



W E L C O M E

Local Communities TAKE CARE

International Conference

Münster, 24th – 25th October 2012



TAKE CARE –

Strategies towards
responsible alcohol consumption
of adolescents in Europe



Executive
Agency for
Health and
Consumers



LWL

Für die Menschen.
Für Westfalen-Lippe.





Project TAKE CARE –

Concept and Project Plan

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Münster, 24th October 2012

Nadja Wirth



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Overview

- Why TAKE CARE?
- Goals of TAKE CARE
- Partners
- Essential conceptual background
- Target groups
- TAKE CARE's process
- Introduction of TAKE CARE's methods



Why TAKE CARE? (1)



- A lot of children and adolescents drink too early and too much:
 - 1,4 % of male 11-years olds; 6,4% of 13-years olds and 28,1% of 15-years olds drink at least once a week (HBSC, 2012)
 - 39% of 15/16-years old male and female pupils report binge drinking within the last month (ESPAD 2012)

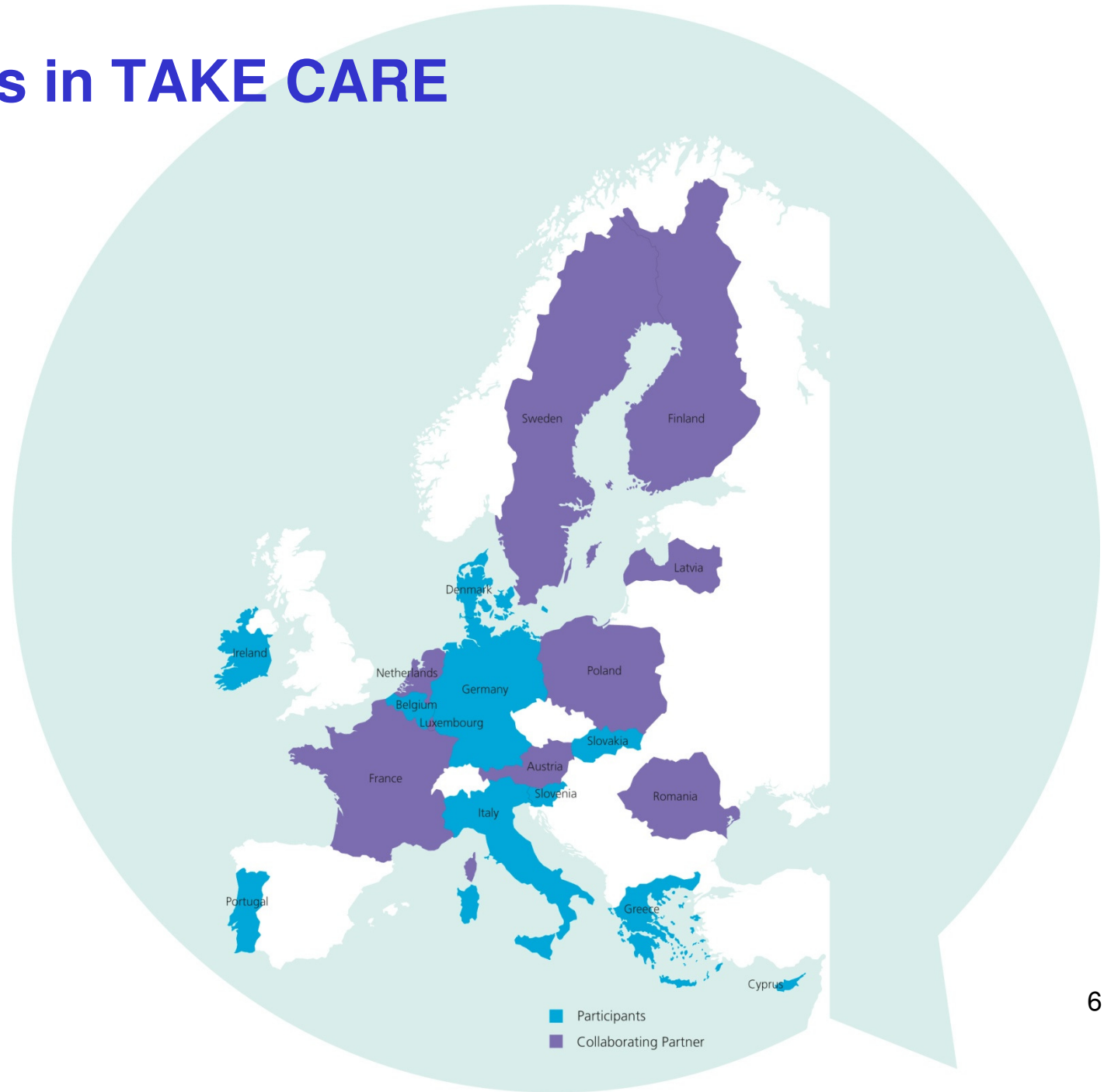
- Risk of health and psychosocial problems



