

Documentation of innovative Practices, Programmes and Projects within the topic Binge Drinking

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1. Introduction

The European region is the region with highest consumption of pure alcohol per capita in the world. Each adult drinks 11 litres pure alcohol a year (European Commission 2006). Europe is also the most important producer of alcoholic beverages, mainly wine, in the world. So alcohol is an enormous economic factor in the European region, especially in the South of Europe. But alcohol is more than that. It is embedded the various cultures in the European region. Instead of this situation 55 million European adults (15%) are alcohol abstainers.

On the other hand the burden of alcohol in the European region causes tangible costs of € 125 billion in 2003. Alcohol is responsible for 7.4% of all disability and premature death in the EU. Binge Drinking has increased in most countries, especially among young people since the 1990s. Alcohol causes harm to others, so 10.000 traffic deaths to people other than the drivers are due to alcohol European Commission (European Commission 2006).

In the face of these facts it is necessary to emphasize that alcohol is not an ordinary commodity. It is a toxic substance which causes a lot of health and social problems. In the last 15 years in many European countries programmes, practices and projects were implemented to reduce these problems. The measures are varying from legislative initiatives, nationwide campaigns, education programmes, etc.

The efficiency of these activities on different levels varies and it is also very difficult to evaluate their impact on the problem. Most of the organisations avoid detailed evaluation of the projects or programmes because this is very costly.

The following documentation gives an overview of innovative programmes, practices and projects under the topic Binge Drinking. Some of the measures have a minimum requirement of evaluation. Some of the legal regulations or legislative initiatives haven't any evaluation, because they aren't implemented yet or the time-period in which they are into force is too short.

The collection of the innovative projects, programmes and practices was carried out by a questionnaire which was developed during two project meetings in Berlin and Paris 2006. This questionnaire was distributed to all members of the Alcohol Policy Network (APN), all members of EURO CARE as well as the collaborating organisations which are not directly linked to the alcohol policy field. These are CRIOC, a consumer organisation, the European Youth Forum, the Transport Safety Council and TISPOL. All in all 39 projects from 15 European countries were collected under the topic binge drinking, these are 39% of all projects. A detailed description of the projects which are listed in the following table are available on the website www.dhs.de.

One of the most difficult parts of the project was to find a common definition of "Binge Drinking". The questionnaire included an item about the definition of binge drinking which are used in the project. The answers are listed in the second column of the table.

The structure of the innovative programmes, practices and projects are varies and depends on what kind of measure it is. The measures under the topic binge drinking contain elements of education, media campaigns, enforcement of the law by authorities as well as special events for the target group. Most of them are not directly targeted to

binge drinking, so they are mainly focussed on alcohol consumption among minors and young people. This also includes excessive alcohol consumption.

2. Quality Elements

The quality elements which will be described in this chapter should make it easier to analyse the collected innovative projects. In table further down shows how many of the following criteria they fulfil. The quality elements are only used for education programmes. Legislative initiatives and legal regulations are excluded of this procedure. The addition of the quality elements are based on subjective assessment rather than a scientific method.

Necessity of quality Elements

Every intervention has an impact on the setting in which it is implemented, but the degree of effectiveness varies. It is necessary to consult different criteria to determine the quality of a project. The quality elements contribute to the improvement of the projects during their development processes, the implementation and the final analyses of the project. This is evident for a project otherwise it could be that it does not reach the targeted group and aim.

Elements of Quality

In this paragraph the main quality elements will be defined and main tasks will be described. This list of criteria was developed by Public Health experts who are created prevention programmes and projects.

Needs Assessment (NEA)

It is evident for a project or an intervention to analyse the needs of the target group as well as of the actors and organisations which are involved. The needs can be analysed for example by epidemiological statistics and professional expertise. It is also necessary to ask how the needs assessment is linked to the design of the intervention.

Low Barrier Method (LBM)

It is also very important that the intervention is accessible and takes account of the necessity of the target group. Due to this fact it is necessary to ask how the project contact the target group and how far are communication barriers (including culture and language) considered in the intervention.

Setting Approach (SETA)

The term setting refers to a social system in which people are active. Setting oriented interventions are aimed at the conditions of the setting and the group of people which are involved. With regard to the setting approach it should be taken in consideration the existing communication structures, decision processes and rules during the planning and implementation of an intervention.

Collaborative capacity building / partnership (CCB)

It is necessary that a collaboration between different persons, institutions or sectors has been built to take action on the issue. The most important questions which are linked to this element are: Which type of collaboration has there been? Multi-sectoral collaboration, teams or multi-disciplinary collaboration? How do these partnerships contribute to the effectiveness and efficiency of the intervention?

Evaluation (EVL)

Evaluation is an important analytical process which assesses the projects structures, processes and outcomes. For the quality of projects it is very important which methods have been applied for the evaluation of the intervention. Has the evaluation an impact on structures, processes and outcomes of the intervention, is another important question for the assessment.

Sustainability (SUST)

This means that the intended effect of the intervention persists after it has finished. This is also very important for ongoing projects because the project management expected that the results will persist. The questions are clear which a linked to this quality element: Does the intervention start a mechanism that can continue a support to the outcomes of the project after it is finished? Is there routine to monitor the results after the project is finished? Is there a continuation of the project?

Transferability (TRF)

Quite a lot of intervention programmes will be implemented in other cities, regions and countries if they are well developed and they reach good results. Due to the fact that the cultural background and structure of the new setting it is often necessary to modify the concept. The questions which are linked to this element are: Would the concept of the intervention be used by another actor (municipal, regional, country)? Initiated the intervention other projects with a similar structure, contents, etc.?

Availability of results, documents, etc. (AVR)

It is elementary for the success for a project that the dissemination of the results is guaranteed by internet or other printed or electronic media.

Transparency of the funding and support (TFS)

It is essential for the transparency of a project that all funding partners are known to the public. In addition it is also essential that all kind of support (logistic, press, etc.) is transparent. The questions which are linked to this issue are unambiguous: Are funds from the (alcohol) industry used for the project? Is there any other support by the alcohol industry? Is a list of supporters and funding partners available?

