



STAD in Europe

addressing binge drinking in nightlife and other settings

STAD

STAD (STockholm prevents Alcohol and Drug problems) is one of the few cost effective local prevention strategies targeting binge drinking. Developed in Sweden between 1995 and 2001 it has proven to be effective in the reduction of alcohol overserving, decline of underage drinking, and the reduction of alcohol-related aggression (Wallin, 2004). The programme uses both formal and informal control measures to address binge drinking in bars and clubs, but also underlines the need for community support of such measures.

The programme was made permanent in Stockholm under the name of the “STAD cooperation” and has now been disseminated to about 200 of Sweden’s 290 municipalities.

STAD in Europe (SiE)

Between 2017 and 2019 seven European countries cooperated in the STAD in Europe (SiE) project to tackle binge drinking by using the main components of STAD:

- partnership formation and community mobilisation;
- training in Responsible Beverage Service (RBS);
- control measures and enforcement.

Besides nightlife, the SiE project also applied the STAD approach to binge drinking on events, in public spaces and at home. The experiences of SiE can be an inspiration to policy makers all over Europe dealing with alcohol related problems among young people. The SiE manual available at www.stadineurope.eu provides guidelines, tips and tricks on how to implement the STAD approach in their local setting.

STAD: a community approach



STAD results

- 29% decrease of violent crimes in nightlife area (2003)¹
- Increased compliance of legal age limit for serving alcohol from 55% (1996) to 68% (2001)²
- Increased compliance of denying intoxicated patron from 5% (1996) to 47% (1999), and 70% (2001)^{3,4}
- Cost saving ratio of 1:39 (2007)⁵



1. Wallin, E., Norström, T., and Andréasson, S. (2003). Alcohol prevention targeting licensed premises: A study of effects on violence. *J Stud Alcohol* 64(2):270-277.
2. Wallin, E., and Andréasson, S. (2004). Can I have a beer, please? A study of alcohol service to young adults on licensed premises in Stockholm. *Prevention science*: 5, 221-229.
3. Wallin, E., Gripenberg, J., and Andréasson, S. (2005). Overserving at licensed premises in Stockholm: effects of a community action program. *J Stud Alcohol* 66, 806-814.
4. Wallin, E., Gripenberg, J., and Andréasson, S. (2002). Too drunk for a beer? A study of overserving in Stockholm. *Addiction* 97, 901-907.
5. Månsdotter, A.M., Rydberg, M.K., Wallin, E., Lindholm, L.A., and Andréasson, S. (2007). A cost-effectiveness analysis of alcohol prevention targeting licensed premises. *Eur J Public Health* 17, 618-623.



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