



Defining approaches and research evidence around Community Action to reduce AOD harms

Dr Peter Gates, Dr Sara Farnbach

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Acknowledgement of Country



World Health Organization

Global alcohol action plan 2022–2030

28. The actions and measures proposed in the action plan are envisaged to support and complement policy measures and interventions implemented at the national level in the following 10 areas recommended in paragraph 16 of the global strategy: (1) leadership, awareness and commitment; (2) health services' response; (3) community action; (4) drink-driving policies and countermeasures; (5) availability of alcohol; (6) marketing of alcoholic beverages; (7) pricing policies; (8) reducing the negative consequences of drinking and alcohol intoxication; (9) reducing the public health impact of illicit alcohol and informally produced alcohol; and (10) monitoring and surveillance.



Action 3. Ensure the availability and allocation of necessary resources by developing resource allocation plans and accountability frameworks for the implementation of community action and the support of community-based programmes, coalitions and interventions to reduce the harmful use of alcohol and associated inequalities, including programmes for indigenous populations and subpopulations at particular risk, such as young people, unemployed persons and family members of people with AUDs.

Two years of research later...

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ORIGINAL PAPER

Community-Based Interventions to Reduce Alcohol Consumption and Alcohol-Related Harm in Adults

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Abstract Alcohol consumption was associated with 3 million deaths worldwide in 2016. Although community action has proven to be effective and has become a priority area of the global strategy to reduce alcohol consumption, there is a gap in the knowledge of community interventions to reduce alcohol use among adults. This study aims to analyze the evidence on effective community-based interventions to reduce alcohol consumption and harm among adults and to identify their components and underlying theories. Search strategy involved five databases (January 2000–March 2020). We included multi-component, evaluated, and community interventions addressing to adults in urban settings of high-income countries. Furthermore, two conceptual frameworks were adapted to identify the social determinants of alcohol related harm and modifiable factors through community interventions. The initial search yielded 164 articles. The final sample included eight primary studies. Six of them were effective and shared three components (community mobilization, law enforcement and media campaigns), two conceptual frameworks were adapted to identify the social determinants of alcohol related harm and modifiable factors through community interventions. The initial search yielded 164 articles. The final sample included eight primary studies. Six of them were effective and shared three components (community mobilization, law enforcement and media campaigns), two conceptual frameworks were adapted to identify the social determinants of alcohol related harm and modifiable factors through community interventions.

Keywords Alcohol consumption · Adults · Community participation · Community-based interventions · Hazardous alcohol consumption

Electronic supplementary material The online version of this article (<https://doi.org/10.1007/s10900-020-00898-6>) contains supplementary material, which is available to authorized users.

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Review

Community Coalitions Efforts to Prevent Adolescent Substance Use: A Systematic Review

Morica Hutchison¹ · Beth S. Russell¹ · K. Zaff² and Max Margolin³

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Abstract A systematic review of the literature was conducted to assess the impact of comprehensive community initiatives on population-level outcomes and populations.

Keywords Alcohol consumption · Adults · Community participation · Community-based interventions · Hazardous alcohol consumption

Introduction In 2016, alcohol caused 5.1% of worldwide disability and 3 million deaths, associated with injuries, cancer, digestive, cardiovascular and infectious diseases [1]. The harmful effects of alcohol misuse also affect families, friends, and the whole society [2, 3]. Alcohol use begins in adolescence, but most of its harmful effects are experienced by adults, after years of established hazardous drinking or dependence [4]. Even though, interventions and preventive policies focus mainly on younger people [5, 6], and most evidence is limited to youth populations [7]. Interventions for middle-aged people could substantially reduce mortality and morbidity, as well as the cost of use, chronic illnesses and premature deaths [1, 8].

Alcohol use and related problems are shaped by a wide and complex range of structural, intermediary and individual factors. These factors are embedded within social inequalities exist in cities and communities [9]. Comprehensive community initiatives (CCI) are a popular method for creating systemic change. A dearth of evidence on their effectiveness, however, is a dearth of evidence on their effectiveness. This review, 1,435 articles identified, most included, few discussed comprehensive frameworks of CCI. Therefore, we propose four organizing principles for CCI coalitions for adolescent AOD prevention.