3. International Diversities

The activities which are focussed on binge drinking vary from country to country. It has to take in consideration that the project doesn't claim completeness but it allows us to gain an insight into the situation of alcohol related programmes in 15 European countries. It is the first time that such an overview under the topic binge drinking was arranged in an European Project. The collection of the documentation contains projects which are targeted only to alcohol related problems. The collection also shows that there is a slight gradient of such activities from west part to the east part of Europe. In some of the countries we have well developed structures for prevention programmes, but in other countries are gaps. The reasons are varying and the list reaches from lack of financial and personal resources over insufficient awareness to not enough relevance compared with other health issues. Some countries implemented very complex programmes which tackle on one side with excessive alcohol consumption and on the other side with tobacco and illicit drugs. We couldn't include such projects because we were only focussed on alcohol related projects.

4. Innovative Projects, Practices and Programmes

In this chapter national innovative programmes, practices and projects are listed which tackle directly and indirectly with binge drinking. All activities are divided into intervention programmes with different elements and legislative initiatives as well as adopted laws. We also add for every intervention project a column with the quality elements.

Country	Definition Binge Drinking	Description of the measure	Target Group	Quality elements	Results	Funding	Comments
Austria	a "binge" is a pattern of drinking alcohol that brings blood alcohol concentration (BAC) to 0.08 gram percent or above. For the typical adult, this pattern corresponds to consuming 5 or more drinks (male), or 4 or more drinks (female), in about 2 hours;	<p><u>Education and information:</u> No specific projects which are targeted Binge Drinking with educational elements were mentioned;</p> <p><u>Legal regulation:</u> 1. in some small areas (e.g. parks) public consumption of alcohol has been outlawed by local jurisdiction; at some events where alcohol can contribute to violence like football games the organizers do not allow alcohol to be brought in and/or to be sold inside the venue;</p>	whole population;	legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;	the measures are not well documented or evaluated;	government	<p>The author stressed that the prevention programmes are not directly targeted to Binge Drinking rather than general substance use including illicit drugs;</p> <p>further investigations have to be done before a general conclusion could be done;</p>
Belgium	no definition available	<p><u>Education and information:</u> No specific projects which are targeted Binge Drinking with educational elements were mentioned;</p>					the author stressed that in Belgium some information campaigns included partly excessive alcohol consumption but in common they are

							mainly targeted to the risky consumption of tobacco and illicit drugs;
Bulgaria							No data available yet;
Cyprus							No data available yet;
Czech Republic	no definition available	<p><u>Legal regulation:</u></p> <p>1. It is forbidden to purchase or provide alcoholic beverages in health care facilities and in all types of educational institutions.</p> <p>2. during cultural, sports or other social events municipal authorities can restrict or ban alcohol sales and consumption on certain days or certain hours or certain places</p>	<p>whole population;</p> <p>whole population;</p>	<p>legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	no results available yet;	government;	<p>both legal regulations were implemented in 2005 and have the aim to prevent harm done by alcohol, tobacco and other addictive substances.</p>
Denmark	drinking too much (have so much to drink that you for instance throw up or get an acute alcohol poisoning); drinking to	<p><u>Education and information:</u></p> <p>1. Max Fem is an education campaign which has the aim to protect young people and young adults against excessive alcohol consumption (binge drinking) by</p>	<p>young people from 15-30 years;</p>	<p>the following elements are fulfilled: NEA, LBM, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>this one no, but other education campaigns from The National Board of Health has been evaluated. Since 1989 there has been one campaign a year. Two opinions seem to manifest: on the one side it is stated, that</p>	government;	<p>this education campaign was a reaction to the fact that every year approximately 2000 young people are admitted to the hospital with an</p>

	<p>get drunk; drinking more than 5 units</p>	<p>promoting drinking limits;</p> <p><u>Legal regulation:</u> 1. a new legislative regulation about marketing in relation to children and young people came into force in 2006. It says that <i>“marketing targeted at children and young people is not allowed directly or indirectly to urge violence, use of drugs, including alcohol, or other dangerous or ruthless behaviours; or in any other way make improper use of violence, fear or superstition, for instance as a gimmick.”</i></p>	<p>in a broaden sense the alcohol industry and the youth travel agencies; protection of children and young people;</p>	<p>legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	<p>campaigns like this does not and can not change peoples drinking behaviour. On the other side there are reasons to believe that they actually do counteract massive alcohol marketing campaigns; a report from the National Board of Health shows that an increasing number of Danes are familiar with the recommended limits (67 % in 2006); most of these are young people;</p> <p>no evaluation but with this legislation it is possible to hit some of the worst examples of alcohol marketing and eventually eliminate them;</p>	<p>government;</p>	<p>alcohol intoxication;</p> <p>facing sanctions the industry is forced to change their marketing practises;</p>
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		2. order on ban of sales of tobacco and alcohol to persons below the age of 16 years	children or young people in the age of 15 and below;		the National Board of Health had evaluated the effect of the law in <u>2005</u> . The conclusion is that it works. For the first time in seven years the proportion of the 15 year olds, who buy and drink alcohol has decreased by 16 %; in <u>2006</u> the National Institute of Public Health also evaluated the effect of the law. The conclusion is that the law can not stand alone. The 15 year old do not buy so much alcohol anymore, but they still <i>drink</i> the usual amount; apparently peers and parents buy alcohol for them; in <u>2007</u> the National Board of Health published the results of another evaluation yet; the results show that 15 year old drink less than before, on the other hand 13 year old drink more;	government;	bans as such are most unpopular in Denmark; nevertheless bans may be an effective way to obtain health goals. This ban did not run into opposition from the population, it apparently made sense to everybody to ban underage drinking;
Estonia	Drinking alcohol with the goal to get intoxicated;	<u>Education and information:</u> 1. PROmilline elu has the aim to raise awareness of alcohol problems among women and to start a wider discussion about the reasons and outcomes of female drinking;	women from 18 until 30 years	the following elements are fulfilled by the project: NEA, LBM, EVL, TFS	the media campaign was evaluated by a research and consulting company; the only result which was published was that the public discussion about alcohol use among women was raised;	Gambling Tax Foundation	the project started a public conversation about binge drinking among young women;

