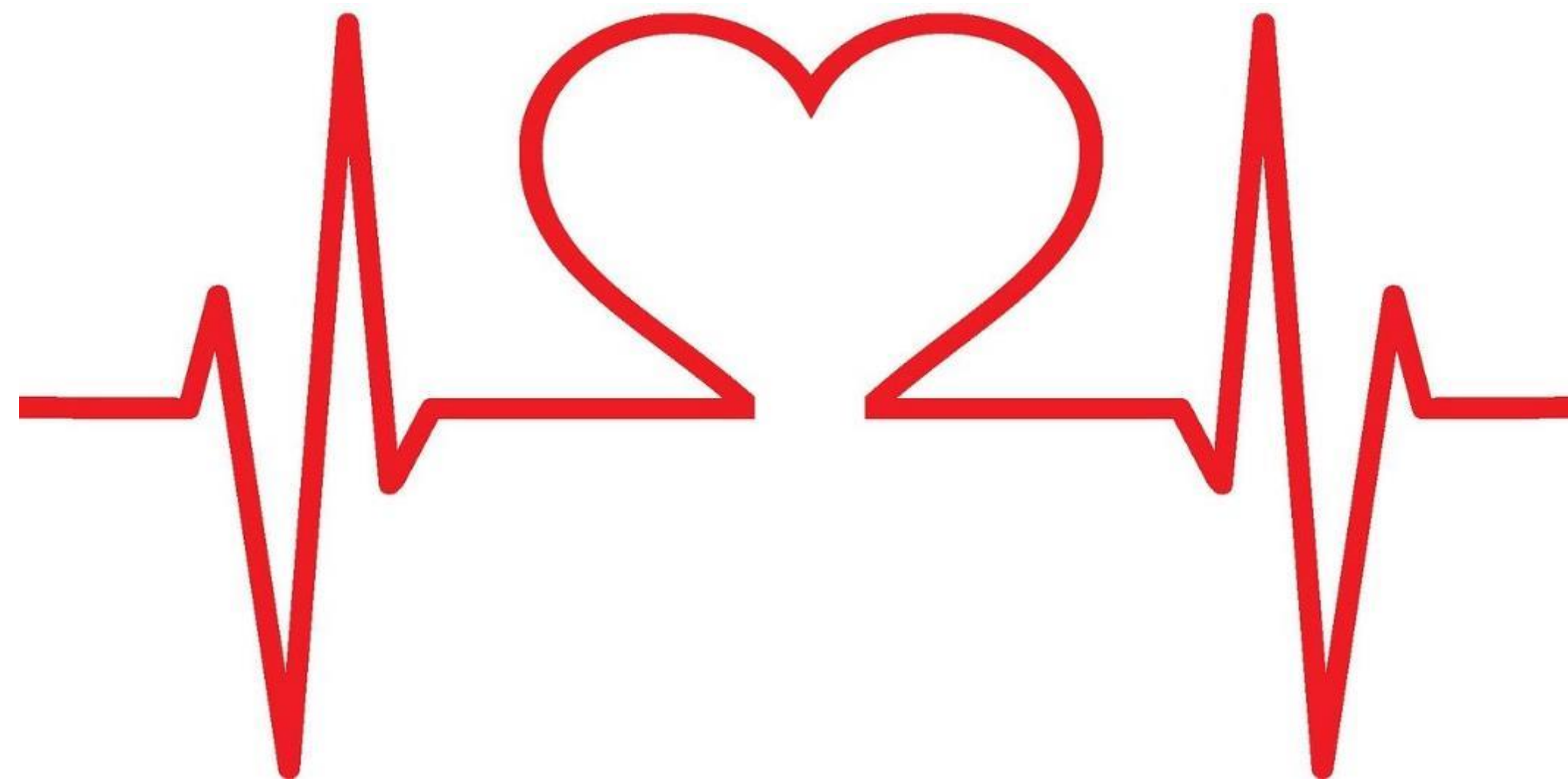
# STAD's settings

- ✓ Nightlife
- ✓ Entertainment settings
- ✓ Gyms & training facilities
- ✓ Sporting events
- ✓ Digital setting
- ✓ Youth health clinics
- ✓ Student health care clinics
- ✓ Open drug scenes
- ✓ Group violence setting
- ✓ Police-related settings





# Systematic Prevention work



**01**  
Mapping &  
needs assessment

**04**  
Research &  
evaluation

**02**  
Mobilization, collaboration,  
formulation of goals & co-production  
of intervention strategies

**05**  
Dissemination

**03**  
Implementation  
of strategies

**06**  
Management &  
quality assurance

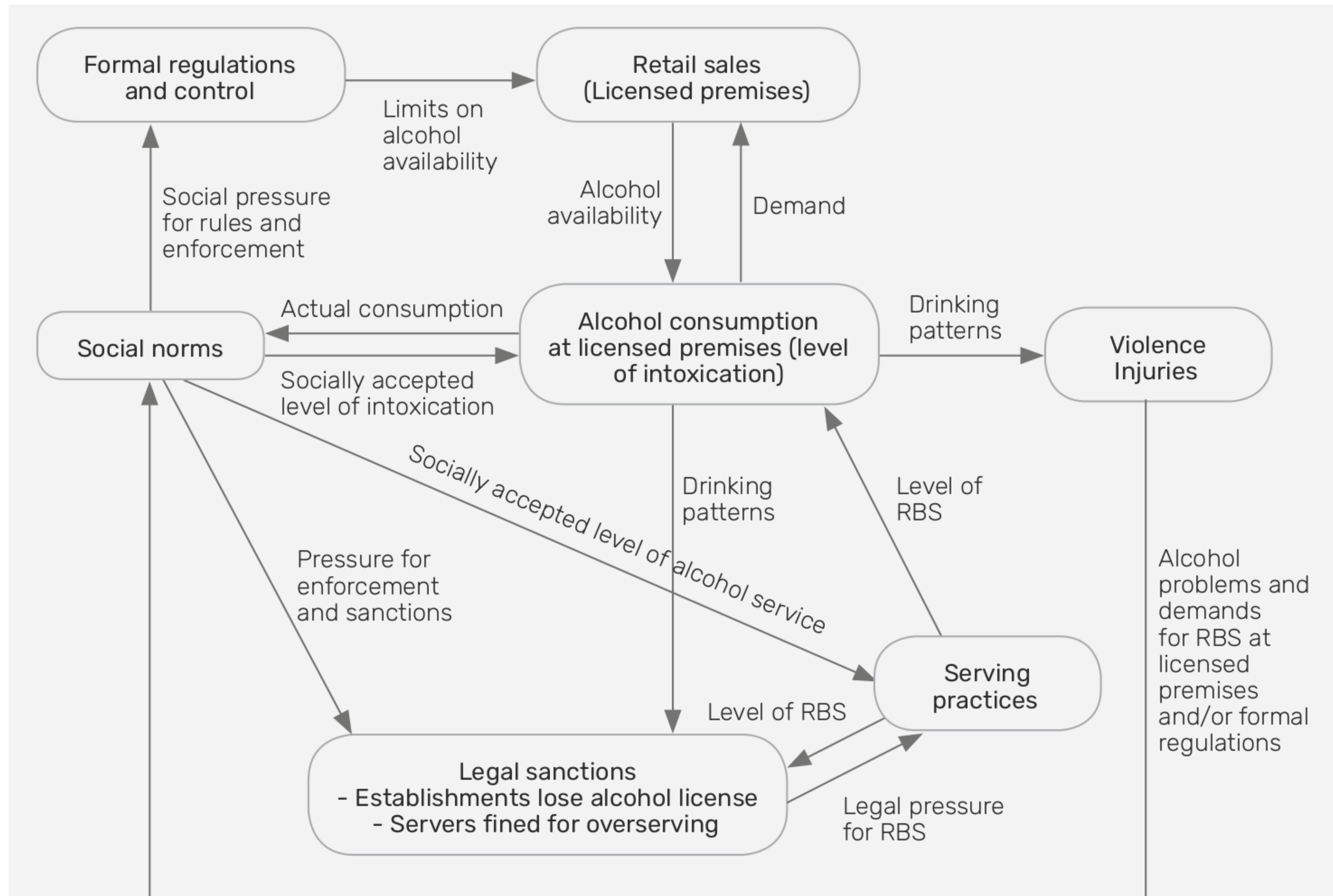


## The Alcohol law in Sweden

- Legal drinking age: 18
- You are not allowed to serve someone who is obviously intoxicated (i.e. drunk)
- Obviously intoxicated people are not allowed entry to the premises