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ALCOHOL (IM FARRELL AND E STOCKINGS, SECTION EDITORS)

Community Approaches for Reducing Alcohol-Related Harms: an Overview of Intervention Strategies, Efficacy, and Considerations for Future Research

Emily Stockings¹ · Anthony Shakeshaft¹ · Michael Farrell²

Published online: 4 May 2018
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Abstract **Purpose of Review** The study aims to provide an overview of the supply- and demand-side strategies used in community approaches for reducing alcohol-related harms, summarise key findings, and identify areas for consideration in future research. **Recent Findings** Whole-of-community interventions to reduce alcohol-related harms have largely used active population-level demand-reduction strategies, such as public-health messages, community outreach, and school-based education. Supply-side strategies (such as reducing physical availability of alcohol) and strategies targeted at high-risk populations (such as screening and brief interventions) are underutilised. Some small reductions in alcohol consumption indicators have been identified; however, evaluation is often via self-report and outcome reporting is poor, making appraisal difficult. **Summary** Community approaches to reducing alcohol-related harms have largely relied upon active demand reduction strategies targeted at the whole population. A challenge for future research is to determine the optimal interaction between higher-level national responses—including changes in jurisdictional policies and legislative controls—and local-level action to maximise intervention reach and cost effectiveness.

Keywords Community intervention · Alcohol use · Prevention · Early intervention · Harm reduction · Alcohol policy

Introduction

This review focuses on alcohol-related harms, a number of key findings, and identify areas for consideration in future research. **Recent Findings** Whole-of-community interventions to reduce alcohol-related harms have largely used active population-level demand-reduction strategies, such as public-health messages, community outreach, and school-based education. Supply-side strategies (such as reducing physical availability of alcohol) and strategies targeted at high-risk populations (such as screening and brief interventions) are underutilised. Some small reductions in alcohol consumption indicators have been identified; however, evaluation is often via self-report and outcome reporting is poor, making appraisal difficult. **Summary** Community approaches to reducing alcohol-related harms have largely relied upon active demand reduction strategies targeted at the whole population. A challenge for future research is to determine the optimal interaction between higher-level national responses—including changes in jurisdictional policies and legislative controls—and local-level action to maximise intervention reach and cost effectiveness.

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Community-based environmental strategies to prevent the non-medical use of marijuana: A review of the literature

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Abstract **Purpose of Review** The study aims to provide an overview of the supply- and demand-side strategies used in community approaches for reducing alcohol-related harms, summarise key findings, and identify areas for consideration in future research. **Recent Findings** Whole-of-community interventions to reduce alcohol-related harms have largely used active population-level demand-reduction strategies, such as public-health messages, community outreach, and school-based education. Supply-side strategies (such as reducing physical availability of alcohol) and strategies targeted at high-risk populations (such as screening and brief interventions) are underutilised. Some small reductions in alcohol consumption indicators have been identified; however, evaluation is often via self-report and outcome reporting is poor, making appraisal difficult. **Summary** Community approaches to reducing alcohol-related harms have largely relied upon active demand reduction strategies targeted at the whole population. A challenge for future research is to determine the optimal interaction between higher-level national responses—including changes in jurisdictional policies and legislative controls—and local-level action to maximise intervention reach and cost effectiveness.

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INTRODUCTION

Environmental strategies are widely used in substance abuse prevention and are often a required component of prevention programming for recipients of public health funding. Such strategies seek to change contextual

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Comprehensive Community Interventions to Promote Health: Implications for College-Age Drinking Problems

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ABSTRACT. *Objective:* This article reviews comprehensive community interventions to promote health, including: (1) environmental risk reduction, (2) smoking, (3) alcohol use disorders, alcohol-related injury and illness, (4) mental risk reduction, (5) sexual risk reduction, (6) HIV, hepatitis, sexually transmitted diseases and pregnancy. *Method:* Comprehensive community programs typically involve multiple city government agencies as well as private citizens and organizations and use multiple intervention strategies such as school-based and public education programs, media advocacy, community organizing, environmental policy changes and neighborhood assessment of existing policies. *Discussion:* Comprehensive community intervention approaches may have considerable potential to reduce college-age drinking problems, especially given the success of these programs in reducing alcohol-related problems and in preventing health-compromising behaviors among youth. *12* *Final* *Abstract*, Supplement No. 14, 2008, 2002.

