

Dissemination of prevention: community action targeting alcohol use-related problems at licensed premises

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Abstract

In 2003, a community action program targeting alcohol use-related problems at licensed premises was disseminated to municipalities in Stockholm County. The intervention program includes local mobilization, training in responsible beverage service, and stricter enforcement of extant alcohol laws. This research studies the dissemination process, which was based on Diffusion of Innovations Theory. The communities followed a systematic model for dissemination: engaging a local coordinator, conducting interviews with owners of licensed premises, creating an action group, presenting results from studies to the local media, and initiating training in responsible beverage service. Evaluation of uptake is based on meeting minutes from local action groups and activity reports. Preliminary results indicate that the dissemination strategy has been fairly successful. Half of the communities (7 of 14) contacted are implementing the model program. Further research is needed to more fully explore the potential of the use of the Diffusion of Innovations

Theory, taking into consideration different stages of community readiness.

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