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