CHITING THE SUCCESS of comprehensive multifactorial community interventions with other public health problems, the National Academy of Sciences has recommended this approach for reducing alcohol-related health problems (Institute of Medicine, 1989). This approach was initially used to reduce heart disease and cardiovascular risks. More recently, it has targeted underage drinking, traffic and other unintended injuries caused by alcohol use as well as unplanned pregnancy, infections with HIV and other sexually transmitted diseases. Traditional public health strategies attempt to identify and intervene with specific subpopulations at high risk for a targeted health problem. In contrast, comprehensive multifactorial community programs attempt to involve the total community and its constituent organizations, institutions and individuals across demographic and risk spectrums. Comprehensive community programs addressing problems associated with alcohol have involved multiple agencies in city government as well as private citizens and private organizations. Such programs seek to stimulate behavior change by influencing the normative environment in which high-risk individuals live.

Comprehensive community interventions are also distinguished by the use of multiple intervention strategies for

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ARTICLE

BENEFITS OF COMMUNITY-BASED DEMONSTRATION EFFORTS: KNOWLEDGE GAINED IN SUBSTANCE ABUSE PREVENTION

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Mary A. Jansen and Silead Sambrano
Center for Substance Abuse Prevention of the Substance Abuse and Mental Health Services Administration
Francis J. Winn, Jr.
East Carolina State University

Prospective studies document that preventive interventions can reduce the prevalence of substance abuse and antisocial behavior. In contrast, the justification for community-based demonstrations in substance abuse prevention and mental health promotion assumes that communities have decided to invest in prevention and want to learn from the experience of others on how the value of this investment can be maximized. The expectation has been that demonstration projects can be applied to improve substance abuse prevention efforts operated under state and community auspices. A review of selected knowledge gains from community-based demonstration programs for substance abuse prevention provides evidence for the position that communities have both benefited from and contributed to this type of knowledge development process on questions of the cost and effectiveness of specific categories of prevention activities, the timing and

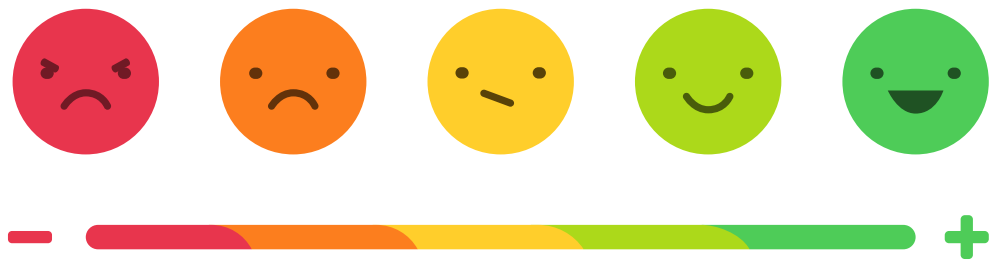
The views expressed herein represent the opinions and analyses of the individual authors and do not reflect the opinions, official policy, or position of the U.S. Department of Health and the Public Health Service, the Substance Abuse and Mental Health Services Administration, Substance Abuse Prevention.

