

It takes a village to
raise a child:
Co-creation in
community-based
prevention


Ina Koning and Samuel Tomczyk

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Article

Pre-Intervention Effects of a Community-Based Intervention Targeting Alcohol Use (LEF); The Role of Participatory Research and Publicity

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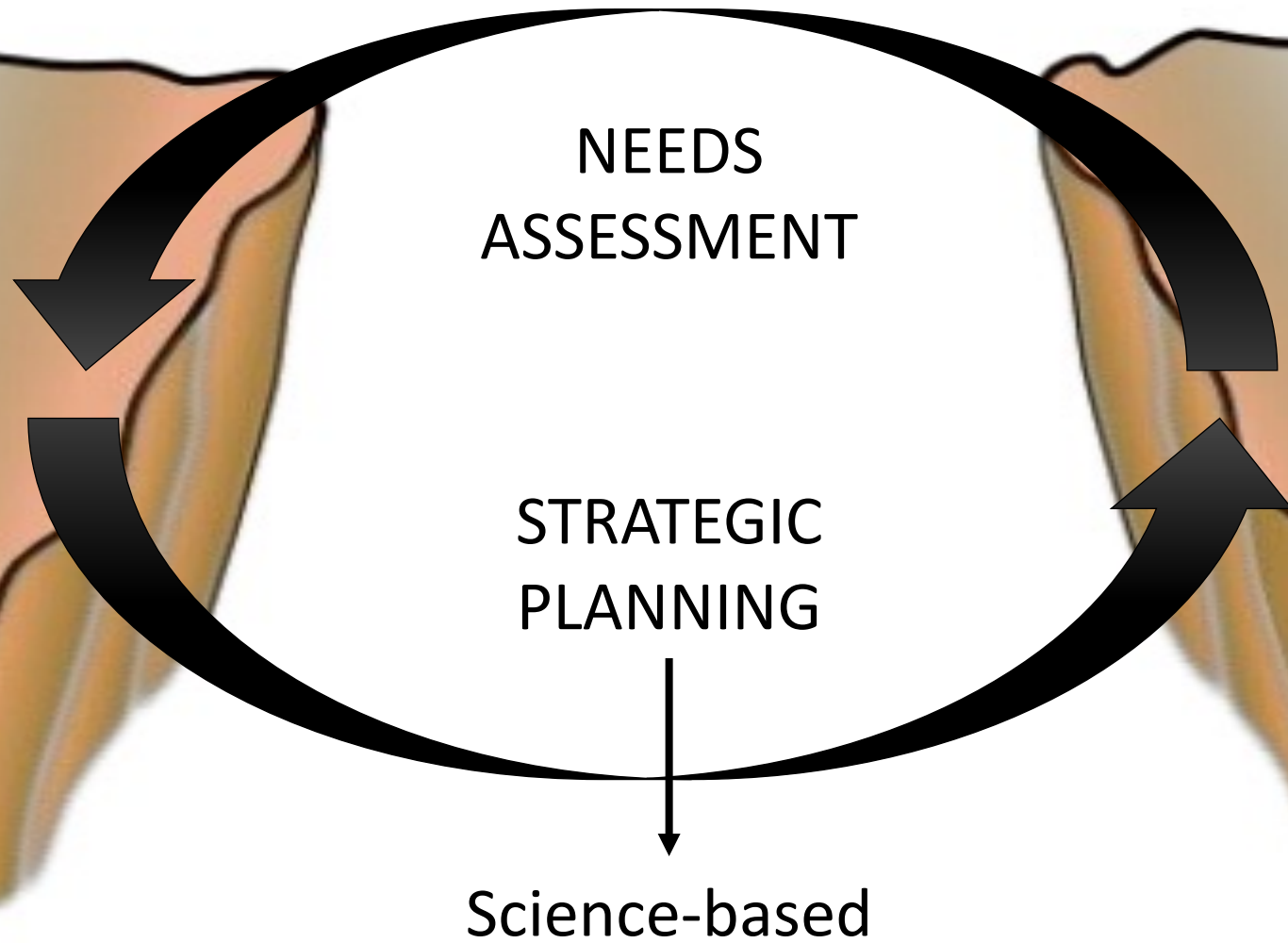
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STAKEHOLDER ENGAGEMENT IS
AN INTERVENTION IN ITSELF!

