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## Overview

### **Healthy Beverage Workshops (TBS). Programme to prevent drinking among middle school students.**

#### Quality level

Quality level : 1

#### Executive summary

The Healthy Beverage Workshops (TBS) programme, in place since 1996, is a municipal initiative implemented by the Comprehensive Drug Addiction Support Centre, a body under the aegis of the Coslada Town Hall Health and Consumer Affairs Division.

Type of intervention	prevention
Sub-area	universal
Setting	school
Type of approach	
Target group (universal)	children/young people
Age group	13/14
Target group (specific)	children/young people
Annual coverage	734
Substances addressed	alcohol
Evaluation type	evaluation of intervention planning (needs assessment),outcome evaluation (how far are the specific objectives achieved),impact evaluation (how far is the general objective achieved),process evaluation (how far are the operational objectives achieved)
Country	Spain
Start date	15/10/2005

End date 30/06/2006

## **Overall objective**

To prevent alcohol use among middle school (7th and 8th grade) pupils in the town of Coslada. Within this rather broad objective, the programme aims more specifically to retard the age of first use and reduce the prevalence of drinking at these ages.

## **Abstract**

The Healthy Beverage Workshops (TBS) programme, in place since 1996, is a municipal initiative implemented by the Comprehensive Drug Addiction Support Centre, a body under the aegis of the Coslada Town Hall Health and Consumer Affairs Division. It was initially part of a broader campaign on the awareness of the hazards of drinking titled: "If you drink too much... you're in for it!" When that campaign ended in 2001, the workshops, which had received very high evaluations, were continued as an independent activity. A few changes were made in academic year 2002/2003. Until that time, the workshops had been conducted in conjunction with associations. From that year onward, responsibility for the Healthy Beverage Workshops (TBS) was attributed to the head instructor for the Social Education in an Open Environment programme. The workshops were delivered in academic year 2005/2006 under a subsidized service contract. Drinking has come to be standard behaviour among our teenagers and young adults. According to the Community of Madrid's Survey on the School Population and the Household Survey on Drugs (1997-2003), the age at first use of alcohol is steadily declining, a development that goes hand-in-hand with a rise in drinking prevalence and a shrinking perception of drinking-related risk. Moreover, youngsters in these age groups are unaware of certain aspects of alcohol use. For all the foregoing, the workshops are presently targeting 8th grade pupils. The education community is ideal for undertaking this type of action, for it covers most of the teenage and pre-teen population regarded to be at risk and constitutes a well-defined and stable domain where action can be taken outside the workshops. The primary objective of the TBSs is to prevent drinking among 7th and 8th grade pupils in the town of Coslada. The programme aims to enhance understanding and influence attitudes, beliefs and stereotypes about drinking, drinking patterns and consequences. Each workshop consists in three 50-minute sessions with eighth graders (13- to 14-year-olds). The first session deals with general information about drugs and the definition of alcohol as a drug. More specific alcohol-related issues are addressed in the second session, including myths, mistaken beliefs, decision-making, legality, types of use and so on. The workshops are delivered by C.A.I.D. staff in the classroom, in the presence of the teacher. The direct intermediaries are teachers, psychologists, health care personnel and educational staff. Audiovisual media are used to analyze advertising and discussion is encouraged: the aim is to train students to be reflective and critical. Promotional giveaways, information flyers and leaflets, posters and so on are distributed among all participants. In addition to an external evaluation performed at the outset, every year a questionnaire is circulated to the students of a randomly chosen class in each participating school. The questionnaire assesses degree of interest, methodology, duration, instructor aptitudes and participation, as well as an open question where students are asked to make suggestions. According to the results of these evaluations, the workshops are well organized, well received and highly esteemed in schools.

## **Context and theory**

## **Initial situation**

The Healthy Beverage Workshops programme was launched in 1996, when virtually no action was being taken in schools outside of the framework programme on health education. It was instituted with the reform of the Education Act, under which 7th and 8th graders came to be regarded as part of the secondary school population. Demand in elementary schools consequently declined, while the need in secondary education rose. From that time on, greater effort was focused on secondary schools. The Anti-drug Abuse Agency also offered more assistance (subsidies, cinema programmes, value education...). As street drinking parties also began to become popular, efforts targeted 9th grade students, for the age of initiation to alcohol at the time was 14 (according to two Community of Madrid surveys: the Minors' Ombudsman Survey and the Survey on Health Habits of Teenagers and Young Adults, 1996). Likewise according to these surveys, over 90% of Coslada's teenagers between the ages of 14 and 17 had consumed alcohol (survey conducted by Adelfos, 1999). Alcohol use among teenagers and young adults is presently standard behaviour in our society. The age of first contact with the substance is declining steadily. Moreover, youngsters are unaware of certain alcohol-related issues. Consequently, specific importance is attached to training teenagers to use different tools to be able to say no. The Community of Madrid's Survey on School Age Drug Use and its Household Survey on Drugs (1997-2003) both found alcohol use to be growing among teenagers, while the perception of the risks involved was shrinking. For all these reasons, the workshops presently target middle school (7th and 8th grade) students. The education community is ideal for undertaking this type of action, for it meets a series of important requirements, such as: - It covers most of the teenage and pre-teen population regarded to be at risk according to epidemiological studies. - It constitutes a well-defined and stable domain where action can be taken outside the workshops. All the foregoing justifies the need for a specific in-school programme to prevent alcohol use at these ages in the town of Coslada.