		<p><u>Legal regulation:</u></p> <p>1. alcohol sale ban during night hours on municipal; in 2004 Alcohol Act was changed and gave local municipalities the authority to decide in their territory the exact hours of alcohol sale;</p>	all binge drinkers or people with an excessive alcohol consumption;	legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;	according to the police the alcohol related crime during the night hours have been decreased;	government	this legal regulation was implemented to tackle Binge Drinking which very often takes place during night hour and also to fight against crime which is closely connected with the places where alcohol is sold; it also a good example how municipal authorities could tackle alcohol related problems;
Finland	Drinking to get intoxicated; drinking alcohol more than 5 units women, or 7 units men at one occasion;	<p><u>Education and information:</u></p> <p>1. the Pakka project develops local-level alcohol policy together with local partners in co-operation. The aim is to get the regional and municipal organisations, districts, NGOs, alcohol industry and the police involved in the activity. Regional action plans have been formulated for the project in co-</p>	entire population of the regions; young people	the following elements are fulfilled by the Pakka project: NEA, LBM, SETA, CCB, EVL, TRF, AVR, TFS	the pilot project includes a broad-in-scope study examining the result and the process of this activity; its purpose is to pinpoint good practices with this as the base, and then for these good practices to be made use of elsewhere in the country; it has an positive impact on alcohol policy;	government;	the project develops local-level alcohol policy together with local partners in co-operation; the aim is to get the regional and municipal organisations, districts, NGOs, alcohol industry and the police involved in the activity; regional

	<p>operation with local actors for the years 2004 - 2007. The project is a fine example of local multi-level co-operation.</p> <p>2. Alcohol-free January means that people take personal control over their alcohol usage so that in January they don't take any alcohol; in Finland, the weeks preceding Christmas, Christmas itself, and the New Year are traditional party times when people have a lot of free time on their hands and the use of alcohol is more abundant; after the partying of Christmas and the New Year, an alcohol-free January provides an opportunity for assessing one's personal alcohol usage and for making the necessary changes; People taking action</p>	<p>whole population; heavy drinkers; young people;</p>	<p>the following elements are fulfilled by the Alcohol-free January: NEA, LBM, CCB, EVL, SUST, TRF, TFS</p>	<p><i>Alcohol-free January</i> has established its position in the Finnish alcohol culture and over 10% of Finns stick to it annually. The media have brought attention to <i>Alcohol-free January</i> on a broad scale. People's interest in management of their alcohol usage has increased.</p>	<p>government;</p>	<p>action plans have been formulated for the project in co-operation with local actors for the years 2004 – 2007; the project is a good example of local multi-level co-operation;</p> <p>The project is a good example how an alcohol-free month following the end of the year provides people with an opportunity for assessing their alcohol usage in general;</p>
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	<p>personally, information dissemination (websites, press releases), local action (e.g. at workplaces and in student association activities);</p> <p>3. “From Twelvepack to Sixpack” – a Community Health Project for University Students; the aim of the project was to promote cultural change of the student community towards a direction of sensible consumption of alcohol;</p> <p><u>Legal regulation:</u> 1. the change in law concerns the pricing and advertising of alcoholic beverages; the new legislation means that with time alcohol advertising will be restricted as follows: advertising of alcoholic beverages on television are banned between 7 am – 9 pm and in cinemas when screening films aimed</p>	<p>University students from 18 years;</p> <p>young people; heavy users of alcohol</p>	<p>the following elements are fulfilled by the project “From Twelvepack to Sixpack”: NEA, LBM, SETA, CCB, EVL, TRF, AVR, TFS</p> <p>legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	<p>the evaluation process is in action; the official evaluation report of the project will be published in the spring of 2007; The community health project has been able to create conversation about the status of alcohol in student culture;</p> <p>no results available yet;</p>	<p>government;</p> <p>government;</p>	<p>the community health project has been able to create conversation about the status of alcohol in student culture;</p> <p>it is hoped that the change in law will have an impact as regards advertising especially on how young people’s use of alcohol and as regards pricing especially on young people and heavy users of alcohol;</p>
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		at audiences below the age of 18 years; the offering of alcoholic beverages comprising two or more packages or serving at a reduced combined price is prohibited; the publishing outside a retail outlet or of a licensed establishment of a special price offer for a package or serving of alcohol beverages such that the special price is restricted to a period less than two months in length is forbidden; it will come into force in 2008;					
France	No definition was mentioned	<u>Legal regulation:</u> 1. Tax on RTD (premix, alcopops); in 1996 the government and the Parliament reacted adopting a special tax (2.29€/l) on RTD (premix, alcopops). In 1998 for discriminatory reasons (Conseil d'Etat, EC), the definition of beverage has been changed but not the level of taxation; after launching by the industry in 2003 of	young people;	Legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;	Drop in sale: 40%; producers and distributors recognize the risk of deceit; producers had to modify the receipts of their products which become less attractive; this legislation also contributes in awareness of public and parents about the risk by consuming these "easy to drink" beverages for boys and girls;	government;	Taxation works in reducing access and availability of alcohol; the industry always tries to get round the law; associations have to supervise, to inform and to support legislative initiatives which are effective in reducing alcohol related harm;