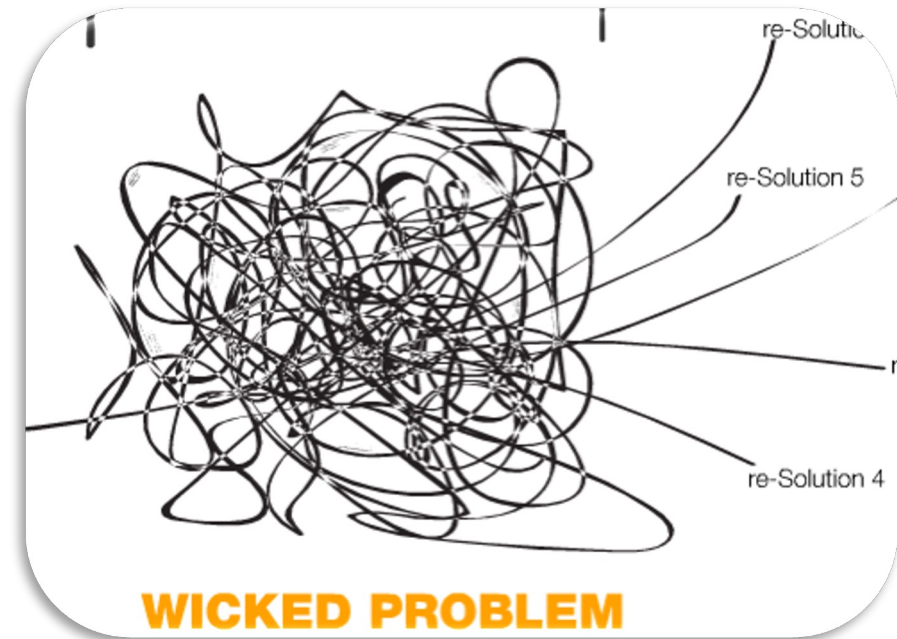
The science-practice gap



Gap between science-practice

Factors contributing to the gap, e.g.:

- Backgrounds
- Training
- Perspectives on prevention
- Limited resources
- Readiness
- Etc.



WHAT IS COMMUNITY-BASED PREVENTION?

The setting wherein the:

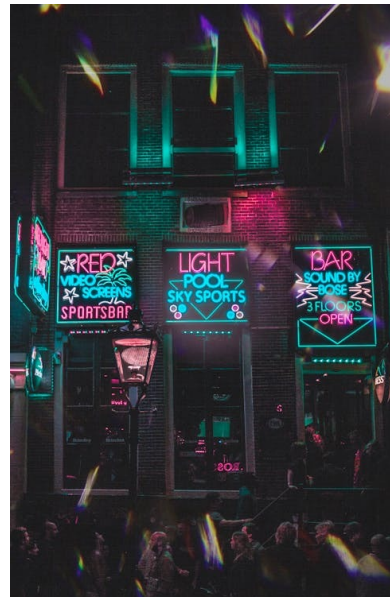
- research takes place
- intervention is implemented
- effects are observed



WHAT IS LOCAL DATA?

Local data refers to any set of data that is collected by local authorities or other bodies (e.g., higher education/research) and represents relevant conditions on a local level

Examples:



WHAT IS CO-CREATION?

*Co-creation is a process to plan and define public services specifically aimed at **reducing the mismatch** between beneficiary needs and provided services. Its application in health services and prevention has been recommended **in particular when IT tools** are proposed (Rossi et al., 2020)*

How to close the gap?

Important issues to take into consideration

- Strategic planning
- **Co-creation**
- Evidence-based knowledge
- Monitoring



**Match intervention
strategies to needs of the
local population**

TWO EXEMPLARY APPROACHES OF ...

