

# The STAD approach in 7 steps



## 1 Identify implementation area, setting and target group

Determine when and where binge drinking occurs and who should be addressed



## 2 Assign a coordinator

Find someone with both knowledge on alcohol prevention and skills in community mobilisation



## 3 Perform a needs assessment

Get a full view on the problem and how to address it



## 4 Form a partnership

Assure commitment of relevant stakeholders



## 5 Mobilise the community

Create awareness and support via direct contact and (social) media



## 6 Implement training and enforcement strategies

Enable bar staff and enforcement officers with the right skills and resources



## 7 Monitor and evaluate

Keep track of the activities and its results and share this with stakeholders and public



**STAD in Europe**  
communities preventing  
alcohol related harm