



# Localize It!

## NEWSLETTER

Issue 2 ▪ 2019

### THE PROJECT REVIEW OF 2018



#### SELECTED SETTINGS AND EU EXPERT MEETING

**Münster, Germany** ▪ In 22 European municipalities, round tables have been set up with relevant actors on the municipal level – the round tables serve as a steering group for the **local alcohol strategy** which is the focus of the Localize It project. Based on the results of a **Rapid Assessment and Response (RAR)** which was conducted to get a clear picture of the local situation regarding underage and heavy episodic drinking, the settings with the highest demand for action have been identified in all municipalities. The main settings for the project are “Nightlife, festivals, retail and gastronomy”, “Schools”, “Parental work” and “Traffic Safety”.



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**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

On 13-14 March 2018, more than 60 European prevention experts from 18 countries have met in Muenster, Germany, to exchange and discuss good practices for alcohol prevention for young people. Among the participants were representatives of municipalities involved in the Localize It! project, coordinators of other EU-funded projects as well as representatives of DG Sante, Chafea and the German Ministry of Health.

The exchange of good practices between European professionals and learning from each other has been the main benefit of the expert meeting.

## SETTING WORKSHOPS

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**Coimbra, Hasselt, Deventer and Linz** • From June to October 2018, four setting workshops were organized and attended by those partners whose municipalities had chosen the respective settings. This resulted in smaller working groups for “Nightlife, festivals, retail and gastronomy” in Coimbra (PT) in June, “Schools” and “Parental work” in September in Deventer (NL) and Hasselt (BE) and “Traffic Safety” in Linz (AT) in October.

The main objective of these setting workshops was mutual learning and deciding which good practices were feasible and fitting for the participating countries and municipalities. Necessary trainings, arising costs, cultural characteristics and other country-specifics were kept in mind and necessary adjustments were pointed out. It was obvious that there was no one fits all solution or action plan. Above all else, the overall aim remained creating custom-fit action plans for each municipality based on the good practice measures. With all this in mind, partners pointed out needs for translations and materials in order to transfer the selected programmes to their countries.

Whereas the “Nightlife” group focused on several areas for action such as staff training, harm reduction, labelling of nightlife locations and first aid, the group focusing on parental work mainly focused on how to successfully reach parents, one approach being a peer approach (“euro parents”). In the setting workshop “Schools” the highest number of good practices was available as a basis for discussion and partners chose the most feasible and fitting options. Last but not least the group focusing on traffic safety consisting of partners from Austria, Greece, Cyprus and Luxembourg again put great emphasize on a peer approach (Peer Drive Clean). Here, the implementation will be a challenge specifically for Cyprus and Greece as peer approaches are not common there, yet but they are highly motivated to become active in this area. Another focus for the traffic safety group was social media campaigns and how to effectively use them to promote zero alcohol when driving.



*Participants of the setting workshop "Traffic safety" in Linz, Austria, 3-5 Oct. 2019.*

## SECOND WORKSHOP – ACTION PLANS AND HOW TO GET FROM PLAN TO ACTION?

**Palermo, Italy** ▪ After the partners had met in smaller groups from June to October 2018 for further planning in the selected settings (schools; parental work; nightlife, festivals, retail and gastronomy; and traffic safety), the second workshop for the entire project group took place in Palermo, Italy, from 11 to 14 December 2018.



*Working group in Workshop II in Palermo, Italy 11-14 December 2018.*

Here, the partners reported about the planned measures in the 22 municipalities. All municipalities had so far drawn up an individual action plan based on the results of the Rapid Assessment and Response (RAR) carried out in the beginning of the project and the good practice measures available. A challenge for most partners was and still is motivating the municipalities to take responsibility

for the local alcohol strategy themselves and to make it their own. Positive side effects had also been noted: Awareness for problematic alcohol consumption of young people has been raised noticeably, new collaborations between local actors have been established and other municipalities have formed agreements with those already involved in the project.

During the workshop in Palermo, partners also worked on the task of preparing a practical manual on local alcohol strategies. By means of a “World Café”, partners discussed what the manual needed in order to be useful and practical, and about specific content such as how to convince municipalities to get active, about success factors for a local alcohol strategy and about how to sustainably implement such a strategy.

## THE PARTNERS

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### APPLYING THE PEER DRIVE CLEAN PROGRAMME IN ATHENS, GREECE

*(MARIA FOUSSA, ATHENA HYGEIA)*

**Athens, Greece** ▪ Our training in the Peer Drive Clean programme was held in beautiful Linz, Austria, in October 2018 as part of the setting workshop “Traffic Safety”. Our first impression of the “Peer Drive Clean” programme was that peer education as a methodology to increase awareness of zero alcohol use while driving can be effective if applied among driving schools’ driver candidates. An advantage of this approach is that it caters to a target group for which it is particularly important to acquire a culture of safe driving.

However, the first post-training concerns were whether this methodology could actually be applied in Greece as peer education is not a method that is implemented by prevention programmes running in the country. Greek programmes are usually being realized by prevention experts.

Therefore, a new approach was needed to transfer the programme to Greece. As it turned out, theoretical courses at the driving schools in Greece became obligatory just recently. This crucial development paved the way for the implementation of the “Peer Drive Clean” programme.

The second step was recruiting the peers who will be trained for informing the training courses at driving schools. These peers work on a voluntary basis, as there are no financial resources to support their work. In this context, we announced four internship work positions to the University of Psychology in Athens. By this we recruited four fourth-year students from the department of psychology.