# Systems approach to alcohol prevention



STUDENT

CLUBS  
AGAINST  
DRUGS



100%  
REN HÅRDTRÄNING



🔌 About STAD

🔌 **Community mobilization**

🔌 Co-development

🔌 Program evaluation

🔌 *Responsible Beverage Service* –  
exemplifying the work process

🔌 Lessons learned

# Community Mobilization





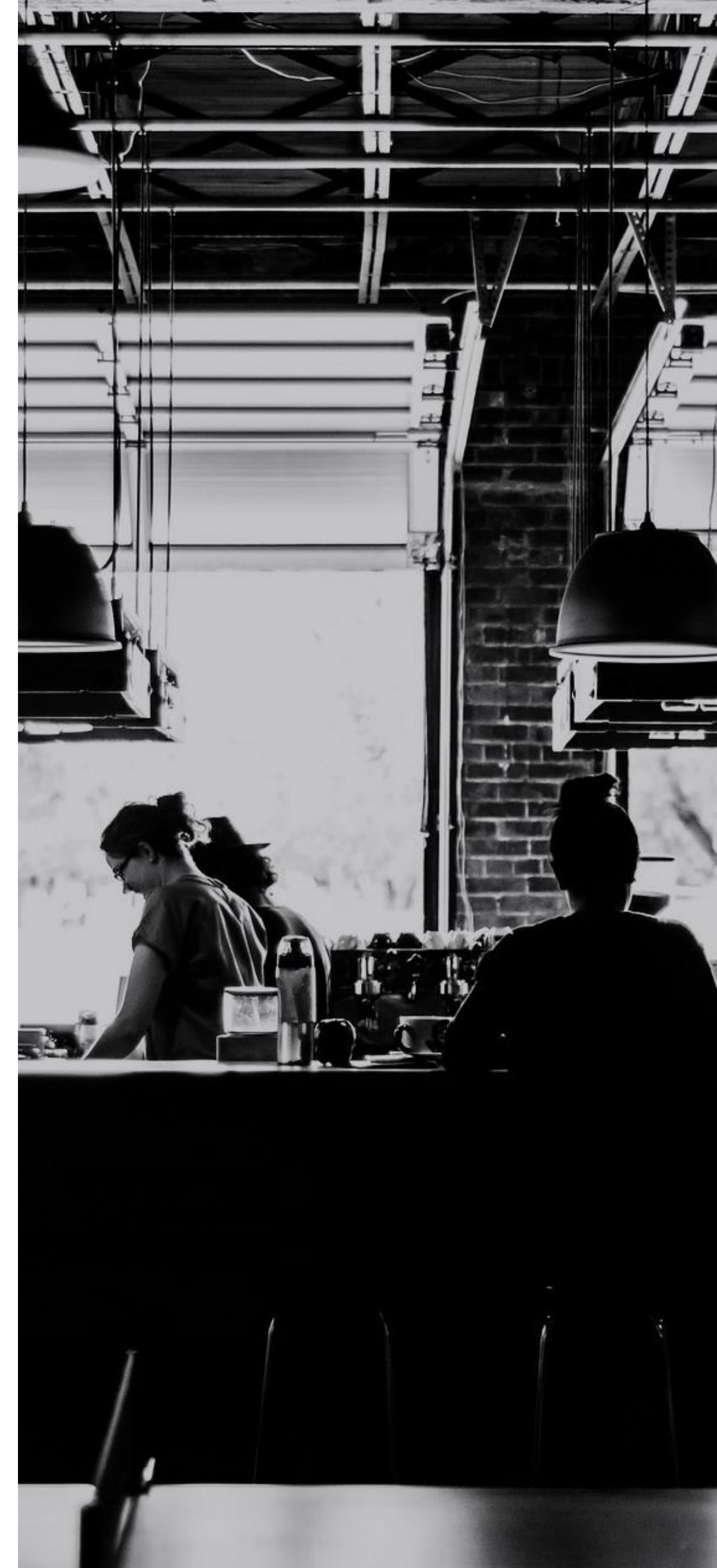
# Why?

- Stakeholder participation
- Stakeholder ownership
- Co-creation/production
- Building trust
- Facilitates implementation process



# How?

- ⚙️ Prevalence studies
- ⚙️ Needs assessment
- ⚙️ Identify stakeholders
- ⚙️ Strategic plans for mobilization
- ⚙️ What's in it for me?
- ⚙️ Structure for collaboration (action & working groups)
- ⚙️ Media advocacy











# What's in it for me?

Stakeholders	Motives for participation
The County Council	Reducing injuries and health problems
The Licensing Board	Enforcing Alcohol law Reducing problems at licensed premises, eg, social problems, public nuisance, and crime
The Police Authority	Law and order
The Public Health Agency of Sweden	Public health. Enforcement of legislation, national perspective
The County Administration	Enforcement of legislation, regional perspective
The Union	Psycho-social working environment





# What's in it for the nightlife industry?

- ✓ A more safe and secure environment
- ✓ Good relations with authorities
- ✓ Social commitment
- ✓ Support from all stakeholders & public
- ✓ Trained staff
- ✓ Less staff turnover
- ✓ Good for PR
- ✓ Increased profitability



⚙️ About STAD

⚙️ Community mobilization

⚙️ **Co-development**

⚙️ Program evaluation

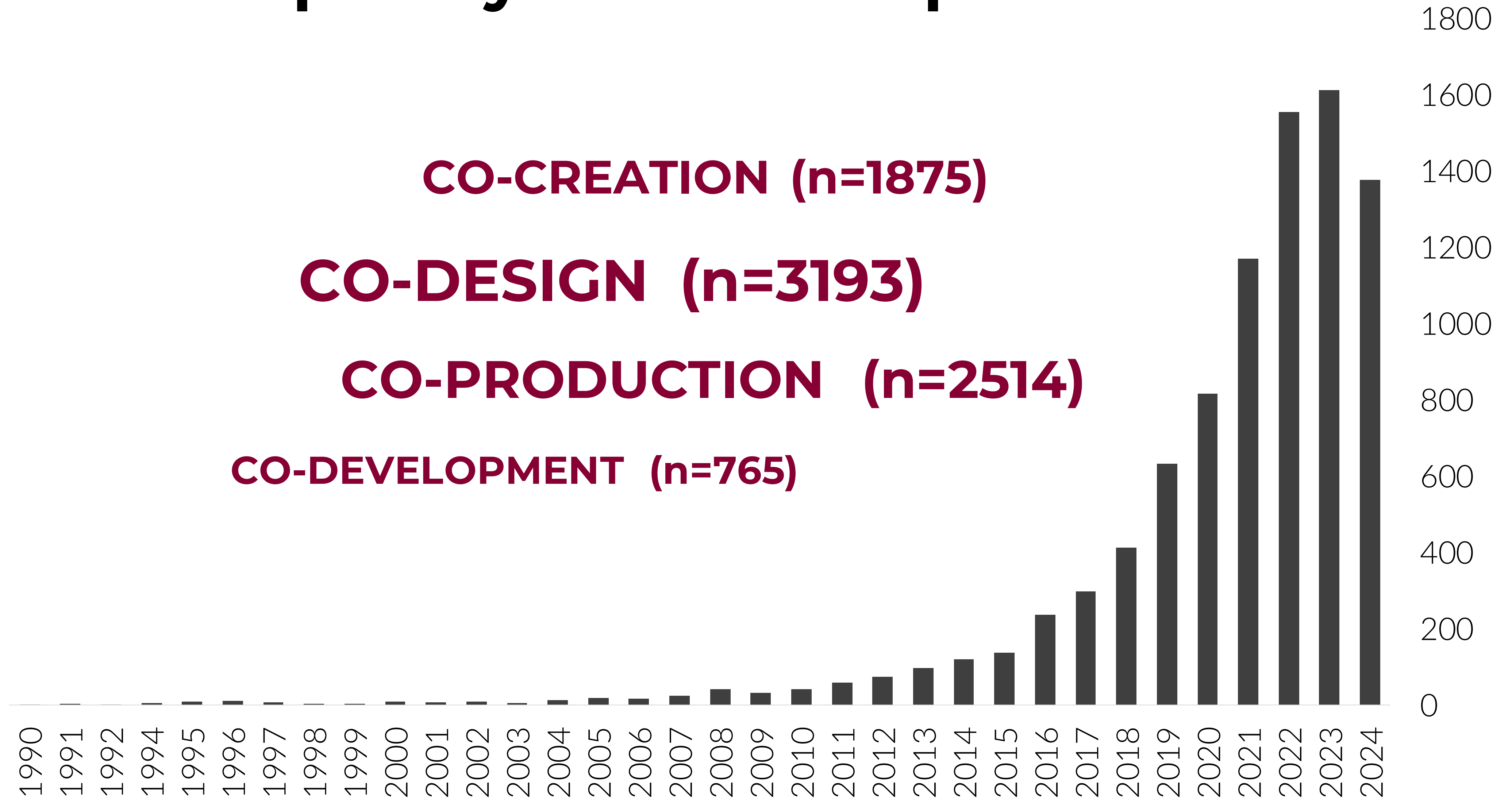
⚙️ *Responsible Beverage Service* –  
exemplifying the work process

⚙️ Lessons learned

# Co-development



# Participatory "co-work" processes







## Why “co-working” processes?

- Improves quality, relevance, and acceptability of strategies
- Cost efficiency
- Stakeholder ownership
- Facilitates implementation
- Sustainability
- Builds social capital and trust
- Increased understanding for each other’s organization and challenges



# How?

Organization	Responsibility
STAD	Provide coordinator, lectures at training, evaluation
The Licensing Board	Monitors LPs, lectures at training, encourage LPs to have trained staff and policies
The Police Authority	Monitors LPs, lectures at training, encourage LPs to have policies
The County Administration	Lectures at training, examination
The Union	Encourage members to encourage their workplaces to have policies