## **Basic assumptions/theory**

# **Objectives and indicators**

## **Process evaluation**

## **Operational objectives**

alternatives to drug use \*brochure/leaflet \*development of games \*education (skills, abilities, etc.)  
\*information \*posters \*press advertising \*safe-use counselling \*teaching/training \*teaching packages  
\*TV advertising \*video

## **Process indicators**

Completeness of the intervention (number of implemented workshops in his/her classroom)

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## **Instruments used**

### **Type of quantitative instrument**

### **Type of qualitative instrument**

a questionnaire is circulated to the students of a randomly chosen class in each participating school. The questionnaire assesses degree of interest, methodology, duration, instructor aptitudes and participation, as well as an open question where students are asked to make suggestions.

## **Type of evaluation carried out**

### **Evaluation design**

evaluation of intervention planning (needs assessment), outcome evaluation (how far are the specific objectives achieved), impact evaluation (how far is the general objective achieved), process evaluation (how far are the operational objectives achieved)

## **Specific objectives and outcome indicators**

### **Specific objective 1**

To enhance understanding and influence attitudes, beliefs and stereotypes about drinking, and drinking patterns. An attempt is made to provide students with accurate and objective information on alcohol; to correct erroneous ideas and dispel doubts about drinking. The idea is to make them realize that alcohol is a drug. To do so, they are shown what drugs are in general and taught certain basic concepts in this regard. The objective is for virtually 100% of the participating pupils to acquire a certain fundamental understanding of drugs in general and alcohol in particular by the end of the workshop.

### **Outcome indicator 1**

By the end of the workshop, nearly 100% of the participating students should have a command of certain general concepts on drugs, alcohol in particular.

### **Specific objective 2**

To help minors to acquire responsible decision-making skills with respect to drinking. The aim is for students to understand the importance of decision-making, to be aware of the different situations arising around drinking and to make responsible decisions about alcohol use. The objective is for approximately 90% of the students to have acquired this understanding by the end of the workshop.

### **Outcome indicator 2**

Approximately 90% of the pupils should know the decision-making steps to take and be able to take them responsibly by the end of the workshop.

## **Specific objective 3**

To provide a place for reflecting on the different types of drinking, the legality of alcohol as a drug... One specific and fundamental objective is to provide such a place throughout the duration of the workshop. By the end of the workshop, approximately 90% of the pupils should have learned to be critical and reflective. They should also have reflected on and participated actively in the workshops and related activities.

## **Outcome indicator 3**

By the end of the workshop, approximately 90% of the pupils should have learned to be critical and reflective. They should have participated actively in the workshops and dynamically in related activities.

## **Instruments used**

### **Type of quantitative instrument**

### **Type of qualitative instrument**

## **Action**

Each workshop consists in three 50-minute sessions with eighth graders (13- to 14-year-olds). The first session deals with general information about drugs and the definition of alcohol as a drug. More specific alcohol-related issues are addressed in the second session, including myths, mistaken beliefs, decision-making, legality, types of use and so on. The workshops are delivered by C.A.I.D. staff in the classroom, in the presence of the teacher. The direct intermediaries are teachers, psychologists, health care personnel and educational staff. Audiovisual media are used to analyze advertising and discussion is encouraged: the aim is to train students to be reflective and critical. Promotional giveaways, information flyers and leaflets, posters and so on are distributed among all participants.

## **Results**

### **Process evaluation**

#### **Results**

Schools have been found to respond very willingly in all the evaluations performed, and a good rapport has been established between town hall officials and the schools, facilitating future interventions. The materials used, as well as the experience and professional attitude of the officials involved, have also been evaluated highly. The working method and campaign methodology and design likewise obtained very good scores in the respective evaluations. One of the weak points revealed by the evaluations is the short duration of workshops. According to empirical evidence, such workshops are only effective if they consist in at least 20 sessions (approximately 20 hours). Other weaknesses identified were a certain failure to interest students and an insufficient number of

volunteers to keep the workshops going (a problem solved when the CAID instructor assumed this responsibility). In the early years of the campaign, criticism was also voiced about the lack of involvement on the part of other stakeholders, such as parents and teachers. According to the results of the yearly satisfaction questionnaire, the trainer is held in high esteem and the subject itself sparks considerable interest, although there are complaints about the short duration of the workshop. All in all, the Healthy Beverage Workshops are assessed very favourably.