		new products called "malternatives" (Smirnof Ice, Diageo – Boomerang, Inbev), since 2005 a new tax (11€/dl of pure alc.) was adopted in the frame of the law of Public Health; it concerns beverages with a content of alcohol vol. <1,2%-12%> and with more than 35g of sugar/litre which masks the taste of alcohol and incite to a larger consumption;					
Germany	5 or more alcoholic `standard drinks` on a single occasion and quickly sequence	<p><u>Education and information:</u></p> <p>1. No nips for nippers and Fools Dance: A campaign to counteract excessive juvenile drinking; the project is a good example of a multisectional intervention on a local level; it implements environmental and behavioural measures; it is also a good example of excellent networking on local level; it is also an award-winning project, which takes the mentality of young people in</p>	children and young people between 14-18 years; young adults; general population; Intermediaries (retailers, teachers, parents, etc.)	the following elements are fulfilled by the project "No nips for nippers and Fools Dance": NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS	in the course of six years, the number of highly inebriated young persons was reduced by 50 %; before the campaign was launched in 1999, approximately 50 young persons were taken up, compared to approximately 25 young persons six years later; according to the police estimations, the Party "Fools dance" is also important for strategic reasons as a large number of young people can be "bound" to one place; municipal authorities are convinced that the campaign led to an improved awareness of sales regulations as stipulated by	local authorities 10%, regional authorities 10%, private funds 10%, others 70% (local industries, etc.) Remark: Fundings from the Alcohol Industry are definitely rejected	over the years the project developed to a multidimensional programme; they created a mixture measures which influenced the behaviour of the people and the environment; it became also necessary to build up a network especially for the programme; they extended the measures because only one special event for the target

		<p>consideration; the main elements are: TV features, brochures and leaflets, conferences, counselling, crisis intervention, environmental intervention (enforcement of the law), events (cultural, social, etc.), give-aways, information, lobbying, parents meetings, parties, peer group counselling, pins/dages, posters, bill-board advertising, press features, radio features, brief interventions</p> <p>2. HaLT – Hart am Limit; the HaLT-project is a good example of a multisectional intervention on a regional level, implying the cooperation of people of different professions, many of them not in the field of treatment or education; the project implements environmental and behavioural measures and it offers for the</p>			<p>the law for the protection of young people; in particular, this holds true to field of sales and distribution and also to the general public;</p> <p>in the course of more than 3 years, the number of teenagers who have to be hospitalised due to alcohol intoxication at big festivals or carnival parties has been significantly reduced; also physical injury and wilful damage to property; according to the police, festival organizers and municipal authorities, the HaLT-project has led to an improved awareness of sales regulations (law for the protection of young people)</p>		<p>group is not enough to reduce drunkenness among young people during the "Street Carnival"; the alcohol industry always tries to get involved in the project since it started in 1999, especially when the project management has difficulties to collect the money for the project; the project funding is guaranteed by different sponsors yet;</p> <p>sensible cooperation creates excellent synergy effects; in order to achieve longterm results, a multidimensional approach is necessary; the methods and measures have to be adapted constantly to new conditions and the needs of the cooperating</p>
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	<p>first time the systematic early intervention for teenagers with heavy alcohol intoxication in hospitals; the main elements are individual counselling and group activities for teenagers after heavy alcohol intoxication; family counselling; thoroughly planning of festivals, the organisers together with prevention experts and the police, round tables in communities to establish local prevention measures, training for salespersons in discotheques and retail shops, training of teachers and social workers, information for parents, posters and leaflets;</p> <p><u>Legal regulation:</u> 1. Special tax on Alcopops in addition to the regular tax on spirits</p>	<p>minors and young people;</p>	<p>legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education</p>	<p>and the ban of alcopops (alcoholic, sweet mixed drinks); detailed information are under the following website available: www.bmg.bund.de/cln041/nn604240/ DE/ Themenschwerpunkte/Drogen-und-Sucht/Alkohol/HALT.html</p> <p>the consumption rate of Alcopops which contains spirits among 12 up to 17 year old young people decreased from 28% 2004 to 16% 2005. The total amount of pure alcohol due to Alcopops, which young</p>	<p>government;</p>	<p>partners; the role of prevention experts is to give support to all those who want to contribute to alcohol prevention in their special field (municipality, police, schools, festival organizers etc.), which often means to create new, sometimes unorthodox measures, unusual in the professional field of psychology and pedagogic;</p> <p>rapid implementation of evident alcohol policy measures are possible, if it concerns minors and young people because the public perceived these</p>
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				programmes and information campaigns;	people drank in the weekly average declined from 8.5 gramm 2004 to 4,2 gramm 2005. This drop was observed among male and female young people; further details are under the following website available: www.bzga.de/?uid=988ca68330acb9fa0d05db9ef2dd4c36&id=Seite14117		age groups particular as vulnerable;
Greece							data not available yet;
Ireland							data not available yet;
Italy	5 or more alcoholic drink on one single occasion;	<u>Education and information:</u> 1. IO C'ERO ... FINO AD UN BICCHIERE FA (I WAS THERE UP TO THE LAST GLASS); the project based on images and slogans targeting young people which were created by young people themselves; the project was implemented countrywide, by means of 3 focus groups with young people in different parts of the country (Milan, Florence, Naples), and also with one focus group with professionals working in the field;	young people aged between 15 and 25, males and females;	the following elements are fulfilled by the project IO C'ERO ... FINO AD UN BICCHIERE FA: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS	the experience started a new way to think and to work specifically about alcohol improving the capacity to deal with young people's culture and to express in a better and much more useful and oriented way the contents of the campaign having in mind the young people's perspective, language, images and concepts; the depth interviews and the focus groups helped a lot in identifying the knowledge, the feeling and the perceptions of young people together with the needs that such a campaign on alcohol should have had according to what young people really feel and what they think to be the most	government;	in this project an innovative approach was adopted in accordance with the WHO Stockholm Declaration "Young people and Alcohol" solicitation to involve young people in the planning and creation of prevention activities devoted to youngsters; that's why in Italy it was judged appropriate to start with the experience of the setting of a

					appropriate way to communicate the risk related to alcohol;		National campaign completely defined by young people and devoted to tackle alcohol-related risk among the youngsters;
Latvia	no definition available	<u>Education and information:</u> 1. programme for Reduction of Alcohol Consumption and Restriction of Alcohol Addiction for 2005-2008; the main elements of the programme are restriction of supply, reduction of demand, reduction of hazardous and harmful drinking; the programme contains different measures which tackle with different issues;	whole population;	the following elements are fulfilled by the project: NEA, LBM, CCB, EVL, TRF, TFS	results are not available yet;	funded by Ministry of Health with support of World Health Organization and State Addiction Agency	this complex programme targeted on several issues and is implemented nationwide; it also includes Binge Drinking; the main elements of the programme based on education;
Lithuania							No data available yet;
Netherlands							No data available yet;
Norway	5 standard drinks (= 60 grams of alcohol) on one occasion;	<u>Education and information:</u> 1. seriously speaking (Alvorlig talt); the project deals with drinking habits in the population as a whole and with parental	adults;	the following elements are fulfilled by the project Seriously speaking (Alvorlig talt): NEA, LBM,	statistically significant results with regard to: 1) More positive attitudes towards the use of effective alcohol policies; 2) More positive attitudes	government;	it is possible to influence public opinion through information campaigns, although effects are