Community-based prevention that is stakeholder-driven (i.e., co-creation) and uses local data

Communities that Care:

- Mostly implemented in the US, Australia, and Europe, scientific evidence for the connection between mechanisms and outcomes, several effectiveness studies, requires registry of evidence-based prevention strategies

Icelandic Prevention Model:

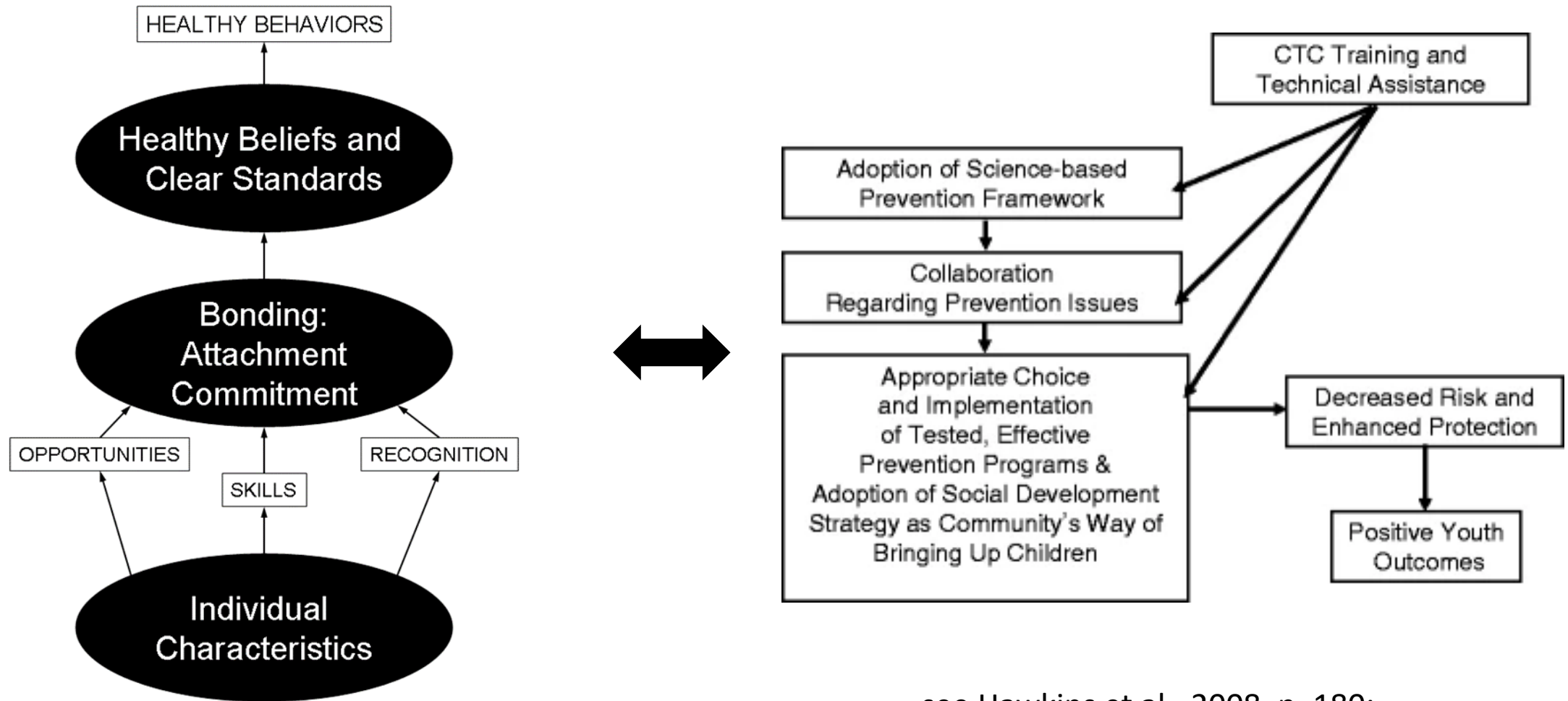
- Widely implemented, but so far, no studies clearly linking implementation/mechanisms to outcomes, few effectiveness studies, does not require a registry of evidence-based prevention strategies