- Co-creation from design and development to evaluation
- Involve all relevant stakeholders incl. end-users
- Structure for collaboration (e.g. reference and working group)
- Develop common goals
- Shared power & decision making
- Written agreement
- Shared responsibility



⚙️ About STAD

⚙️ Community mobilization

⚙️ Co-development

⚙️ **Program evaluation**

⚙️ *Responsible Beverage Service* –  
exemplifying the work process

⚙️ Lessons learned

# Program Evaluation

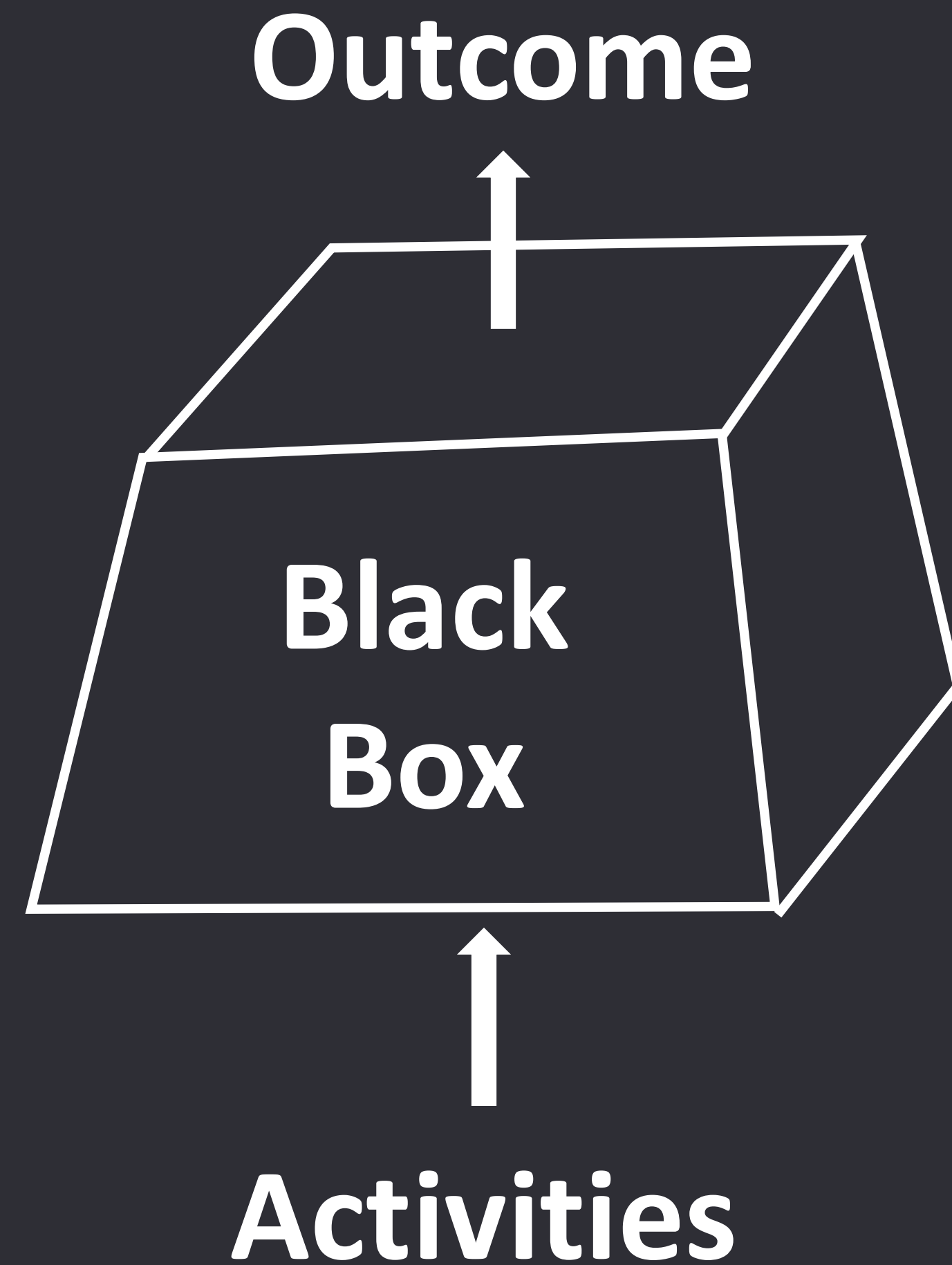


# Why program evaluation?

- ⚙️ Does it have intended effects?
- ⚙️ Means to follow the process of development, implementation & dissemination
- ⚙️ Results can be used to mobilize community and decision makers
- ⚙️ Results can be used in media to raise awareness
- ⚙️ Results can be used to make adjustments
- ⚙️ Provides evidence-base for the work





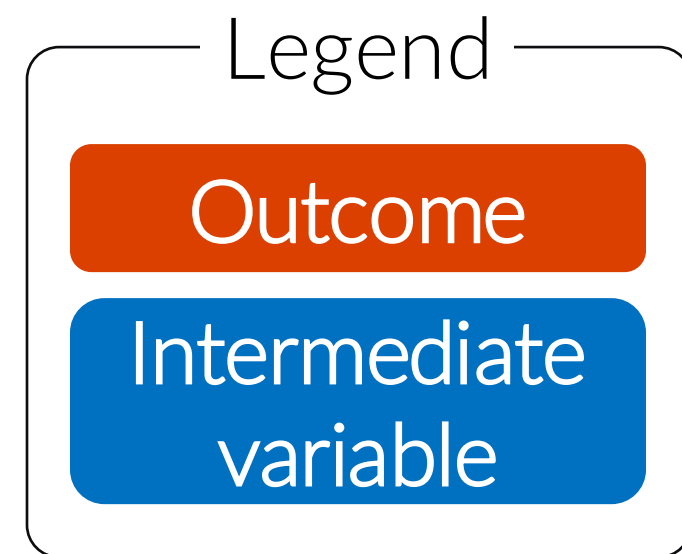


# Key considerations

- ✓ Avoid "black-box" evaluations assessing outcomes without understanding how and why the intervention works
- ✓ Develop a model outlining how and why the program is expected to have specific outcomes
- ✓ Outcome & process evaluation – how is the intervention delivered?
- ✓ Fidelity - core components delivered? Correct dose? Participant engagement? Adaptation?
- ✓ Assess intermediary variables
- ✓ Measure short- and long-term outcomes



# Logic model for preventing alcohol use-related problems at sporting events



Alcohol-related problems at sporting events

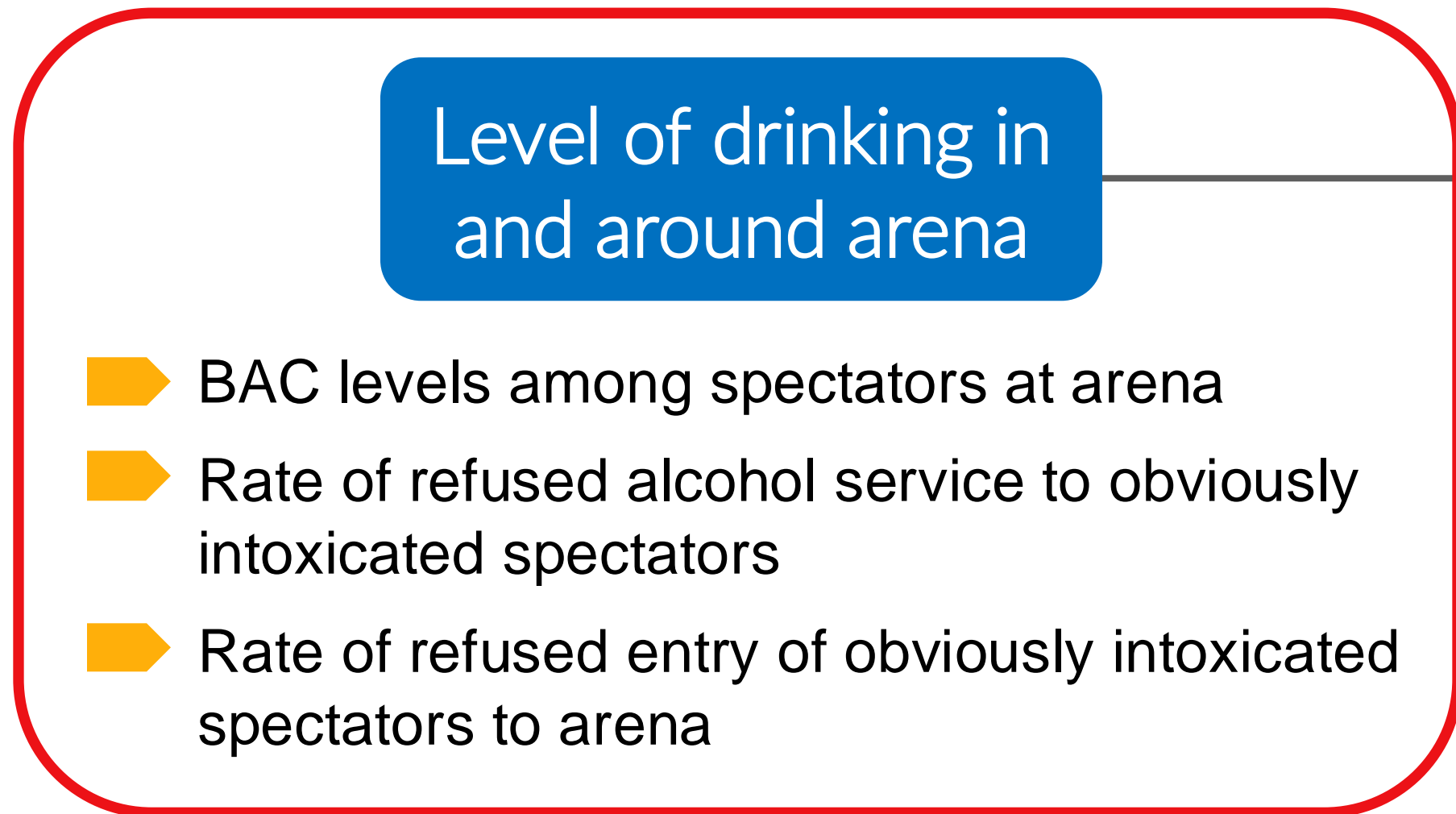
- Police reported data on alcohol-related problems
- Hospital (ER) data