		attitudes toward underage drinking; while the project does not address binge drinking per se, in a Norwegian context binge drinking is a major element in alcohol related problems and underage drinking; the project's emphasis on underage drinking and alcohol related harm and alcohol policy are therefore relevant to the PHP project;		SETA, EVL, SUST, AVR, TFS	towards parental monitoring of the alcohol consumption of their children; 3) Parental alcohol behaviour in relation to their children had become more restrictive - fewer parents drank alcohol in the presence of their children, fewer parents gave alcohol to their underage children;		not large; the results seem to be mainly due to agenda setting function of the campaign, rather than the individual components of the campaign; individual drinking was not influenced, although it seems that parents did change behaviour in some limited areas
Poland	no definition available;	<u>Legal regulation:</u> 1. it is prohibited to sell alcohol to drunken individuals;	whole population;	legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;	there is some evidence that amount of binge drinking in Poland has been declining for several decades but there is no evaluation due to this law; several determinants are responsible for that decrease;	government;	it has to take in consideration that in Poland drinking patterns including bingeing change gradually in response to a variety of demographic, cultural and economic factors. Short-term policy measures are less likely to have a significant impact; the presented law is only a part of this mixture of measures;

Portugal	the consumption of 5 or more alcoholic drinks on a single occasion and in a quick sequence (mainly with the purpose of getting drunk in a short period of time);	<p><u>Education and information:</u></p> <p>1. the Little Wave (Ondinha) and Triathlon Projects in Azores; the main aim of the project is to promote healthy life styles to children and adolescents and to protect them against early consumption of alcohol and other substances, like drugs, etc.; it combines education campaign and physical activities;</p> <p>2. inclusive or global projects of awareness for all primary schools in Azores in 2001-2002 Terceira Island; the project intend to protect young children in an early stage from alcohol related harm; it also includes teachers and school supported workers; the main aim of the project is to raise awareness on</p>	<p>children and adolescents between 6 and 13 years;</p> <p>school-aged children are the main target group, teachers and school supported workers</p>	<p>the following elements are fulfilled by the project The Little Wave and Triathlon Projects: NEA, LBM, SETA, CCB, EVL, TFS</p> <p>the following elements are fulfilled by the Global projects of awareness: NEA, LBM, SETA, CCB, EVL, TFS</p>	<p>all in all 435 children and young people attend the programmes. Most of the persons (185) accept the physical activities. There is no result about the impact of the interventions available;</p> <p>during the project period 4500 school-aged children in 140 schools attended the project. The project also reached 311 teachers and 136 school supported workers;</p>	<p>government;</p> <p>is funded by the Regional Secretary for Social Affairs;</p>	<p>it is a good example of Portuguese activities to promote healthy lifestyles which includes the reduction of harm done by alcohol with a strong reference to regional necessities; it is also an example of a combination of specific information about alcohol and unspecific sporting activities;</p> <p>this is a good example of a common project to protect children in an early stage from alcohol related harm; it also includes teachers and school supported workers;</p>

	<p>the harm done by alcohol in very early stage; with regard to the contents of the project it is focussed on the setting family and how are they dealing with alcohol during their daily life;</p> <p>3. Alert Health Project (new project); the main aim was to raise awareness about alcohol related problems and to counteract the increasing underage drinking and also Binge Drinking; the new Alert Health Project was a continuation of a former primary prevention programme which was carried out from 2002 until 2005; the project includes educational elements, special events for the target group and selective prevention components; the project also includes a programme for parents, because in former regional studies was shown that children from</p>	<p>children and young people between 6 and 16 years, parents;</p>	<p>the following elements are fulfilled by the Alert Health Project (new project): NEA; LBM, SETA, CCB, EVL, SUST, TFS</p>	<p>in the new Alert Health project 460 children and young people as well as 16 teachers and educational workers were involved; results about the impact of the measure are not available yet;</p>	<p>regional government;</p>	<p>this project is a good example how a good running previous project and a need assessment could influence the decision making of local authorities; it also shows that a complex programme could reach different target groups successfully if special elements would be implemented in the main concept of the programme;</p>
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		parents with alcohol or drug problems could also developed such problems during their personality development.					
Romania							Data not available yet;
Slovenia	in the past, "binge drinking" was often used to refer to an extended period of time, usually two days or more, during which a person repeatedly drank to intoxication, giving up usual activities and obligations; one of the commonly used thresholds for "binge" drinking is 5 or more drinks for men and 4 or more for women per	<u>Education and information:</u> 1. "You can choose - win or lose"; the project is focused in promotion of entertainment for youth without alcohol and other harmful substances; the main message is "generation zero"; it is more or less an education and awareness raising campaign; they are also rather active related to the critics of the current law; the main <u>aims</u> are: Awareness on harmful use of alcohol (especially among youth); awareness on incompatibility of drinking alcohol and driving; promotion of active and healthy spending a spare time among youth (wider approach from 2006); the main <u>objectives</u>	youth (both males and females), mainly students from 15 to 35 years;	The following elements are fulfilled by the "You can choose – win or loose" project: NEA, LBM, SETA, EVL, SUST, AVR, TFS	there are no evaluation report about the impact of the project available; the results are as follows: Organisation and realisation of more than 250 events in discotheques, night clubs, youth centres, supermarkets, sport events etc.; more than 200.000 mostly young people participated on the events; approx. 55.000 fulfilled questionnaires (inquiry); approx. 310.000 € worth of prizes for participants; increase in selling non-alcoholic drinks during the events (in comparison to usual sale); own media shows and advertisements on the national TV; www.fundacija-zqnz.si	several big private companies as main sponsors and donors, Ministry of Health, Ministry of Education and Sport, Ministry of Labour, Family and Social Affairs, Health Insurance Institute of Slovenia etc.	this project is the only one which is active at the present and well-recognised by target population and media; the project is less successful as it should be; it ran better with wider support of government, policy and decision makers and of course legislation; the biggest enemies of the projects are so-called reality shows (e.g. Big Brother, BAR etc.) which "sell" different "success story" and different lifestyle to the youth; also alcohol and tobacco industry have more financial