Communities That Care (CTC)



see Hawkins et al., 2008:
<https://doi.org/10.1007/s11121-008-0092-y>

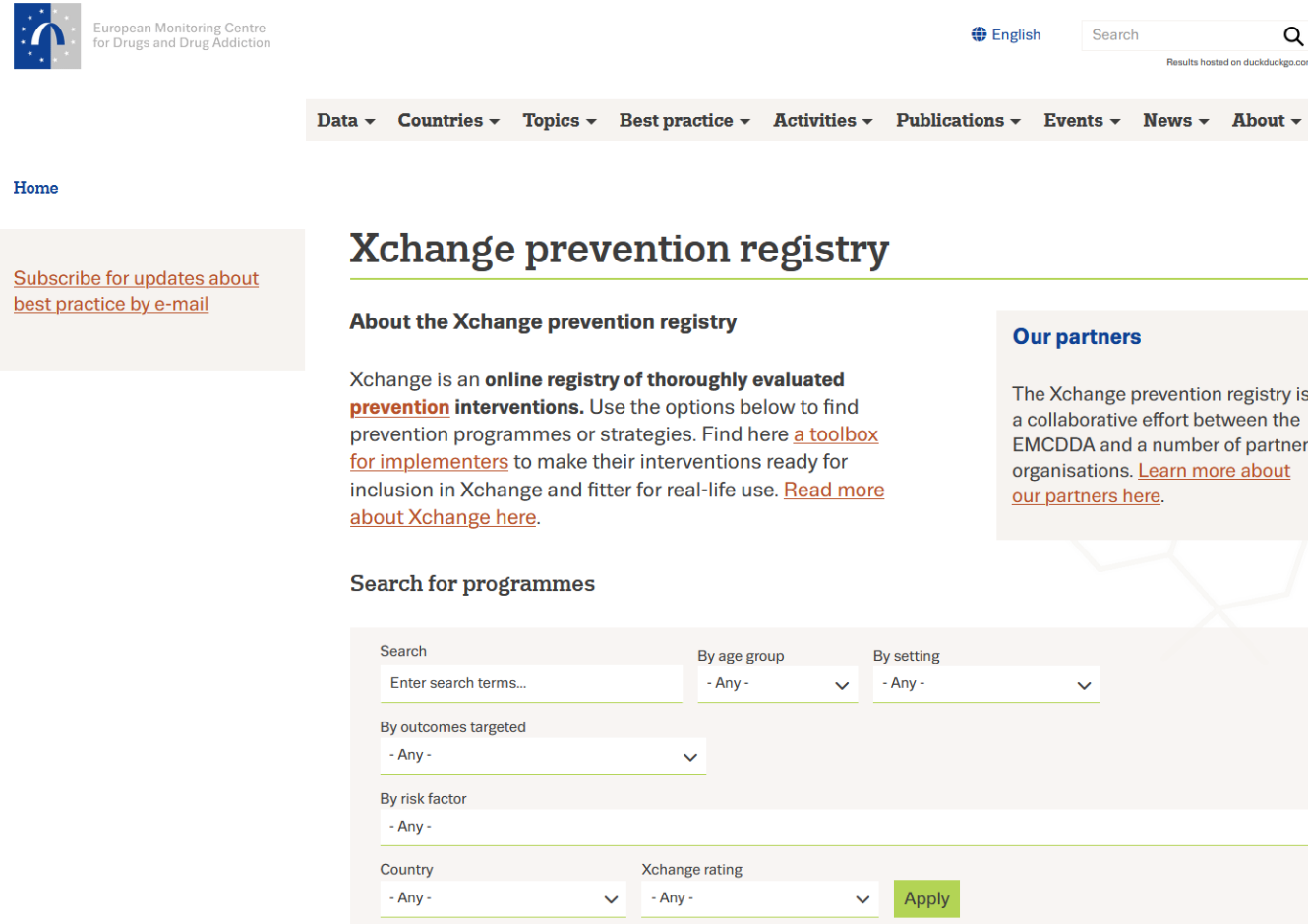
Communities That Care (CTC)



The Social Development Strategy

see Hawkins et al., 2008, p. 180:
<https://doi.org/10.1007/s11121-008-0092-y>

Example: Evidence-based prevention registry (or clearinghouse)



