



***Success factors for the implementation of the  
FreD project based on the experiences  
in FreD goes net***

Nadja Wirth  
Münster – October 6/7th, 2010



Executive  
Agency for  
Health and  
Consumers

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.





## What is success in FreD goes net actually?



- ✓ FreD can be adapted and implemented according to country-specific needs.
- ✓ Access to adolescents with (risky) alcohol consumption works (better).
- ✓ The target group accepts the offer.
- ✓ The intervention leads to positive effects with the participants.



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



## Excursus: Reasons for country- /culture-specific adaption



- Ways of referral are structurally planned in a different way (Sweden, Iceland)
- Number of cases was too low (Germany)
- Active request of further cooperation partners (Poland, Slovenia)
- Different attitude towards dealing with drug consumption (Sweden)



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



## Guiding principle of FreD goes net



Being noticed with alcohol and / or illegal drugs is followed by a health-based intervention.

To be able to implement this principle the following preconditions are helpful:



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



## Overview of success factors



- Situation and needs analysis at an early stage
- Project executing body: recognised institution
- Successful cooperation
- Promising a benefit to the adolescents if they participate in the course
- Motivating individual intake interview
- Short intervention as an interesting group offer for peers
- Involvement of parents
- Experienced experts are working on the basis of a manual



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



## Situation and needs analysis prior to implementation



- Helpful socio-scientific method in FreD goes net: Rapid Assessment and Response (RAR) with a research and an interview part
  - Knowledge of the legal situation (among others) as a trigger for access
  - Needs of the target group and cooperation
  - Establishing first contacts of cooperation
  - Involving the cooperation partners at an early stage (stable working relationship)



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

## **Project executing body: recognised organisation**



- Implementation in a country ...
  - It is advantageous if the initiator is an influential (national) organisation.

OR

- ... implementation in a region
  - It is advantageous if the responsible body for the FreD-offer is well-connected and has regional influence and reputation.
- Discussion with partners on the same level (hierarchy)

The logo for LWL consists of the letters 'LWL' in a bold, blue, sans-serif font.

Für die Menschen.  
Für Westfalen-Lippe.



## Successful cooperation



- Creative will and own interest of the partners
- Involvement of the cooperation partners at an early stage
- Determination of the key responsible person (central coordination)
- Making precise agreements
  - ... e. g. regarding the steps of referral and information flow
  - Written documentation



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.





## **Benefit of participation (1)**

### **Legal situation allows for an intervention**



- National criminal law: On principle a restraint / instruction for a pedagogical intervention is possible; by taking part in the intervention further consequences will be mitigated or remitted
- Legislation / rules on education: Teachers have the pedagogical freedom to react in case of drugs consumption or in case of suspicion of such
- Analogue: further settings



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

## Benefit of participation (2) Existing rules for dealing with consumption



- The starting situation is favourable if there are agreed chains of intervention in the settings.
- Mostly necessary in addition to this: Support for cooperation partners in the application of rules (e. g. training)
  - Perception of consumption
  - Reflection of own behaviour (co-dependent?)
  - Leading a constructive conversation

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



## Benefit of participation (3)

### School: Presence of a „third party“



- Parents are more involved in e. g. day-to-day school life.
- Presence of a (school) social worker or psychologist



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



## Benefit of participation (4)

### Adults adapt a critical attitude towards the consumption of adolescents



- Adults' perception and assessment of the consumption of adolescents combined with a high readiness to react



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

# Motivating individual intake interview



- Build up contact
- Promote the course
- Awaken interest and curiosity
- Change of message towards the adolescents:  
from pressure to support

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

## Short intervention as an interesting group offer



- FreD is a group offer for peers in the same situation
- FreD is a short intervention
- FreD is interesting regarding the contents
- FreD is methodically manifold and interactive

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

## Involvement of parents



- On the one hand:  
Parents as „motivators“ for the adolescents to participate in the course
- On the other hand:  
Additional offer for parents to reinforce the positive effects of the intervention with the adolescents (systemic view)

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

## Experienced experts are working on the basis of a manual



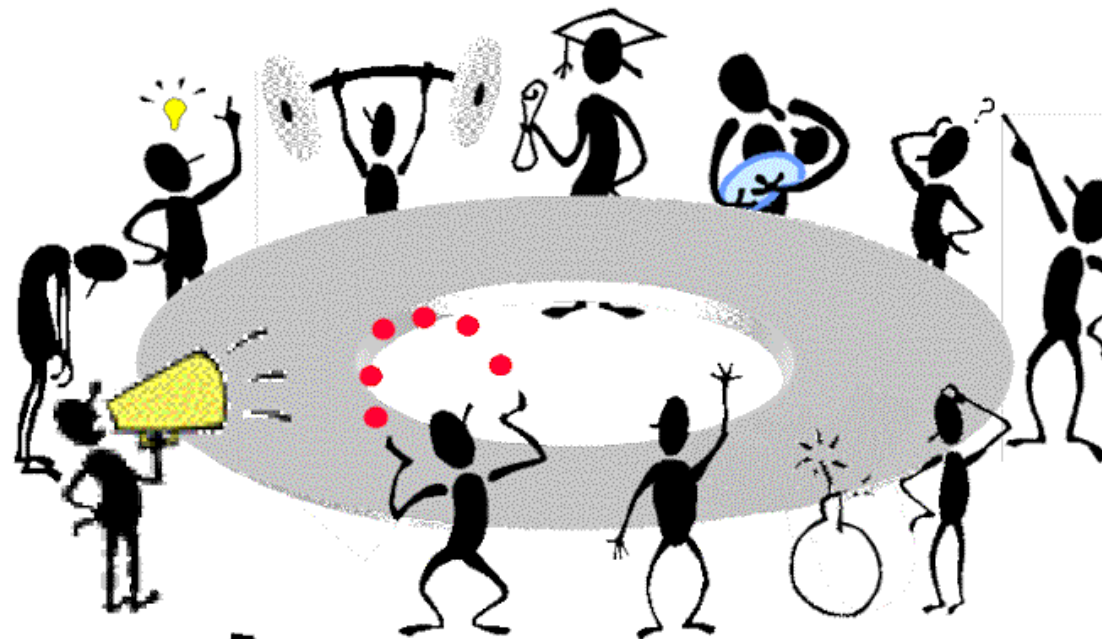
- Precondition for achieving positive effects by the intervention: successful contacting of all course participants
  - Considering the basic principles of Motivational Interviewing
- Good expert knowledge, experience, sensitiveness, up-to-date knowledge of the topics that are to be conveyed
- Structural approach following the steps of the manual (choice of exercises is adapted to the group)

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



... essential for success is ...



das Team

**LWL**

Für die Menschen.  
Für Westfalen-Lippe.

# Summaries and country-specific success factors ...



At the beginning of November:

Recommendation to download the project report

[www.fred-goes-net.org](http://www.fred-goes-net.org)



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.



Our sincere thanks ...

... to our partners

... to our colleagues from the LWL-  
Coordination Office for Drug-  
Related Issues and

... to Carsten, Kira and Jenny,  
our interpreters

The logo for LWL consists of the letters 'LWL' in a bold, blue, sans-serif font.

Für die Menschen.  
Für Westfalen-Lippe.



## Overview of success factors



- Situation and needs analysis at an early stage
- Project executing body = recognised institution
- Successful cooperation
- Promising a benefit to the adolescents if they participate in the course
- Motivating individual intake interview
- Short intervention as an interesting group offer for peers
- Involvement of parents
- Experienced experts are working on the basis of a manual



**LWL**

Für die Menschen.  
Für Westfalen-Lippe.