

RARHA WORK PACKAGE 6

Good practices Tool Kit

Background

The work package 6 will support Member States in reducing alcohol related harm, by focusing on expert input to gather specific information and concrete examples of good practice on which some evidence of effectiveness and cost estimates are available, with special attention on good practice in information dissemination.

Good practices are techniques that have consistently shown results superior to those achieved with other means. Consequently they present an important evidence base for policy decisions and actions in the fields of alcohol prevention, treatment and harm reduction. A wide range of interventions have been developed and brought together, also in EU-funded projects (e.g. EU-Dap, Healthy Nightlife Toolbox, TAKE CARE, AAA-PREVENT focussed on young people; EWA, FASE, VINTAGE focussed on adults; AMPHORA, EU/US Civil Society Dialogue focussed on policy development). Nevertheless, public health policy planners lack easy access to well described interventions that are replicable/adaptable and scalable and on which reasonable evidence of effectiveness in influencing attitudes or behaviours and some cost estimates are available.

Purpose and methods

An easily applicable print and online good practice Tool Kit will be developed to allow dissemination of good practices.

The work is divided in three main tasks:

- Partners are invited to provide examples of three group of interventions, implemented by public bodies:
 - Early intervention services (including brief advices)
 - School-based programs (information and education)
 - Public awareness programs (including new media, social networks and online tools for behavior change).

The scope and focus of the Tool Kit in terms of context and target groups was determined based on an interest survey among Member States representatives and agreed by work package partners and Advisory Board.

- A Tool Kit will be produced in which good practices are described in a structured manner to highlight evidence of effectiveness (some level of evaluation being the eligibility threshold), potential for replication/adaptation, scalability, costs and critical success factors.
- The Tool Kit will include guidance for public health policy planners on criteria of good practice in the dissemination of alcohol information, building on already available criteria and also addressing the integration of information approaches into wider public health policies.

Expected outcomes

To facilitate exchange between EU Member States public health authorities and bodies of good practice approaches to reduce alcohol related harm this work package will develop:

- Print and online good practice Tool Kit, and
- Guide with criteria for good practice approaches in dissemination of alcohol prevention information, to help assess feasibility and potential effectiveness against the costs and practicalities involved.