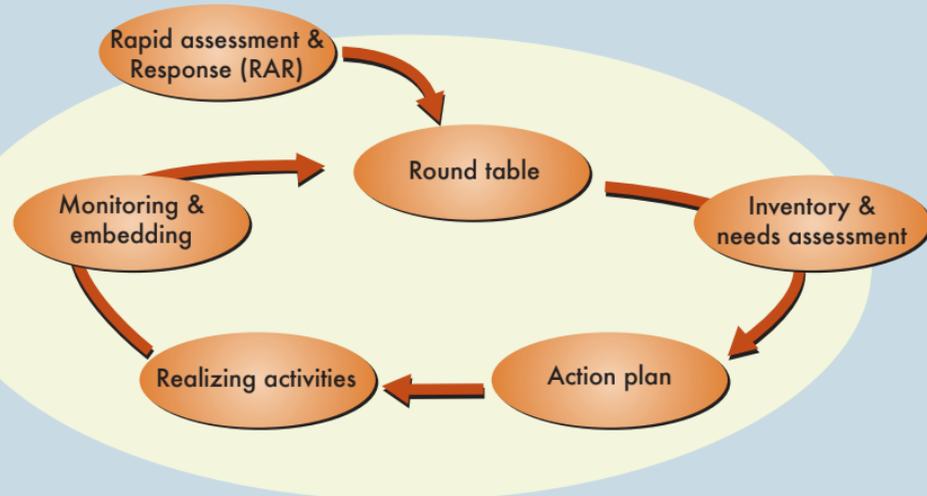


Process of local alcohol strategy



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Austria: Institut Suchtprävention Pro mente ooe
www.praevention.at



Belgium: CAD Limburg vzw
www.cadlimburg.be



Cyprus: KENTHEA
www.kenthea.org.cy



Czech Republic: National Institute of Mental Health
www.nudz.cz



Germany: Diakonisches Werk Herford
diakonie-herford.de



Greece: Athena Hygeia
www.kpeay.com



Italy: Forum Prävention
www.forum-p.it



Luxembourg: CePT
www.cept.lu



Netherlands: Stichting Tactus Verslavingszorg
www.tactus.nl



Portugal: IREFREA Portugal
irefreaportugal.blogspot.de



Prevenca V&P:
www.vudpap.sk/en

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Localize It!

Local Strategies
to Reduce
Underage and Heavy
Episodic Drinking

www.localize-it.eu

- contact national partner organization -



 Localize It!

Background

For reducing underage and heavy episodic drinking, action needs to be taken by authorities closest to the citizens and where alcohol consumption actually takes place – on the local level. For this, a coordinated local alcohol strategy has proven to be the most promising approach. Municipalities have the responsibility and power for implementing such a strategy and are the appropriate authority for this task. With “Localize It!” municipalities will be supported by experienced prevention experts in developing and implementing custom-fit local alcohol strategies.

Objectives

“Localize It!” aims at strengthening municipalities in their capacity to reduce underage and heavy episodic drinking. Coordinated and custom-fit local alcohol strategies will be developed, implemented and evaluated for **22 municipalities in eleven European countries**

Project process

By means of a **Rapid Assessment and Response (RAR)** done by the project partners in each municipality, an overview of the individual local situations will be provided and awareness of the problem will be raised among relevant local actors/stakeholders.

Round tables will be established in the municipalities which will serve as a steering group for the strategy. After a detailed inventory and needs assessment the round tables will develop **individual action plans** with support of the prevention experts, including at least four different measures.

Good practices will be collected, assessed and exchanged in a European conference. Those good practices will serve as a pool of measures for individual local action plans.

Seven different settings/approaches for alcohol prevention will be addressed including parental work, schools, children in families with alcohol problems, alcohol in public space, party scenes, festivals, gastronomy & retail, refugees and traffic safety.

For a period of ten months the measures will be implemented by the project partners

Finally, a **manual** addressing prevention experts as well as European municipalities will be developed to raise the awareness for the problem of underage and heavy episodic drinking. The manual will also provide information on the local alcohol strategy concept, arguments for initiating the political process, experiences of European experts with local alcohol strategies and good and best practice examples.

The development of **local and European networks** as well as the specific measures will be **evaluated** by means of a process and outcome evaluation.