Level of public opinion on alcohol intoxication and policies at sporting events

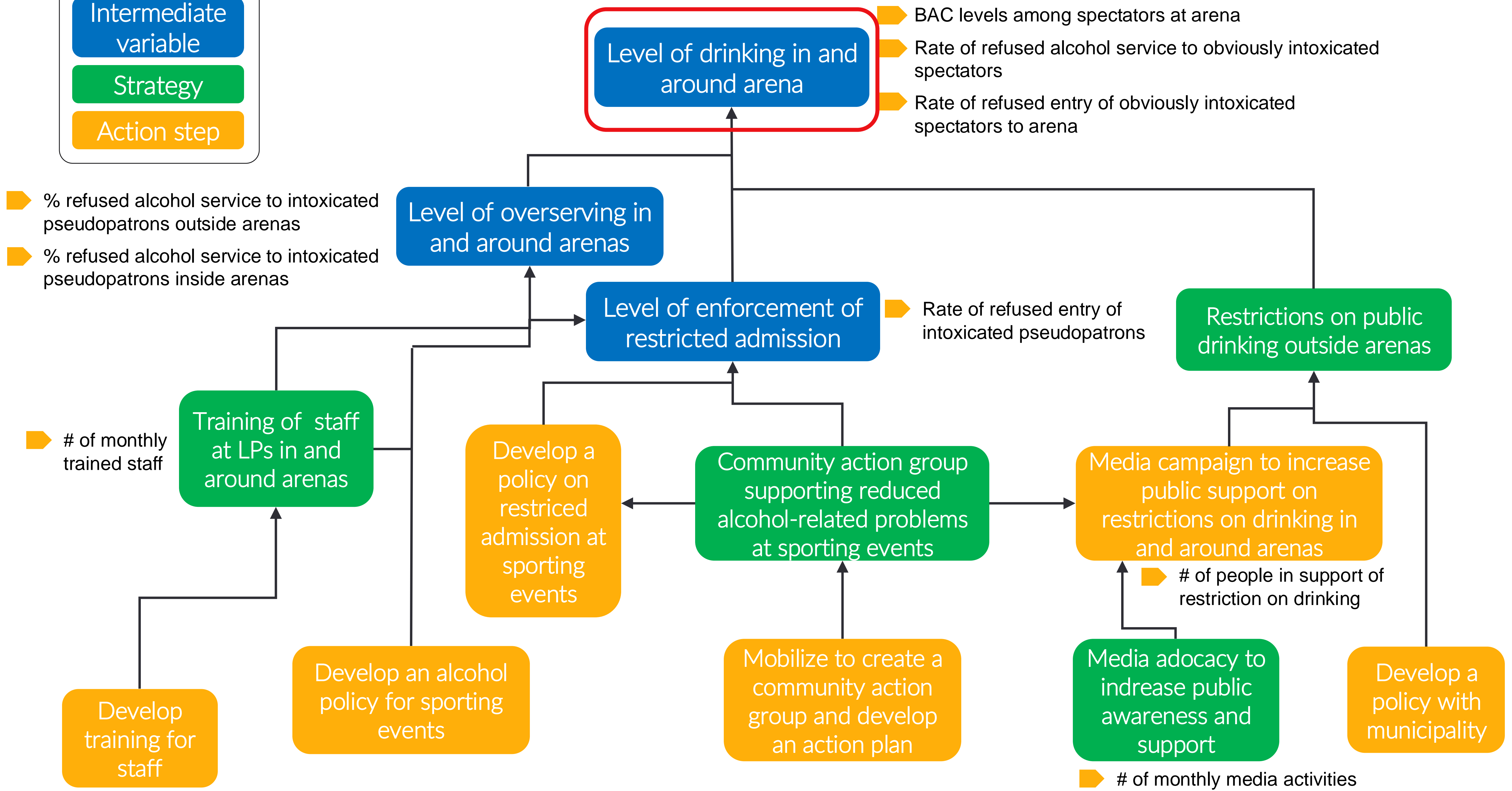
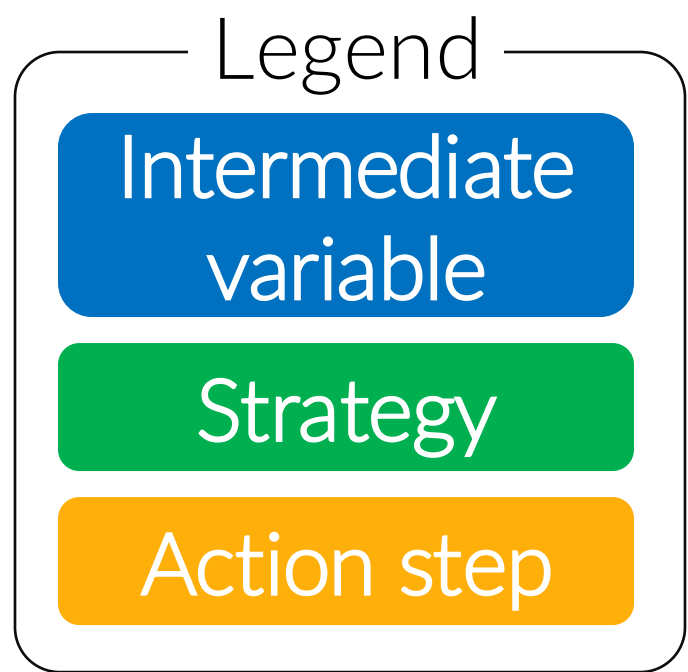
- Level of concern among general public on alcohol intoxication at sporting events
- Level of public opinion on alcohol policies at sporting events

Level of enforcement at sporting events

- Number of police officers assigned to sporting event
- Number of sanctions











# Study design

- ✓ Randomized Controlled Trials (RCTs)
- ✓ Cluster RCTs
- ✓ Quasi-experimental designs
  - ✓ Non-RCTs
  - ✓ Interrupted time series
  - ✓ Pretest-posttest design
- ✓ Cohort studies
- ✓ Cross-sectional studies



- ⚙️ About STAD
- ⚙️ Community mobilization
- ⚙️ Co-development
- ⚙️ Program evaluation
- ⚙️ **Responsible Beverage Service –  
exemplifying the work process**
- ⚙️ Lessons learned



Exemplifying the work process from development, implementation, evaluation, and dissemination

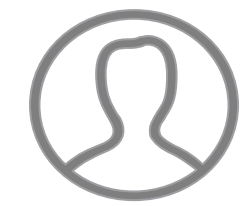




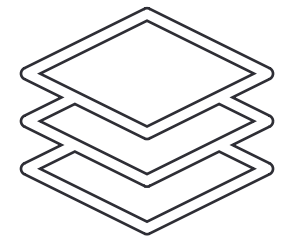
# The common goal

To create a safer nightlife environment for both guests and staff by decreasing intoxication levels and alcohol-related problems

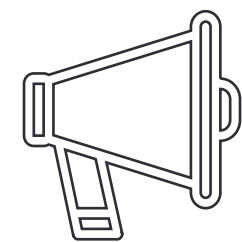




Mobilization, collaboration  
& co-creation



Training



Improved  
enforcement

**STAD-model**





# Mobilization & collaboration

- ❖ The County Council
- ❖ The Municipality (Licensing Board)
- ❖ The Police Authority
- ❖ The County Administration
- ❖ The organization for the hospitality industry
- ❖ Leading nightclub owners
- ❖ The Union for the hospitality industry staff







# Training

- ✓ 2-day RBS-training for serving staff
- ✓ Digital RBS-training
- ✓ 3-day training for police officers and alcohol inspectors
- ✓ Digital training for police officers and alcohol inspectors