	<p>occasion; in common usage, binge drinking is now usually used to refer to heavy drinking over an evening or similar time span - sometimes also referred to as heavy episodic drinking; it is often associated with drinking with the intention of becoming intoxicated and sometimes, with drinking in large groups;</p>	<p>are:Organisation and realisation of entertainment events in discotheques, night clubs, youth centres, supermarkets, sport events etc.; implementation of inquiry (questionnaires) with preventive content among visitors; increase in selling non-alcoholic drinks during the events (in comparison to usual sale) and practical prizes for participants with zero BAC; own media production in cooperation with many media companies (TV, radio, newspapers, internet);</p> <p>2. Alcohol? Parents can influence!; To inform teachers and pupils about the problem of drinking; to create a systematical approach in schools; to form a positive self-concept of the pupils; how to recognize critical moments for decision for drinking; to learn how to react under pressure of</p>	<p>pupils from primary schools (age 7-15), teachers and parents;</p>	<p>the following elements are fulfilled by the project "Alcohol? Parents can influence!": NEA, LBM, SETA, CCB, EVL, SUST, TRF, TFS</p>	<p>teachers were satisfied with the implemented program because of systematic approach; materials and good seminars for teachers; process evaluation was carried out by Regional Institutes of Public Health;</p>	<p>government;</p>	<p>and other resources to promote their messages;</p> <p>it is a good example of a school based programme, but the programme needs in the opinion of the author more in-depth evaluation; it is necessary to broaden the interest on the project that more schools implemented it;</p>
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		<p>surroundings (peer pressure); to promote critical opinion about alcohol, creativeness, self-initiatives of pupils; the project contains seminars for teachers for interested schools which free of charge; HE materials free of charge (manual for teacher, brochures and flyers for parents); work shops for children (two work-shops adopted for different age groups) and lectures for parents (carried out by trained teachers); the target group was pupils from primary schools (age 7-15), teachers and parents;</p>					<p>experts develop a similar program for elderly youngsters (15 and more).</p>
Spain	no definition available,	<p><u>Education and information:</u> 1. Leisure activities and night free time (Open till dawn, Gijón 1997; Alternative Cadiz. Cadiz 1999); Organizing cultural, sport, recreational activities at night; the activities were implemented to offer young people other kinds of entertainment by means of</p>	young people;	<p>the following elements are fulfilled by the project "leisure activities and night free time: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>they were no official results available yet, but a lot of young people used the offered activities;</p>	government (local);	<p>the correct utilization of the free times decrease the risk the alcohol consumption and have an positive impact;</p>

	<p>alternative activities to the use of alcohol (dance clubs, sport activities, roll play, inema...); between 2000 and 2001 several Spanish cities developed similar activities; other Spanish towns where these activities have been developed: Murcia, Madrid, Huelva, Extremadura;</p> <p>2. Awareness and prevention campaigns; Prevention of negative effects of alcohol and drugs consumption, traffic accidents, sexual transmission diseases and non-wish pregnancy, as well the negative effects of binge drinking (filth and noise); the main elements are lectures, debate tables, information campaigns. Prevention at schools and communities;</p> <p>3. complementary measures; the project tries to decrease the</p>	<p>young people;</p> <p>young people;</p>	<p>the following elements are fulfilled by the awareness and prevention campaigns: NEA, LBM, SETA, CCB, TRF, AVR, TFS</p> <p>the following elements are fulfilled by the</p>	<p>no results available;</p> <p>no evaluation report and no results available;</p>	<p>government (local);</p> <p>government (local);</p>	<p>The project was implemented to reduce alcohol related problems which are especially linked to excessive drinking or binge drinking;</p> <p>it seems to be that the increasing police presence</p>
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	<p>number of complications, but not the consumption, by greater control on people and with musical recreational alternatives set in specific places provided and controlled for this matter; necessary equipment was bought for the police; alternative activities and Musical concerts were offered; providing specific areas for binge drinking;</p> <p>4. Sevilla es convivencia; awareness and prevention of the negative effects of alcohol consumption; the programme aimed to healthy activities to binge drinking (creativity activities and trips) and training for employment by workshop schools and employment workshops;</p> <p>5. Enredate conmigo; workshop to give an</p>		<p>complementary measures: NEA, LBM, SETA, CCB, TRF, AVR, TFS</p>			<p>and the better equipment of them decreased alcohol related problems like violence, etc.;</p>
		<p>young people;</p>	<p>the following elements are fulfilled by the Sevilla es convivencia project: NEA, LBM, SETA, CCB, SUST, TRF, AVR, TFS</p>	<p>21,000 people attended the programme; other results are not available;</p>	<p>government (local);</p>	<p>Health issues a very important for young people, but very often their behaviour is contrary;</p>
		<p>young people;</p>	<p>the following elements are</p>	<p>no evaluation report and no results available;</p>	<p>government (local);</p>	<p>young people are interested in this</p>