The screenshot shows the homepage of the Xchange prevention registry. At the top left is the logo of the European Monitoring Centre for Drugs and Drug Addiction. To the right is a search bar and a language selector set to 'English'. Below the header is a navigation menu with items: Data, Countries, Topics, Best practice, Activities, Publications, Events, News, and About. A 'Home' link is visible on the left side. The main heading is 'Xchange prevention registry'. Below this is a section 'About the Xchange prevention registry' which describes the registry as an online platform for evaluated prevention interventions. To the right of this section is a box titled 'Our partners' which explains the collaborative effort between EMCDDA and other organizations. Below the 'About' section is a 'Search for programmes' section containing a search form with several filters: 'Search' (text input), 'By age group' (dropdown), 'By setting' (dropdown), 'By outcomes targeted' (dropdown), 'By risk factor' (dropdown), 'Country' (dropdown), and 'Xchange rating' (dropdown). An 'Apply' button is located at the bottom right of the search form.

European Monitoring Centre for Drugs and Drug Addiction

English Search

Data Countries Topics Best practice Activities Publications Events News About

Home

[Subscribe for updates about best practice by e-mail](#)

Xchange prevention registry

About the Xchange prevention registry

Xchange is an **online registry of thoroughly evaluated prevention interventions**. Use the options below to find prevention programmes or strategies. Find here [a toolbox for implementers](#) to make their interventions ready for inclusion in Xchange and fitter for real-life use. [Read more about Xchange here](#).

Our partners

The Xchange prevention registry is a collaborative effort between the EMCDDA and a number of partner organisations. [Learn more about our partners here](#).

Search for programmes

Search: Enter search terms... By age group: - Any - By setting: - Any -

By outcomes targeted: - Any -

By risk factor: - Any -

Country: - Any - Xchange rating: - Any - [Apply](#)

https://www.emcdda.europa.eu/best-practice/xchange_en

Icelandic prevention model (Planet Youth)