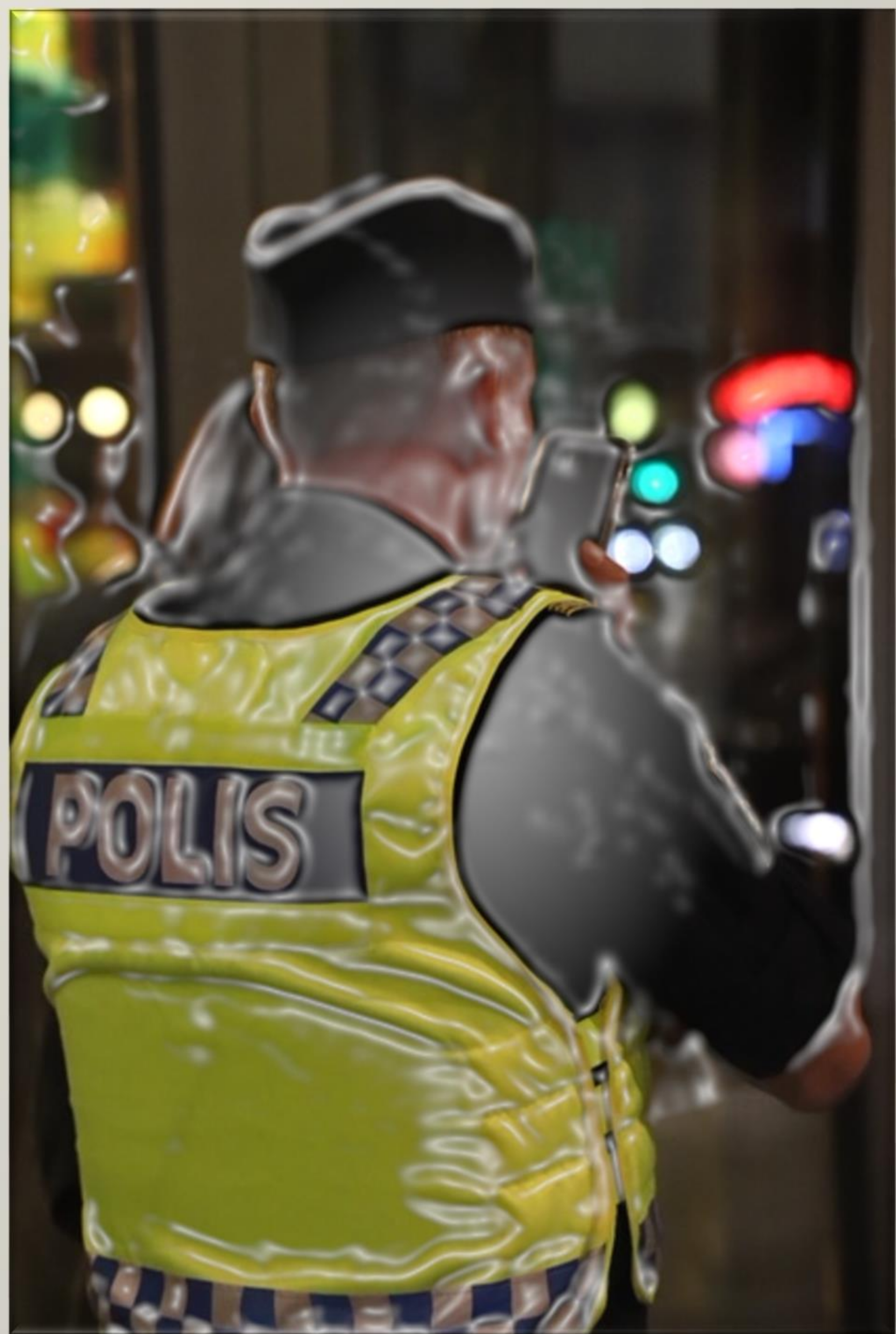






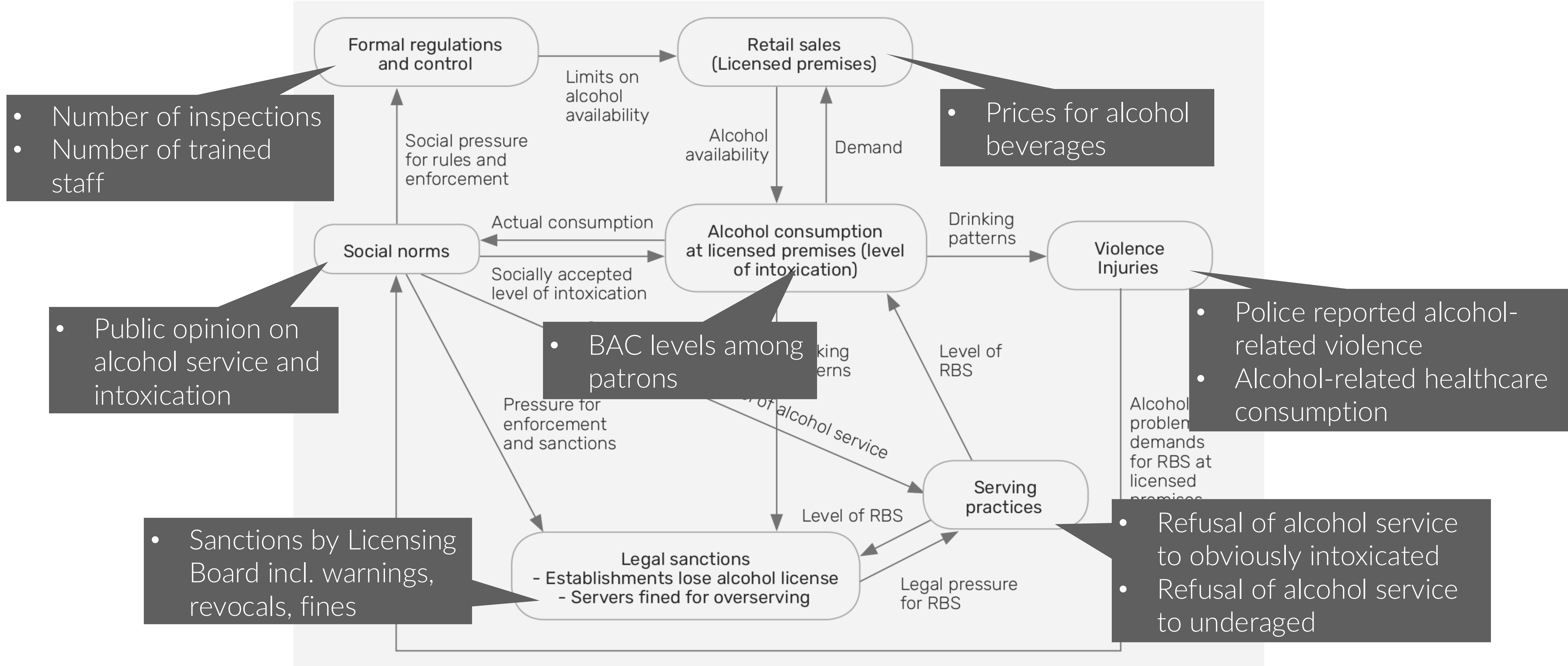
# Enforcement

- Police and Licensing board enforce the law
- Shifting from reactive to proactive focus
- Inspections can be done in uniform, plain clothes or undercover
- Inspections have a prevention focus with a coaching and guiding approach





# Program evaluation







# Studies evaluating RBS

Public opinion on alcohol service at licensed premises using population survey

Serving to obviously intoxicated (overserving) using actor study

Serving to underaged using 18-year-olds

Police-reported violence

Cost-effectiveness using estimated costs for RBS and survey among victims of violence

Institutionalization using interviews and content analysis

Nationwide dissemination/implementation using police-reported data and surveys





# Public opinion on alcohol service

- Population survey during 1999/2000 among 1000 randomly selected inhabitants in Stockholm

**Strong support among population for licensed premises to serve responsible and for stricter enforcement of existing laws!**

	Proportion agree (%)
Make licensed premises serve responsible	76
Servers should not serve minors	97
Make obviously intoxicated guests leave the premises	90

