



# SHARING THE RESULTS

LOOKING HOW TO REDUCE ALCOHOL RELATED HARM  
RARHA - FINAL CONFERENCE



RECOMMENDATIONS FOR GOOD PRACTICE APPROACHES

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# Why Recommendations?

1. Application of theories, models and already developed interventions remains a challenge for health promotion planners
2. Alcohol consumption is still a big health problem, therefore innovative approaches are welcome
3. Recommendations derived from effective interventions may help prevention practitioners to select, modify or develop more effective programmes



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# CONTENT

1. USE TESTED AND EFFECTIVE FRAMEWORKS
2. RESEARCH AND PLAN INTERVENTIONS CAREFULLY
3. PLAN THE EVALUATION PARALLEL TO PROGRAMME DEVELOPMENT
4. DO COMPREHENSIBLE DISSEMINATION
5. AVOID THE MOST COMMON MISTAKES



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# 1. Use Tested and Effective Frameworks

- Differences between theories and models
- Importance of innovative approaches
- Short description of most commonly used frameworks:
  - Psychological theories
  - Precede-Proceed Model (PPM)
  - The Planned Approach to Community Health (PATCH)
  - Multilevel Approach to Community Health (MATCH)
  - Intervention Mapping (IM)
  - Social Marketing



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## 2. Research and Plan Interventions Carefully

What should not be missing in the process of development of good practice approaches?

1. **Needs Assessment:** social, epidemiological, behavioural and environmental diagnosis (also for the adjustment of an already developed intervention)
2. **Goal/Objective definition:** e.g. SMART method
3. **Programme plan and implementation:** principles of effective interventions



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# 3. Plan the Evaluation Parallel to Programme Development

- Importance of expertise
- Types of evaluation and their applicability:
  - Formative, process, outcome (Randomised Controlled Trial) & impact evaluation
  - Internal vs. external evaluation
  - Independent evaluation



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# 4. Do Comprehensible Dissemination

- Thinking of dissemination in the financial plan
- The importance of dissemination: generalizable knowledge, present the results to stakeholders and funders
- "How to do/implement it right?"



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# 5. Avoid the Most Common Mistakes

1. Development without appropriate competencies and expertise
2. Interventions without a framework
3. Undefined target group and the specialized groups within
4. Undefined goals/objectives
5. ...



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# 5. Avoid the Most Common Mistakes

5. Inadequate or missing evaluation
6. Forgetting ethical issues
7. Scare tactics and zero tolerance approaches
8. Ineffective usage of new communication techniques
9. Dissemination mistakes



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# CONCLUSIONS

- To be aware of the connection between all these elements
- The importance of carefully selected team members
- The involvement of the broader environment



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