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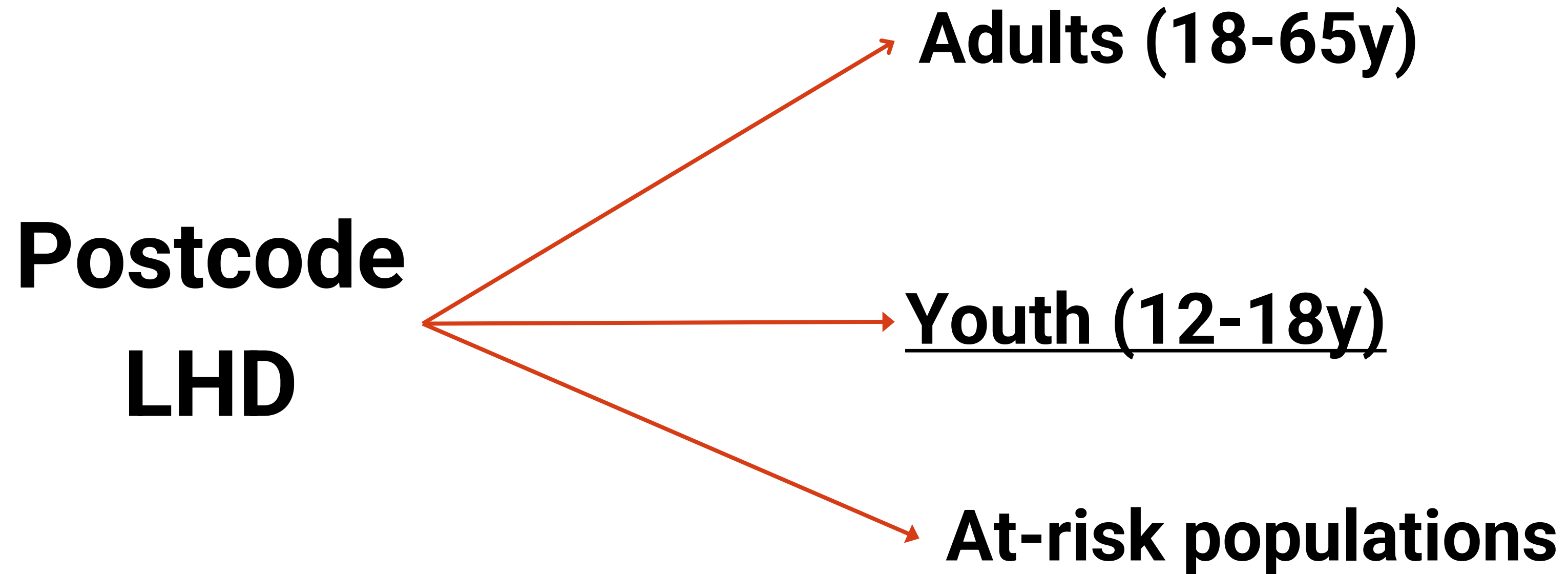
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Over 40 interviews with community AOD prevention experts



Community Action



Community Action

Prevention

Upstream

Comprehensive

Multiple strategies
Multiple settings

Place-based

Community-led
Coordinated

Community Action

Prevention

Upstream

Comprehensive

Multiple strategies
Multiple settings

Place-based

Community-led
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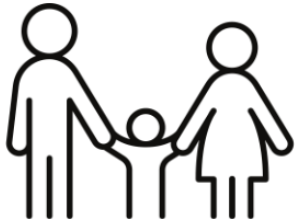
**Community-led
Coordinated**

Community Action

Coalitions



Parenting-based



Community Mobilisation



Vendor-based



School-based



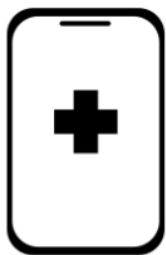
Workplace-based



Police-involved



Health service-based



Media Campaigns



Community-level policy



IMPACT



Most evaluations support community action, but many do not



Intrinsic value

- community empowerment
- community ownership and accountability

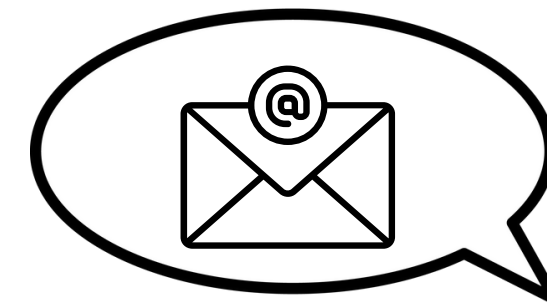
IMPACT



Certain combinations of actions share more consistent support

- School programs that involve families
- Retail policy and practice change that is also enforced
- Information to promote positive normative beliefs
- Everything when supported by media campaign (especially advocacy)

THANK YOU!



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