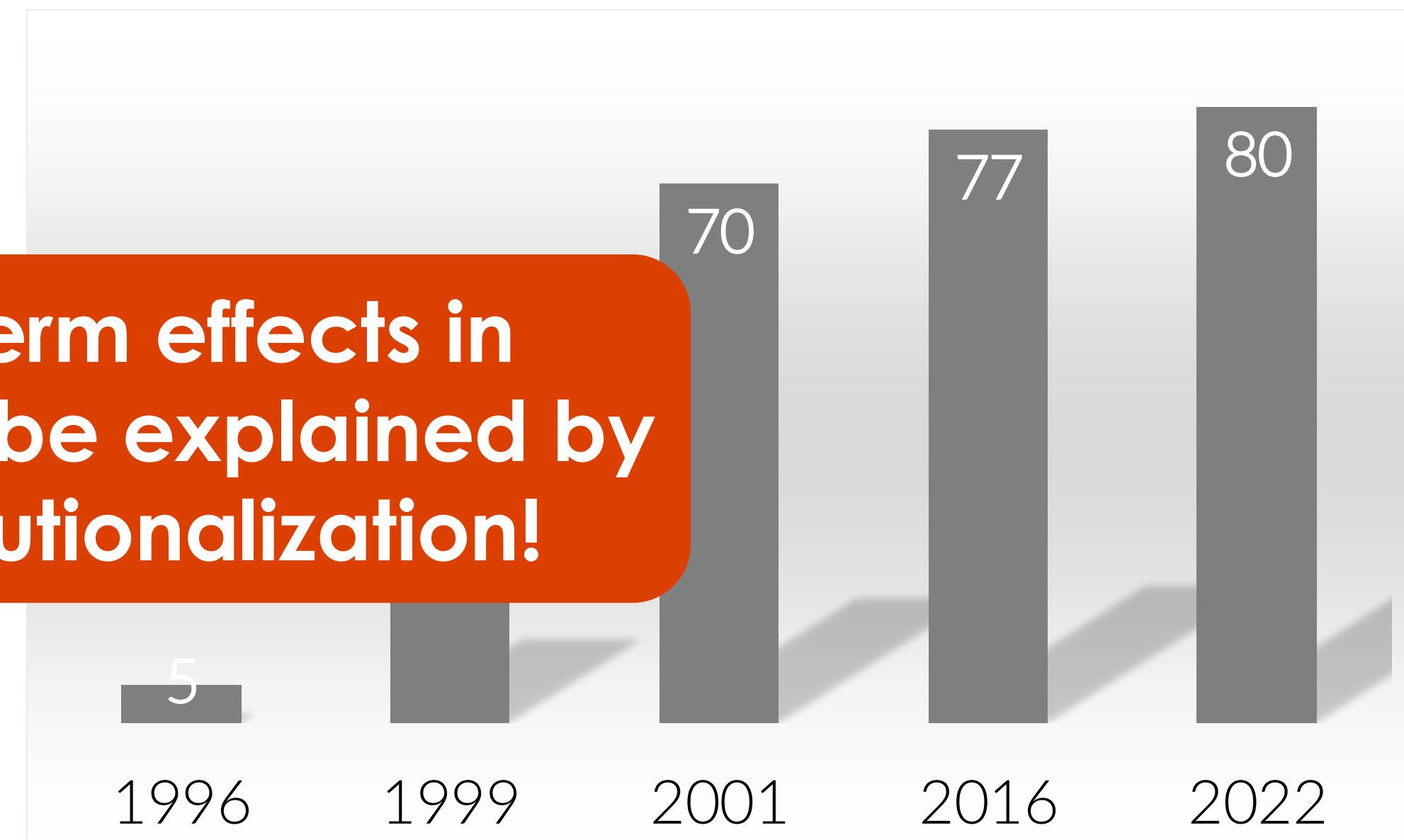




# Serving to obviously intoxicated

- Professional actors trained to enact standardized scene of obvious intoxication
- Worked in pairs with
- Visited licensed premises (bars, restaurants, nightclubs) in Stockholm
- One actor acted drunk and tried to purchase a beer

**Sustained long-term effects in Stockholm that can be explained by high level of institutionalization!**



Refusal rates (%) of alcohol service to obviously intoxicated

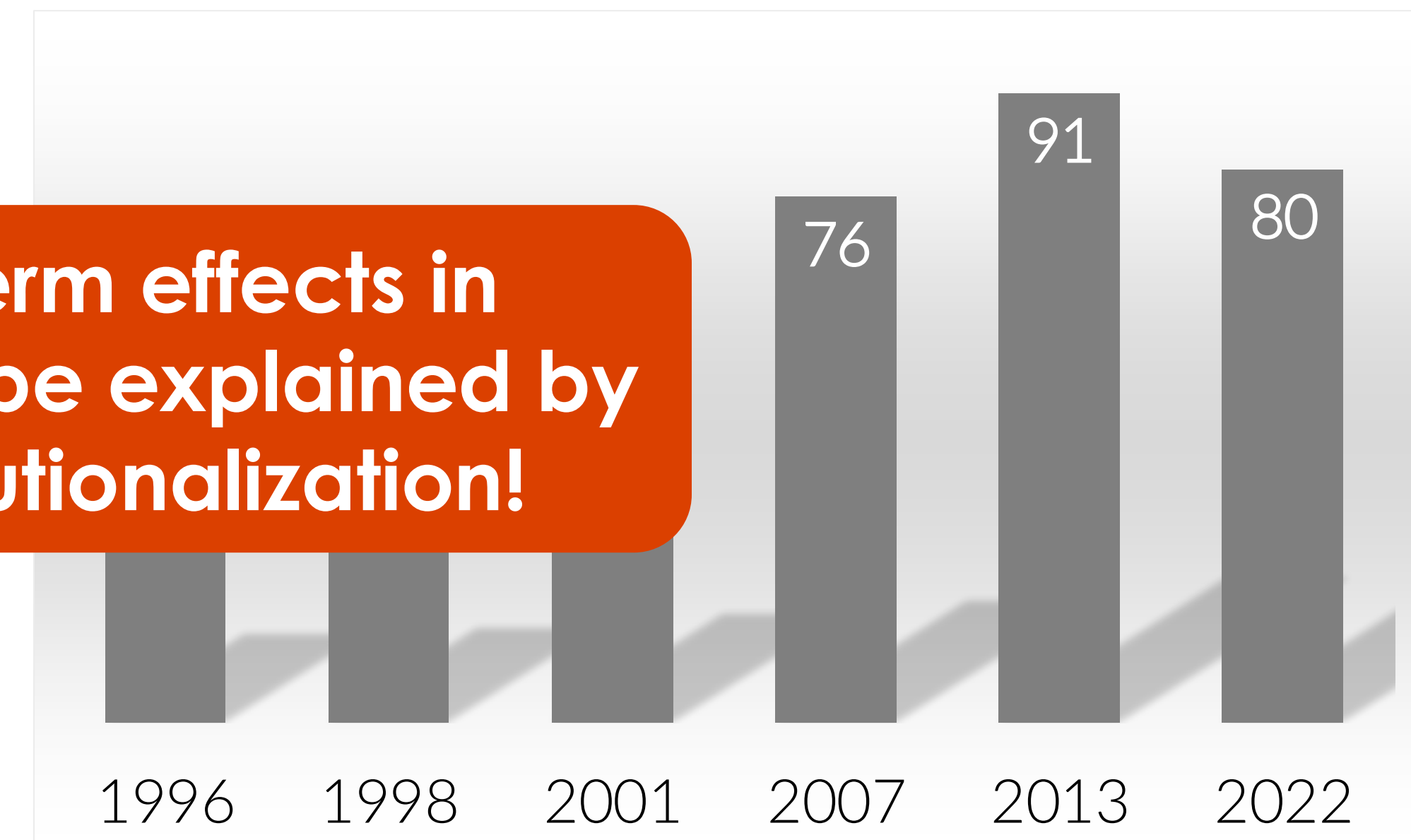




# Serving to underaged

- 18-year-olds who looked younger than 18 (according to expert panel)
- Worked in pairs and served at various premises in Stockholm
- Tried to purchase a beer without showing ID