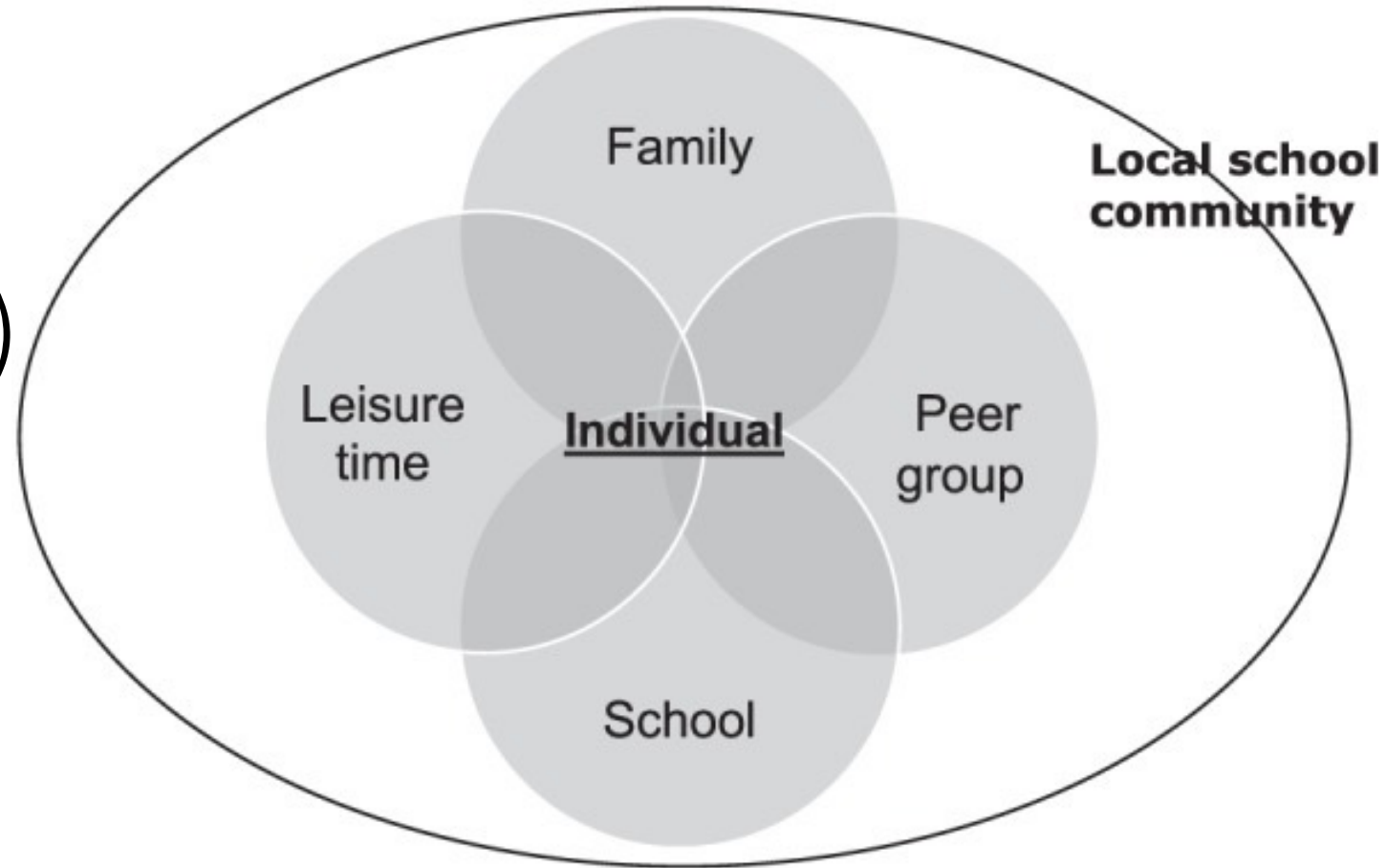


Figure 1. Domains of Community Risk and Protective Factors in the Icelandic Prevention Model (copied from Kristjansson et al., 2020).

Icelandic prevention model (Planet Youth)

- Bottom-up approach
- Use of recent and local data
- Multi-component approach
- Evidence-based mechanisms
- Promote positive behaviors (supervised leisure activities)
- Lower drinking opportunities (curfew hours)

THE Icelandic prevention model

How Iceland Got Teens to Say No to Drugs

Curfews, sports, and understanding kids' brain chemistry have all helped dramatically curb substance abuse in the country.

EMMA YOUNG JAN 19, 2017



How one country persuaded teens to give up drink and drugs

Iceland used to have a big teenage smoking, drinking and drug problem. Now it doesn't.

This is how it made the change.

A film by Richard Kenny for **BBC World Hacks**. Like, Share, **Engage**.

🕒 15 Nov 2017

[f](#) [📧](#) [🐦](#) [✉️](#) [Share](#)

Koning et al. (2018; 2019)



The Icelandic model; is the hype justified?

Act ethically: use resources wisely, apply science critically, and communicate finding cautiously.

Prevention workers and policy makers are eager to get started with and purchase the Icelandic model, a purportedly new way to prevent alcohol and drug use among young people. Considerable salesmanship has accompanied this model, and considering this hype, the European Society for Prevention Research (EUSPR) is concerned with its broad (commercial) dissemination, especially as

European prevention researchers critical about hype on the Icelandic model for youth alcohol use reduction

Prevention decisionmakers, influencers and policymakers are enthusiastic about the alcohol and other drug use reduction strategy showing high success rates for youth in communities in Iceland. The Icelandic model has been broadly and commercially marketed and disseminated. Although it is a promising model, The European Society for Prevention Research (EUSPR) does not recommend to copy-paste, but to use it wisely, just like other scarce prevention resources. You cannot implant this model in communities that do not have Iceland's particular and specific characteristics. And, you have to be cautious with broad and commercial dissemination of a model tested in one single country.