	<p>incentive in values and to increase social abilities and manual skills; the programme contains dancing activities, concerts and roll play, as well as the workshop “aprende a elegir”;</p> <p>6. “Why is it important to talk about alcohol?”; this measure is an education campaign in the whole country;</p> <p><u>Legal regulation:</u> 1. Draft bill of measures against the consumption of alcohol by the young persons; change in law; it is an ambitious project of the Government to put into effect the prohibition of selling alcohol to people less than 18 years (as in Spain until now, the national legislation allows the consumption of beer and cider to people under 16 years,</p>	<p>young people;</p> <p>all ages, but especially the young people;</p>	<p>fulfilled by the Enredate project: NEA, LBM, SETA, CCB, SUST, TRF, AVR, TFS</p> <p>the following elements are fulfilled by the project: NEA, LBM, TRF, SUST, TFS</p> <p>legal regulations or legislative initiatives should be excluded of this column, because the elements were developed for education programmes and information campaigns;</p>	<p>no results available yet; contact: Ministry of Health and Consumer Affairs: http://www.msc.es/ciudadanos/proteccionSalud/adolescencia/docs/GUIA_ALCOHOL.pdf</p> <p>no results available yet;</p>	<p>government;</p> <p>government (national);</p>	<p>programme with youth specific activities;</p> <p>The project intends to provoke the reflection of alcohol consumption and in the same time provides information and offers help if it is necessary;</p> <p>the commissions are still approving and elaborating different points and the draft bill has not been elaborated nor sent to the Congress;</p>
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		whereby some Autonomous Regions have already raised the age for all types of alcohol to 18 years) and also to control the subject of labelling and advertising;					
Sweden	no definition available;	<p><u>Education and information:</u></p> <p>1. PRIME for Life; this is a method pointed to adults directly; this is a risk reduction programme where you reflect over your drinking of alcohol at different occasions; the main aim is to help the participants to prevent all types of alcohol problems; the other aim is to reach people who to often do high risk choices to accept the need of change in their consumption; a two-days training course where the participants learn about alcohol consumption, what happens when you drink to much, how much can you drink and how do you reduce the risk?</p> <p>2.</p>	adult population in general and more specifically persons who have a high consumption of alcohol; another target group in Sweden is also all recruits of the defence; almost everyone is about 19-20 years of age and in the age just before they reach their statistical peak of drinking in Sweden;	the following elements are fulfilled by the PRIME for LIFE project: NEA, SETA, CCB, EVL, SUST, TRF, AVR, TFS	after five months of studies the results are that the programme generally speaking haven't influenced the alcohol consumption; but the knowledge earned is still in the participants mind and their awareness of the risks of alcohol consumption is generally higher among those who have attended the programme compared with those who haven't; the students are drinking at more occasions but less intensive while the recruits are drinking more less but as intense as before;	NGOs and government;	the implementation of the programme showed that there is a demand for evaluated programmes on the market and there is a demand for a programme that focus on the adults;

	<p>the Restaurant Project; primarily to reduce violence and harm related to consumption of alcohol and drugs on the restaurants in Stockholm. The second aim is to develop a restaurant culture that discourages serving of minors and over-consumption. Networking between relevant organisations and a two day training course for servers, bartenders, guards and other restaurant staff. The aim with the training course is to get a responsible serving. Educate and support restaurant owners in processing and applying alcohol and drug policies at the work places. Develop a system for regulation from the authorities that are discouraging over-consumption and serving under aged.</p> <p>3. Varannan vatten (Every second round water); it is a</p>	<p>primarily servers and bartenders but also guards and other restaurant staff;</p>	<p>the following elements are fulfilled by the Restaurant Project: NEA, SETA, CCB, EVL, SUST, TRF, AVR, TFS</p>	<p>violence and harm related to restaurants have been reduced by 29 %, the restaurants are more often refusing intoxicated customers to be served (An improvement of 70 %), they are more often saying no to serving under aged persons (An improvement of 13 %), the cooperation between the organisations has improved, the enforcement has been better and more effective, many restaurants have developed a policy for alcohol and drug issues, education for a responsible serving of alcohol has been required for all restaurants open after 01.00 and finely has this project been permanent;</p>	<p>regional and local government;</p>	<p>the project shows that it is possible to cooperate with the restaurant owners; they want to reduce the harm and violence done by alcohol since it frightens other customers and give the restaurants bad reputation;</p>
		<p>men and women between the</p>	<p>the following elements are fulfilled by the</p>	<p>the project was not evaluated in a scientific way, but the network partners agree the</p>	<p>local government;</p>	<p>the project is a good example how effective</p>

		campaign with the theme of smart alcohol consumption, namely drinking both more moderately and wisely. The campaign does not lecture, but rather attempts to convey the positive effects of not drinking excessively, for example being more attractive, in better control of the situation, having more stamina, having more fun and feeling better, both that day and the day after. The message has been spread by posters, banners and advertisements in newspapers, on the internet and the TV-monitors onboard the Gotland ferries;	ages of 18-40 years;	Varannan vatten project: NEA, LBM, SETA, CCB, EVL, SUST, TRF, AVR, TFS	following developments: the activities combined with a clear, unified political purpose, have actively contributed to making Visby (the city in Gotland) a quieter, safer place since the summer of 2003; the efforts has resulted in better sobriety in the streets and reduced levels of intoxication in restaurants.		networking could be; you can reduce binge drinking by taking actions on a local level instead of blaming the youth and the restaurants;
Switzerland							Data not available yet
UK	for the purposes of this project, binge drinking is understood as the most prevalent pattern of alcohol	<u>Education and information:</u> 1. "Know Your Limits" Campaign; the main objectives of the campaign are to raise awareness of the risks associated with binge drinking by adopting an original approach,	the target age is 18-24 year olds, although it is hoped that underage drinkers will also take on	the following elements are fulfilled by the "Know your limits" project: NEA, LBM, SETA, AVR, TFS	the campaign has just been launched, but so far, seems to have been well publicised, and overall well received;	government (national)	the project shows the effectiveness and impact of media campaigns on young people's attitudes and behaviours towards alcohol; also,