Why TAKE CARE? (2)

- Affordability (development of prices) and availability of alcohol is problematic
- Not enough compliance with youth protection laws

Partners in TAKE CARE





Goals in TAKE CARE



- Compliance with legislation regarding the protection of the youths
- Motivating young people for a responsible drinking behaviour
- Overall reduction of alcohol consumption



Essential conceptual approaches



- Multi level approach
 - basic assumption: The effect of a prevention activity is higher if it is conducted on several levels (= several target groups) at the same time, not only one-dimensional.
- Orientation on a clearly contoured social environment
 - The multilevel approach fully operates when different target groups influence each other positively. This is only possible in a clearly contoured social environment (living space).



Target groups (with indicators)

- children / adolescents / young adults (400)
 - 12 up to 16/18-year olds and
 - up to 21-years-olds
- Parents and other affiliated persons (500)
- Key persons (150)
- Employees in retail (500)



TAKE CARE (short) course of action



Assessment



Drafting the concept



Target groups

young people (12 to 21 years-olds)	key persons	parents	employees in retail
ro.pe-Training®	Key Training	Homeparty	First-Rate Retailer Tools

Methods

Evaluation



Result





Methods

1. ro.pe-Training© for young people



- A four-day group offer
- Referral e.g. by school or key persons
- Combination of
 - Adventure based education (climbing)
 - Perception exercise
 - Psychoeducation
(regulations on youth protection and knowlege on alcohol)
- Goal: to promote risk competence in dealing with alcohol consumption

Methods

2. Homeparty for parents



- Two up to three hour group offer
- Access: Parents invite parents in their living-room
- Contents:
 - Knowledge on alcohol
 - Own attitude on alcohol consumption
 - How to hold a conversation on alcohol
 - Setting boundaries
- Goal: promoting parents' competence to deal with their childrens' alcohol consumption in a constructive way

Methods

3. Key Training for key persons



- Two days training
- Access / identification: as a result of questions asked during RAR – after that approach people personally (professionals as well as volunteers)
- Contents:
 - Youths protection and substances
 - Basic intention of Motivational Interviewing
- Goals:
 - Promoting the competence to hold a conversation on alcohol
 - Referring adolescents to the ro.pe-Training[©] if needed

Methods

4. First-Rate Retailer Tools



Developed by CAD Limburg / Belgium

- Moduls:
 - Training with two options: a 15-min. intervention or 2 hours training
 - Five information materials
- Access:
 - Direct addressing or via owners, trade organisations or vocational schools
- Content:
 - youths protection regulations concerning sale of alcohol
 - Managing difficult sales' situations
- Goal: adherence to youths protection regulations