**Sustained long-term effects in Stockholm that can be explained by high level of institutionalization!**

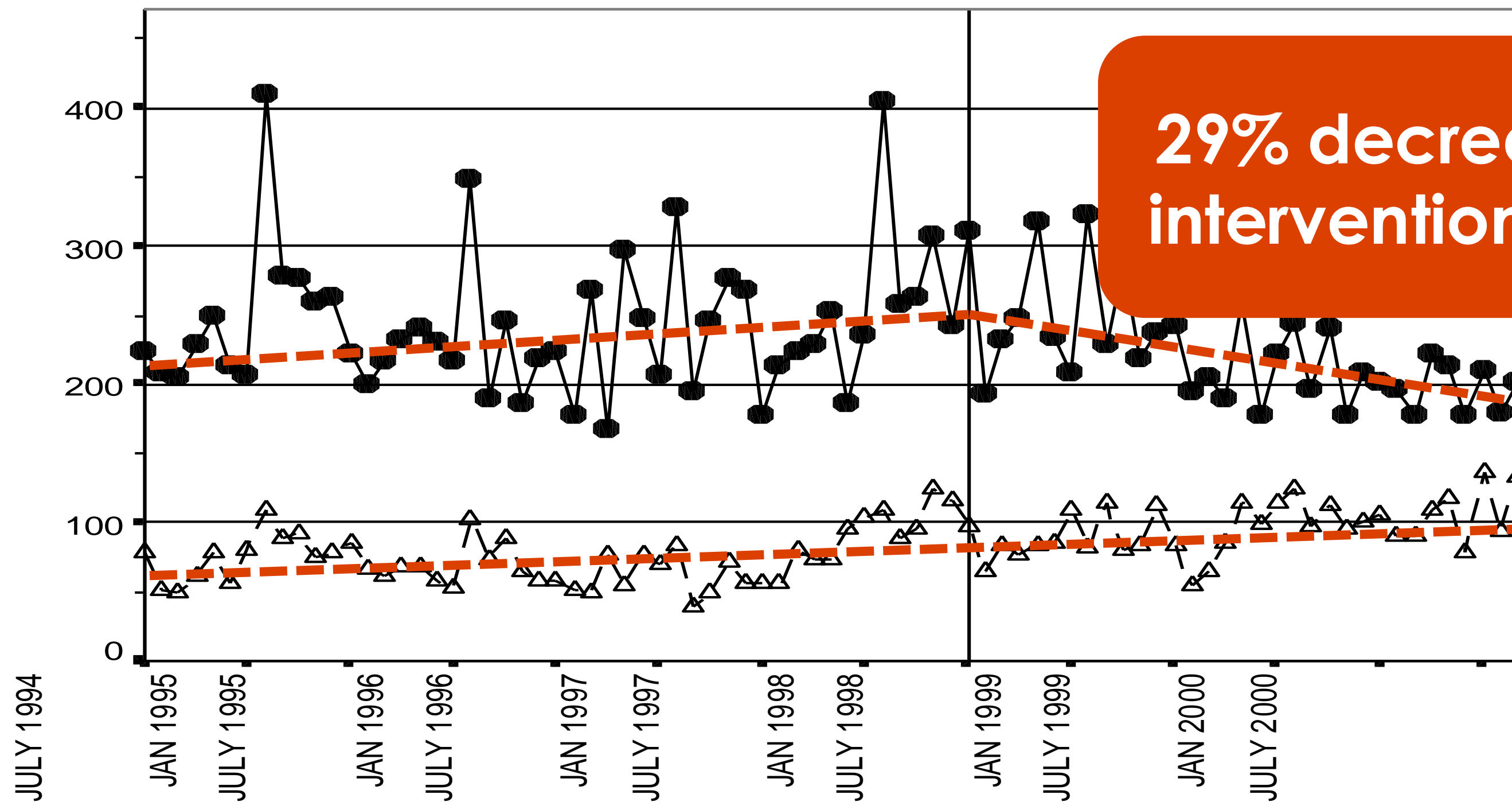


Refusal rates (%) of alcohol purchase to underaged





# Police-reported violence



**29% decrease in intervention area**

Police-reported violence from 1994 to 2000 (from 10 pm to 6 am)

Intervention and control areas in Stockholm

- Time series analysis







# Cost-effectiveness

- Costs:
  - RBS-work (eg, admin, training, law enforcement)
- Savings:
  - Judicial system (eg, police, prosecutor, court, prison)
  - Production changes (eg, sickness absence)
  - Health care (eg, emergency treatment, in- & outpatient care)



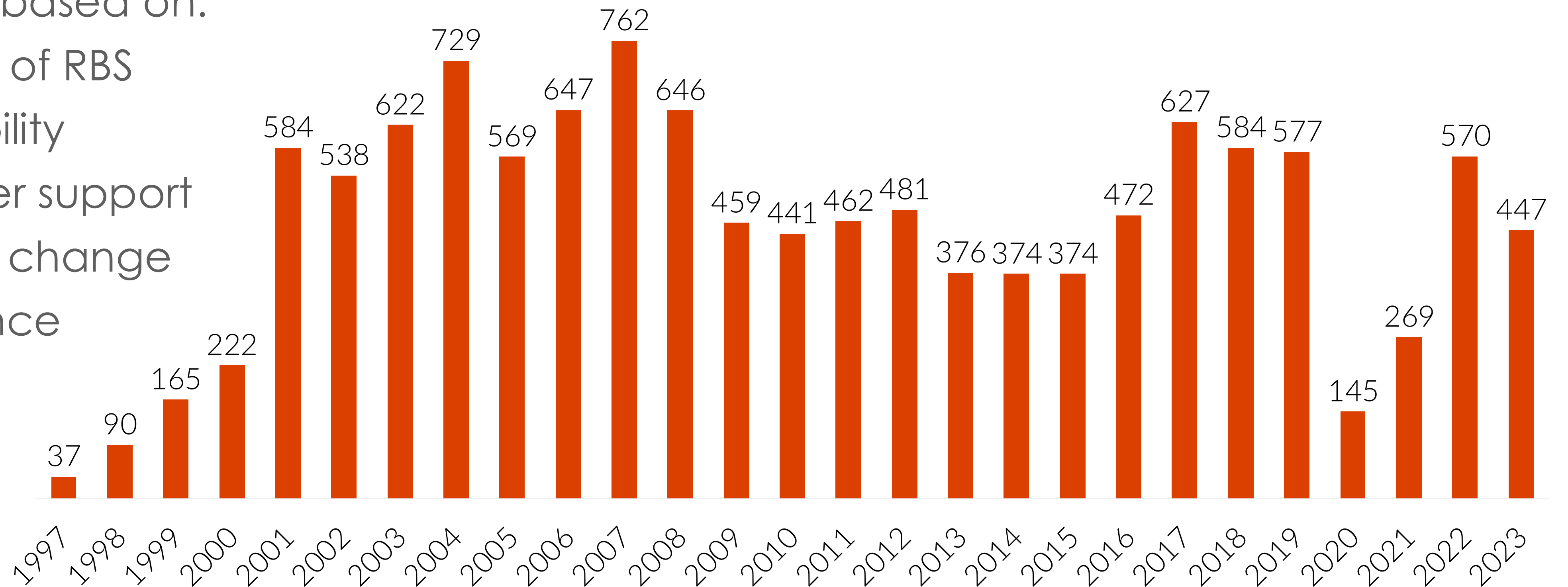


# Institutionalization in Stockholm



- High level of institutionalization in Stockholm based on:

- Adoption of RBS
- Sustainability
- Key leader support
- Structural change
- Compliance