## References

- Papers read during the 4th Conference on the Prevention of Drug Addiction. Town Hall of Alcorcón. Municipal Drug Addiction Plan. 17 and 18 December 1998. Coordinator: Fernando de Arce Guerra. - Papers read during the 5th Conference on the Prevention of Drug Addiction. Town Hall of Alcorcón. Municipal Drug Addiction Plan. 21-23 June 2000. Coordinator: Fernando de Arce Guerra. - Evaluation of alcohol abuse awareness campaign. Technical document. FACTAM Social and Market Research. Coslada Town Hall. April 2002.

## Contact

Responsible organisation	Comprehensive Drug Addiction Support Centre (C.A.I.D.), Health and Consumer Affairs Division, Municipal Government of Coslada
Name of organisation	Comprehensive Drug Addiction Support Centre (C.A.I.D.), Health and Consumer Affairs Division, Municipal Government of Coslada
Street address	Avda. de España, s/n
Postal code	28820
City	Coslada
Country	Spain
Website	<a href="http://www.ayto-coslada.es">www.ayto-coslada.es</a>
Email	<a href="mailto:drogas@ayto-coslada.es">drogas@ayto-coslada.es</a>
Partner organisation(s)	- ALMA- ATA Consultores (involved in the programme in the last two academic years). ALMA-ATA is a company engaging in the design, implementation and evaluation of social, educational and health programmes. - Initially, members of youth associations participated. ADELFO in particular was involved for a fairly long period of time. - Parents' associations and others such as A.P.R.A. (association for the prevention and rehabilitation of alcoholics) participated in the early stages of the campaign.
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# Additional information

Number of staff involved	From 1 to 5 weekly part-time staff workers (psychologists) and the 21-30 weekly part-time staff workers (Teachers/educators).
Status/profession of staff involved	Trainers, teachers/educators, psychologists and administrative staff
Type of evaluator	Both internal and external
Name of external institution(s)	- Programming and Evaluation Unit. (1997,2002,2006) FACTAM. Investigación Social y de Mercados. Abril 2002.
Full reference to evaluation report	Evaluation of alcohol abuse awareness campaign. Technical document. FACTAM Social and Market Research. Coslada Town Hall. April 2002.

## Budget

Annual budget	Up to 100 000
Sources of funding	Regional authorities, Local authorities
Percentage from each source	Regional authorities=60%, Local authorities=40%

## Additional remarks

The Healthy Beverage Workshops programme was launched in 1997 in the framework of the awareness campaign on alcohol abuse titled: "If you drink too much... you're in for it!". The municipal Health and Consumer Affairs, Youth and - in the first year - Culture Divisions participated in the campaign. Although the campaign itself ended in 2001, the workshops were evaluated so highly that the activity was carried over to the following years. A few changes were made in academic year 2002/2003. Until that time, the workshops had been conducted in conjunction with associations. From that year onward, responsibility for the Healthy Beverage Workshops (TBS) was attributed to the head instructor for the Social Education in an Open Environment programme. The workshops were delivered in academic year 2005/2006 under a subsidized service contract. After an in-house evaluation performed by the Social Welfare Division's Planning and Evaluation Unit in 1997, the campaign was extended for a further four editions until 2001. An overall evaluation was performed in the fourth quarter of 2001, when ten in-depth interviews were conducted with key campaign participants. Two focus groups were also organized with young Coslada residents and the documentation generated throughout the campaign was compiled and analyzed. The evaluation was primarily qualitative in nature. That evaluation also addressed the process followed, as well as the results attained, many related more closely to the process per se than to the effects/impact of the campaign. The report stemming from this evaluation constitutes a critical external view that attempts to reflect how the campaign was implemented, analyze its most important aspects and assess its overall strong and weak points. The fourth edition of the campaign included a sociological survey titled "Coslada's Youth. Twenty First Century" which, among others, analyzed alcohol and other substance use. Every year, a satisfaction questionnaire is circulated among the pupils in a randomly chosen class. The following are evaluated on a scale of 1 to 5: interest generated by the subject, methodology, clarity of the instructor's explanations, time devoted, whether participation was encouraged, what students liked most and

least, and an open question for suggestions. All other participants are asked orally what they liked most and least. The workshops are highly esteemed in schools and the tenth edition is underway. This is a very solvent programme, well established in Coslada's schools. The program continues to develop today.