Information material in First-Rate Retailer Tools

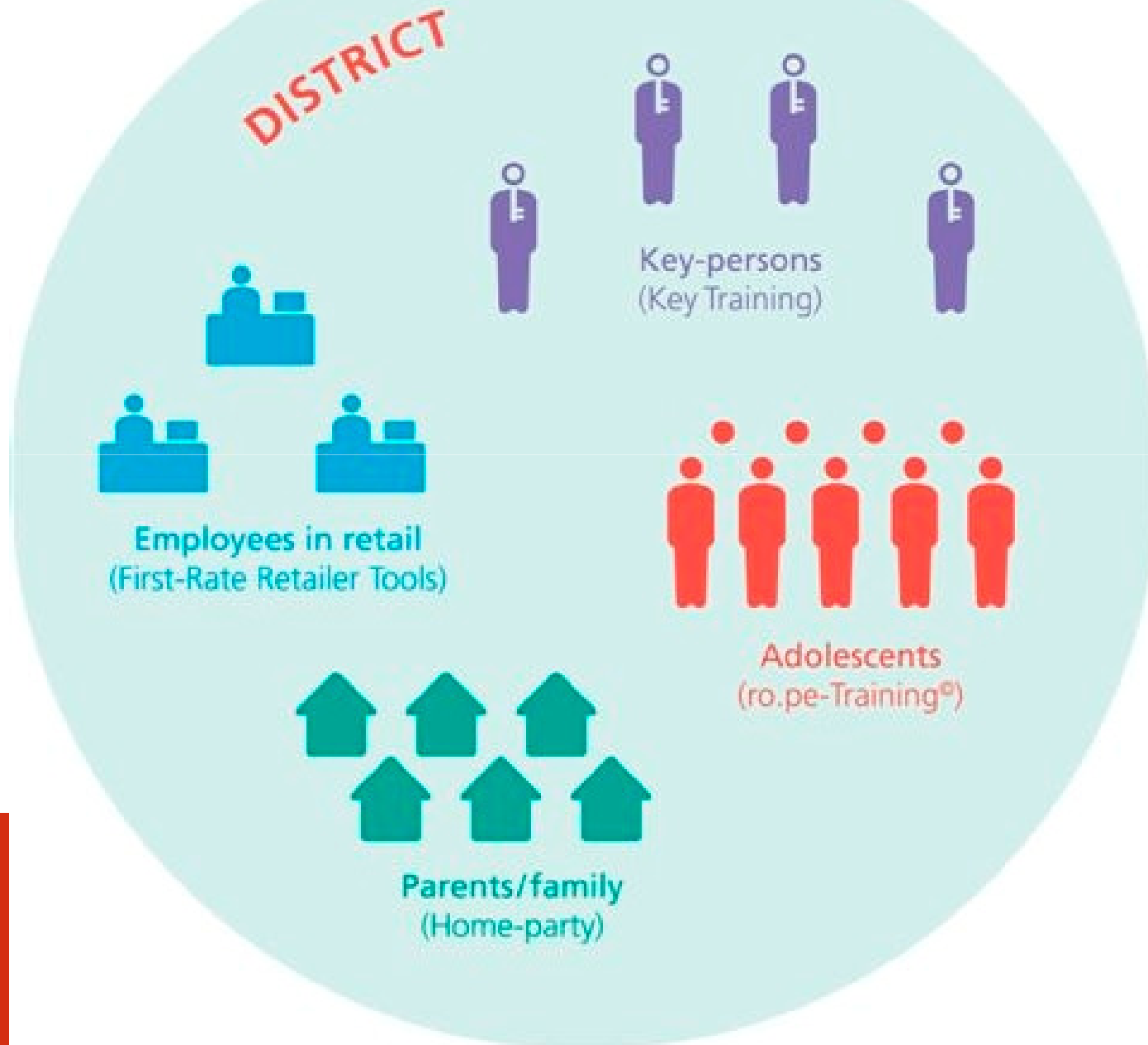


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TAKE CARE'S multilevel approach





CONTACT



LWL-Coordination Office for Drug Related Issues
Warendorfer Str. 27
48 145 Münster
Germany

Wolfgang Rometsch (project director)

Wolfgang.Rometsch@lwl.org

Nadja Wirth (project coordinator)

Nadja.Wirth@lwl.org



www.project-take-care.eu

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