	<p>consumption within this context, which, in effect, means 'drinking with the aim of getting drunk';</p>	<p>that is, not by demonising alcohol, but by encouraging young people to understand their limits; the campaign addresses the issue of personal safety, risk and vulnerability; the campaign comprises four main elements: a hard hitting advertisement broadcast on television and in cinemas; three information booklets aimed at three target groups (under 25's, over 25's, and pregnant [or not yet] pregnant women); and an interactive website which includes 'safety tips', 'real life stories', and several 'interactive role plays' which tackle the issues of personal safety, and evaluation of risk when drunk and regional alcohol action days where forums for professional intermediaries will be developed to address key issues, develop local solutions and share successful approaches;</p>	<p>board; parents may also realise that their children going out and drinking may seem quite normal, but a night out can rapidly become a tragedy;</p>				<p>whether a hard hitting campaign focussing on the idea of 'feeling invincible'; whether taking this approach, may make young people more aware of the dangers of binge drinking;</p>
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		<p>2. “Are you pregnant and thinking about it, and worried about your drinking?” campaign; there are three main aims to this campaign: to raise awareness of the services and support available during pregnancy or for women who are thinking about conceiving (poster) at point of sale (licensed premises); to deliver a clear message “no alcohol = no risk of harm to your baby” (wallet card); to repeat the clear message “one drink isn’t always one unit of alcohol” (wallet card); the awareness campaign involves city centre licensees displaying posters in women’s washrooms and displaying attractive wallet-sized cards to take-away (see above); the impact of the awareness campaign is then measure by the request for information and advice received by the Midwifery</p>	<p>women who are pregnant, or thinking about conceiving, in pubs, clubs and bars;</p>	<p>the following elements are fulfilled by the project “Are you pregnant and thinking about it, and worried about your drinking?”: NEA, LBM, SETA, CCB, EVL, TFS</p>	<p>this is too early to tell given that it has recently been implemented; the evaluation process is still going on;</p>	<p>Manchester Specialist Midwifery Service, NHS Drinking Responsibly Project, and Manchester Pub & Club Network; partly funded by the alcohol industry;</p>	<p>the campaign is an example of collaboration between the health service, specialised midwifery service and alcohol industry; the impact and effect measured by the number of requests made of information packs, may eventually give an idea of a gradual change in attitude towards a ‘none is safest’ attitude towards alcohol in pregnant women in Manchester;</p>
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		<p>Service;</p> <p>3. 4ward, 4 self, 4 others – Girlguiding UK’s peer education initiative (Forwards, For Self, For Others); main element is the peer education initiative; to enable the development of skills, knowledge and understanding of girls and young women by creating opportunities for them to learn from each other;</p>	<p>the target group is girls and young women aged between 14 and 25, but with scope to educate those from 7-14 and those 25+;</p>	<p>the following elements are fulfilled by the project “4ward, 4self, 4others”: NEA, SETA, EVL, SUST, AVR, TFS</p>	<p>hundreds of girls and young women educated about the risks of Binge drinking and the excessive use of alcohol; the organisation raised awareness of alternatives to using alcohol as a stress reliever, and showed the physical dangers to personal safety; is has been evaluated internally;</p>	<p>Girlguiding UK funded this initiative, although initial funding was received from the Department for Education and Skills (DfES) as well as the Drinkaware Trust (alcohol industry) in 2006</p>	<p>the topic really interests young people – but the organisation struggled to get the adult leaders accept to having these sessions carried out within their groups – we think the adults were scared of the topic (which in itself is perhaps an interesting finding of the project);</p>
	<p>Binge Drinking is the practice of consuming at least half of the WHO as weekly recommended safe limits of alcohol consumption in one day; for men this is 10.5units of alcohol (approx 5</p>	<p>4. altn8; it aimed to reduce levels of drunkenness and other alcohol related harm, such as assaults and accidents and injury. A long term aim is to reduce the impact that binge drinking will have on the acute trusts and secondary healthcare services; Solution focused education campaign</p>	<p>15-44 year olds, as this group is the main focus of alcohol related harm;</p>	<p>the following elements are fulfilled by the project “altn8”: NEA, LBM, SETA, CCB, EVL, AVR, TFS</p>	<p>that the altn8 solution is a realistic and achievable practice for the target audience, and that the levels of self-reported behaviour change and self reported cognitive change are encouraging; in addition, over xmas there was a campaign in partnership with the fire and rescue service handing out bottles of water with the altn8 message on them; we have seen a 49% reduction in accidental house fires during December 2006; the project management invested also a</p>	<p>the campaign was spearheaded by Blackpool PCT alcohol strategy team and funded by the local strategic partnership funding that had been allocated to the alcohol strategy;</p>	<p>Altn8 is an innovative and totally original (Social Marketing) Public Health Campaign to reduce alcohol consumption; it offers a solution focused approach to reducing consumption, and offers short term wins to those who choose to engage with it (“beat the hangover” is one of</p>

	<p>pints of 4% ABV beer) and for women this is 7units of alcohol (approx 3.5pints of 4% ABV beer);</p> <p>given the recent U.K. government's decision to carry out a media campaign including the U.K. binge limits (i.e. 6 or more for females and 8 or more for males) the 2007/08 academic year intervention will use the U.K. guidelines;</p>	<p>5. Unit Check; To decrease alcohol misuse amongst HE students (and there are plans to develop the programme for a wider audience) by a web-based personalised feedback; Personalised feedback and social norms intervention;</p>	<p>Initial development work focussed on 18-26 year olds attending University</p>	<p>the following elements are fulfilled by the project "Unit check": NEA, LBM, SETA, CCB, EVL, TFS</p>	<p>significant proportion of the funding into radio commercials that, according to the evaluation, yielded low recognition rates; the most successful vehicles for conveying the message were posters and point of sale merchandise such as stickers and tip cards; www.bsafblackpool.co.uk</p> <p>the pilot study showed a significant decrease in units consumed per occasion for those in the intervention group when compared to the control; the pilot study did not find any significant differences between groups with regard to weekly consumption. The results from the larger randomised control trial are currently being analysed;</p>	<p>Initial funding from European Research Advisory Board (ERAB), subsequent funding from Alcohol Education Research Council (AERC); currently seeking funding for a knowledge transfer partnership between University of Leeds and Leeds NHS Primary Care Trust;</p>	<p>the straplines);</p> <p>the web-based personalised feedback and social norms intervention shows how technology can potentially be used to address binge drinking/alcohol misuse within young people;</p>
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