Number of trained staff in Stockholm

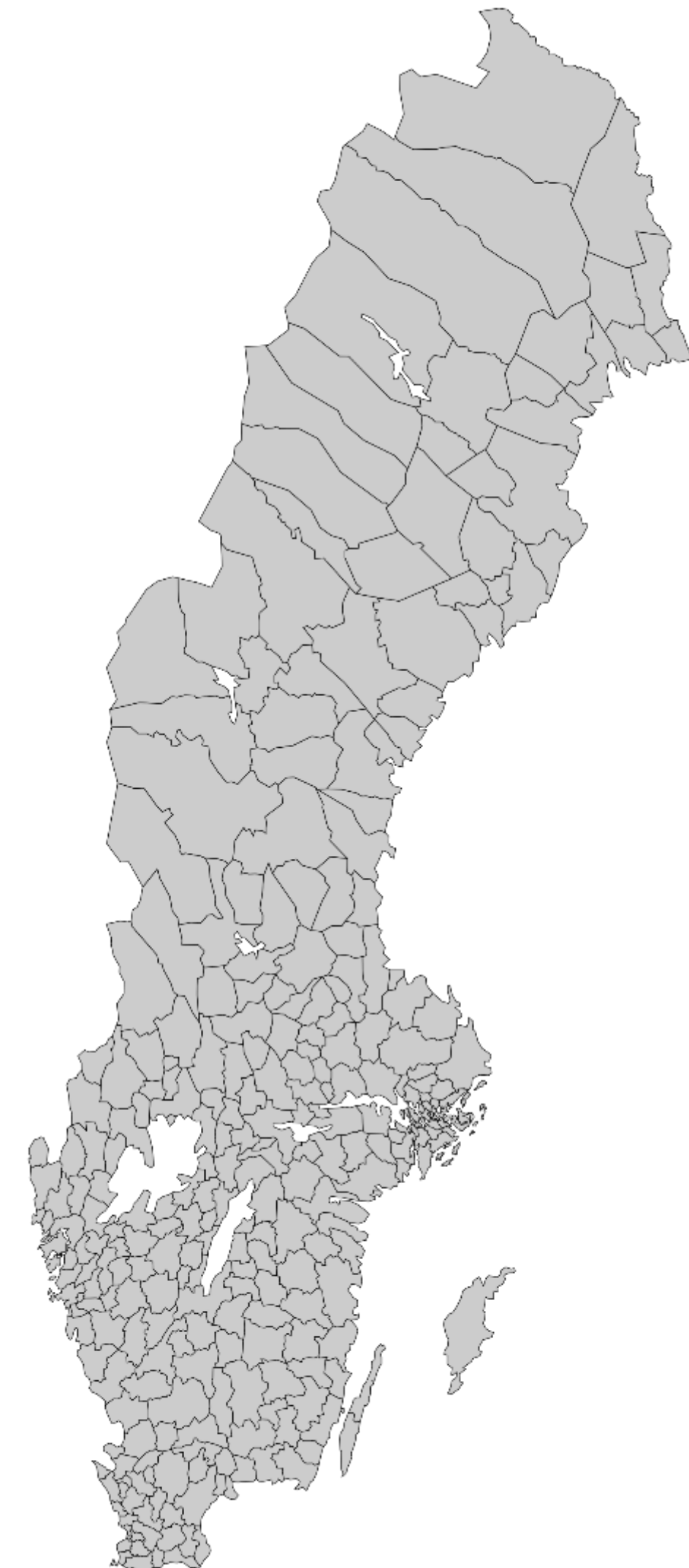


# Nationwide dissemination



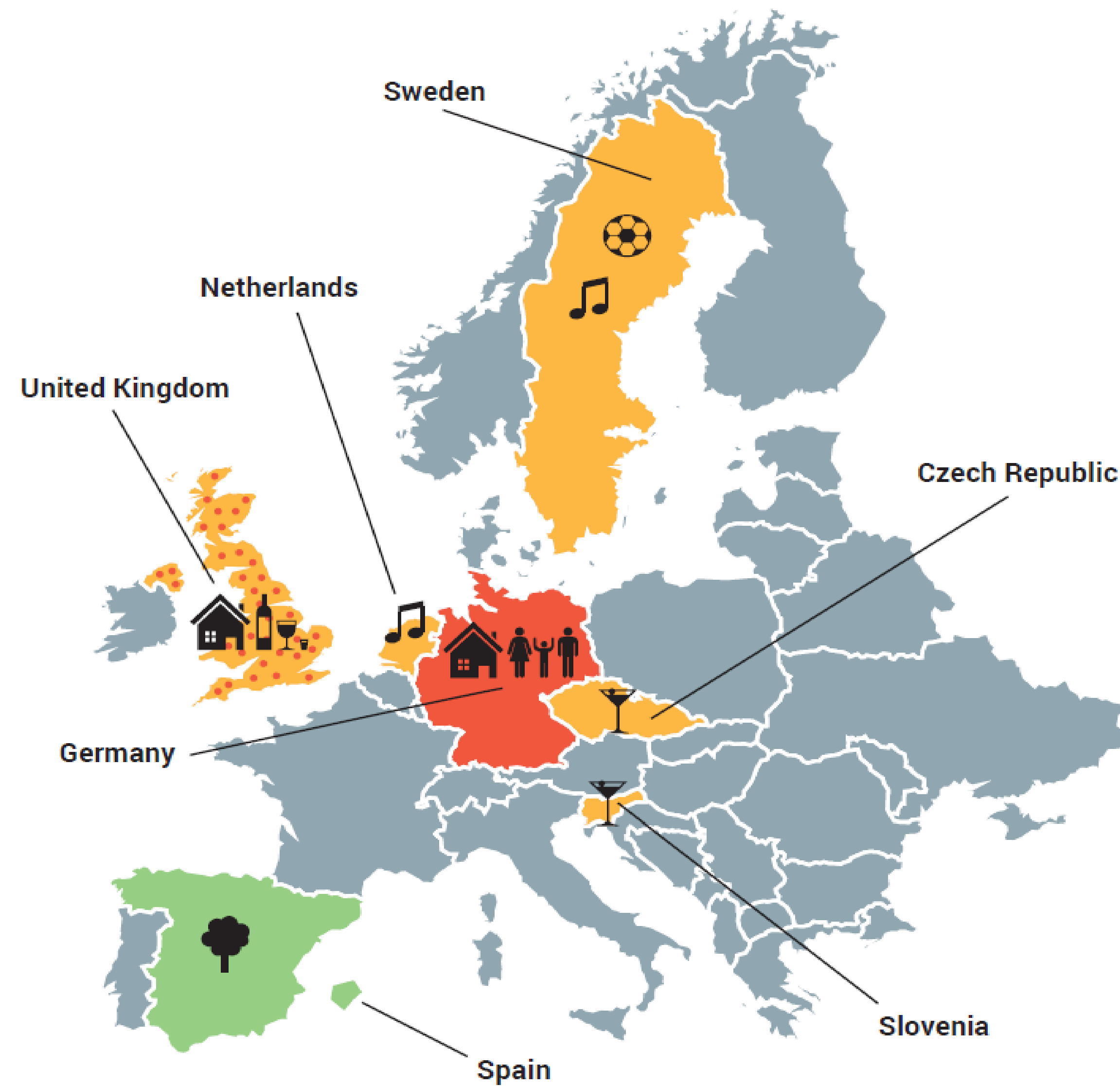
- RBS disseminated to 200+ municipalities (290 in total)
- Survey among municipalities revealed that only 13% of municipalities used all three components, whereof:
  - Training most common (40%)
  - Enforcement (40%)
  - Collaboration via steering group (34%)
- For every component added to the RBS-work, violence is reduced by 8%

**Highlights importance of national coordination for quality assurance!**





# International dissemination

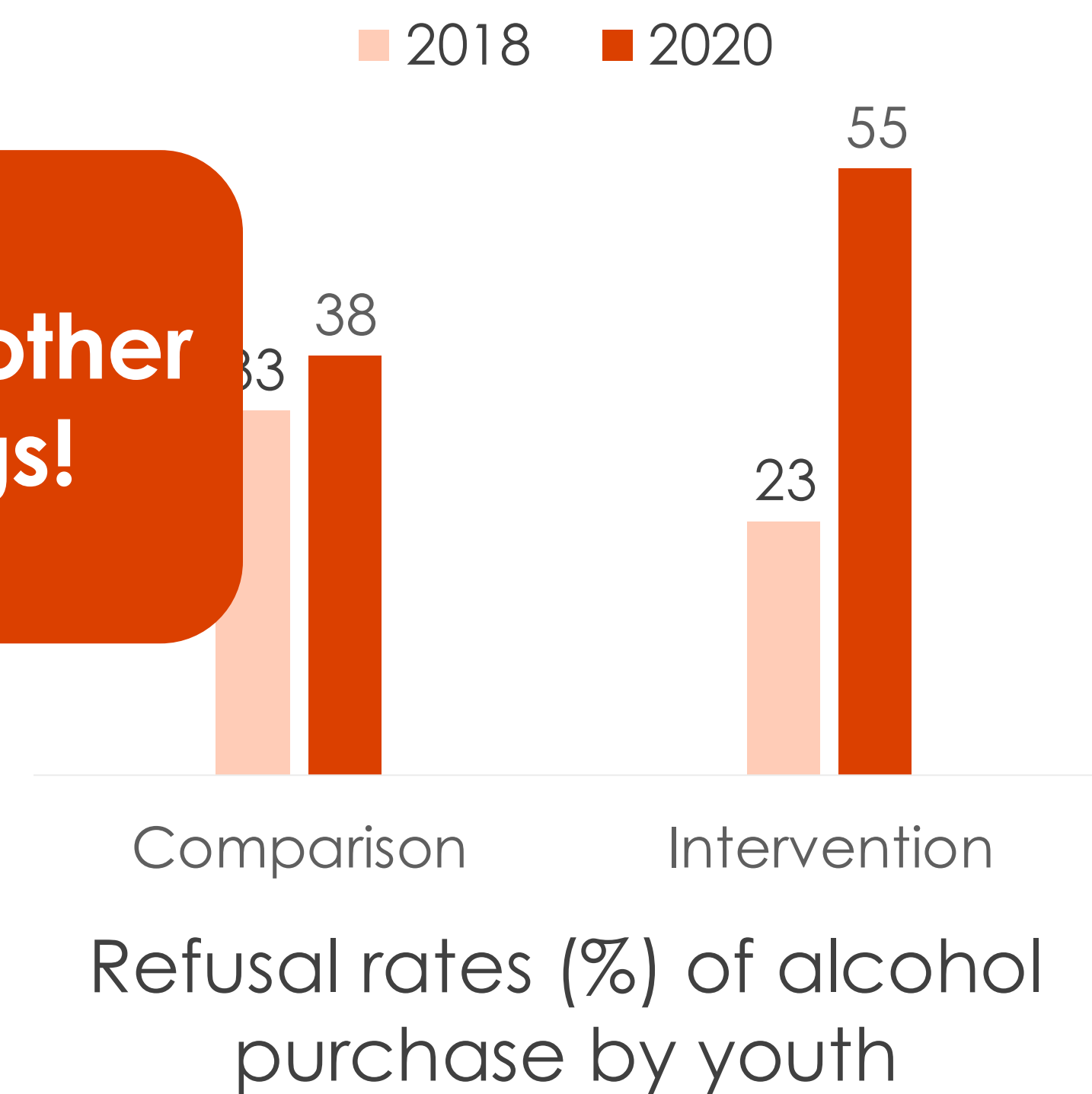




# Pilot study in Palma, Spain

- High level of availability through outlets failing to verify
- RBS
- Underaged worked in pairs and visited supermarkets
- Tried to purchase alcoholic beverages

**RBS can be tailored to other countries and settings!**





- ⌵ About STAD
- ⌵ Community mobilization
- ⌵ Co-development
- ⌵ Program evaluation
- ⌵ *Responsible Beverage Service – exemplifying the work process*
- ⌵ **Lessons learned**

# Lessons Learned





# Lessons learned

- ✓ Multicomponent intervention
- ✓ Project coordinator
- ✓ Research & practice in collaboration
- ✓ Co-creation & ownership
- ✓ Steering group (nightlife representatives)





## **Lessons learned**

- ✓ Implementation process
- ✓ Institutionalized
- ✓ Signed and written agreement
- ✓ Research & evaluation
- ✓ Long-term approach





# Conclusions

- ❖ Allocate enough time and resources for community mobilization
- ❖ Co-creation important for participation, ownership, implementation, and sustainability
- ❖ Use the best available study design to conduct process and effect evaluation
- ❖ Multicomponent community-based intervention can be effective in nightlife by using:
  - Community mobilization
  - Training
  - Improved enforcement



**Thank you for your attention!**

[johanna.gripenberg@ki.se](mailto:johanna.gripenberg@ki.se)  
[tobias.elgan@ki.se](mailto:tobias.elgan@ki.se)