The third phase of “Peer Drive Clean” implementation was to train the peers according to the programme's manual. The training was carried out by a psychiatrist, a psychologist and a prevention expert. Statistics on the use of alcohol in Greece

were collected, the fines imposed by the traffic police were recorded – with the assistance of an officer of the traffic police – and the necessary knowledge was provided, so that peers could coordinate and moderate a group. Training lasted for four days instead of two; greater significance was given to the part of gaining confidence for conducting the training in the driving schools' classroom.

During this period we prepared a catalogue of all driving schools existing in the 3rd district of Athens. We sent all of them a proposal through which we introduced the "Localize it" project and described the programme "Peer Drive Clean". We are in contact with these schools and the feedback up to now is that we will be able to implement "Peer Drive Clean" in at least four of them.

## **SUPRA-MUNICIPAL ALCOHOL ORDINANCE IN SOUTH TYROL**

*(EVELIN MAHLKNECHT, FORUM PRÄVENTION)*

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**Bolzano, Italy** - St. Leonhard in Passeier is a small rural community in South Tyrol/Italy with 3,500 inhabitants. In addition to St. Leonhard, there are four other communities in the Passeier Valley, the two neighboring communities of St. Martin and Moss directly border the municipal area of St. Leonhard. Due to the proximity of the communities and the clear delimitation of the valley basin, the people of the valley identify themselves as "Pseirer". This can also be noticed in the Localize It project: Both the community of St. Leonhard as project leader and the members of the Round Table have set themselves the goal from the outset of implementing alcohol prevention measures beyond the community boundaries. Since all three communities had different guidelines and standards, especially with regard to the licensing of events, a uniform, supra-municipal alcohol ordinance was pursued as the first and most important measure within the framework of the project.

On the basis of the "10 points - celebrations with level" (minimum standards for alcohol prevention at events, forum prevention), a first draft was worked out by the working group consisting of representatives of all three municipalities. After a positive evaluation by the members of the Round Table, it will be translated into Italian and decided by the responsible municipal bodies of the respective municipality.

During 2019, the new intermunicipal alcohol regulation will be applied and communicated to the population as well as to associations and organizations. The project members are convinced of the success of this measure and hope for broad approval and support among the population.

## FROM THE MUNICIPALITIES' PERSPECTIVE

*(KALOMIRA KELI, MUNICIPAL OFFICER OF PARALIMNI, CYPRUS)*

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**Paralimni, Cyprus** • In September 2017, KENTHEA approached us, the Municipality of Paralimni (Famagusta province), and asked us to take part in the EU-project 'Localize It'. We were already in partnership with KENTHEA in connection with the "ACHILLEAS" Addiction Prevention and Counselling Centre which was established in 2009 and since then has been active in the area of addiction and prevention in the local community, offering interactive workshops, presentations and other events for children and teenagers, parents and educators.

As a municipality, we are sensitive towards social matters and realize our responsibility in tackling them. We are aware of the epidemic of binge drinking among underage and young people, not only in Cyprus in general but also in our community and understand that a change in attitude is at the core of solving this problem. We are further convinced that the community and specifically the administration of this community need to be in charge of this change.

Despite the fact that we were aware of problems connected to binge drinking, we were still surprised and even disappointed by the results of the Rapid Assessment and Response (RAR) in Paralimni as we had to realize that members of our community were actually aware of the problem (especially parents) but no one was doing something about it. For us it was evident that the approach we needed to choose was "Parental education". Thus, this was our suggestion for the first Round Table meeting.

The final members of the Round Table include educators, parents, a priest, a radio producer, and young people involved in cultural and athletic groups of Paralimni. They have been chosen because of their active involvement in the community, especially with young people and their parents, either through their job or through their voluntary efforts. We also made sure that all the ethnic communities inhabiting Paralimni were represented within the group.

During this first meeting, the RAR results were presented and discussed and it was agreed that we needed to focus on "Parental Education". The meeting ended with the presentation of the next steps and brainstorming in regards to actions to tackle the problem at hand – binge drinking among youth. The first Round Table empowered us and left us hopeful for the outcome of the project. During the second Round Table meeting, we finalized our action plans. "Euro parents" and "Home Party" were assessed as two tools that could fit and be well accepted by the people in Paralimni. Especially "euro parents" as a peer approach can be easily incorporated in our Round Table, since all members are active in the community and already serve as role models to young people and their parents. We also decided to run several informational events.

Now we are eager for the implementation of the measures in our municipality. Still, we realize that the results will only show in the long term and that it is our responsibility to make sure that the implementation of the specific measures will not cease when 'Localize It' ends – continuation will ensure the results. As member of the Round Table, but also as a representative of the municipality, I hope that through 'Localize It' we will manage to educate parents in regards to alcohol and its consequences as well as their role as role models in their children's lives. I believe that this is the most important message we need to get across in order for change of attitude to follow.

## OUTLOOK

In 2019, a manual on the topic "development and implementation of a local alcohol strategy" will be prepared which will provide practical examples and experience reports to support prevention experts and municipalities in taking joint action in the field of alcohol prevention. The manual will be published in September 2019 in nine European languages.

For all partners, the main challenge will be to implement the measures defined in their action plans!

**Visit our website! [www.localize-it.eu](http://www.localize-it.eu)**

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