AN EXAMPLE

A community-based environmental
alcohol intervention
(LEF: www.lef-edvo.nl)

- Semi-structured interviews
- Self-report questionnaires

- Data needs assessment
- (inter)national / local data

- Co-creation (local taskforce)
- Existing local intervention strategies
- Scientific knowledge

Inventarisation of stakeholders

**NEEDS
ASSESSMENT**

DESIRED
OUTCOME

**DETERMINANTS
OF BEHAVIOR**

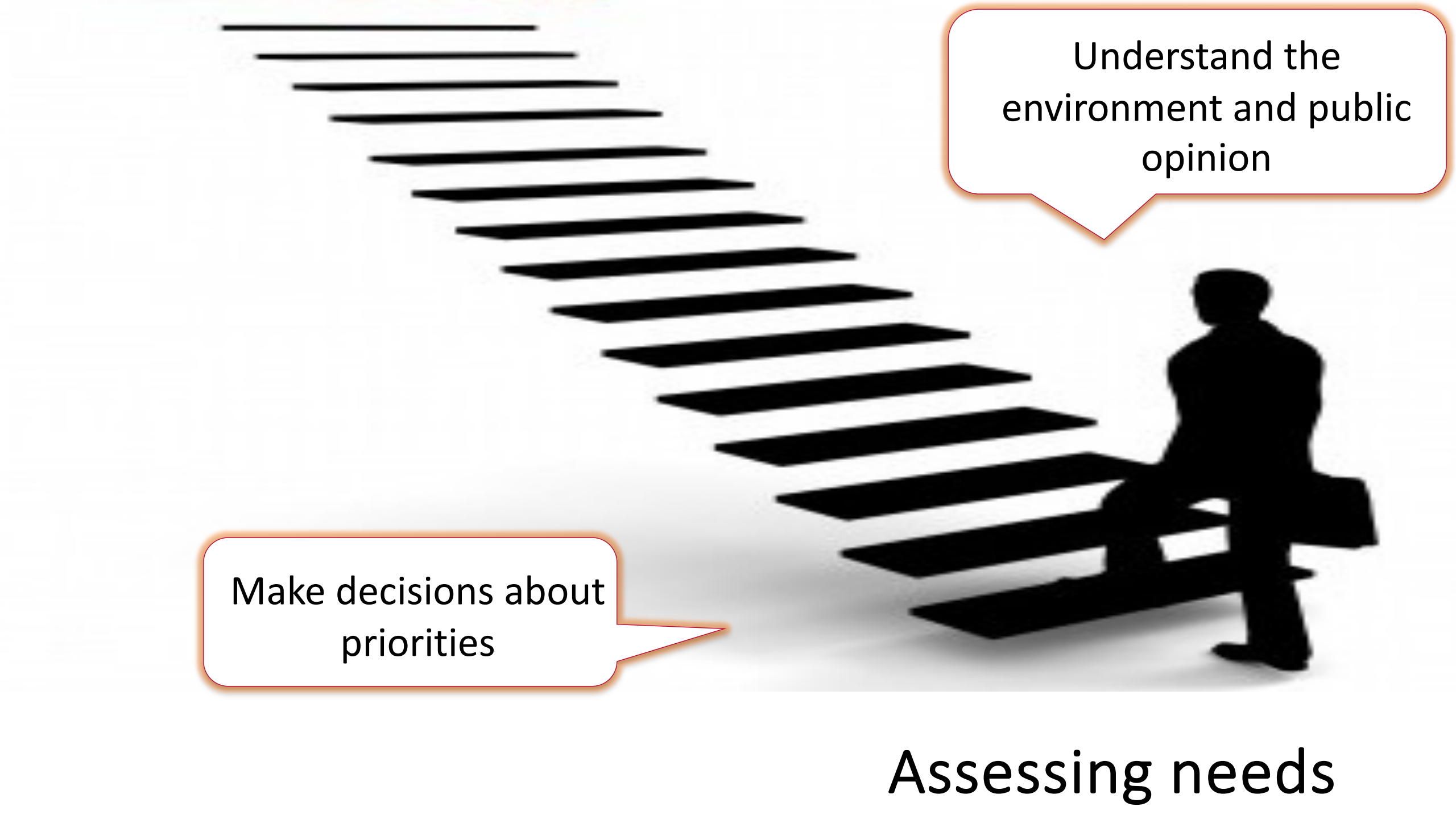
EXPLANATORY
MODEL

**INTERVENTION
STRATEGIES**

- Semi-structured interviews
- Self-report questionnaires

Inventarisation of
stakeholders



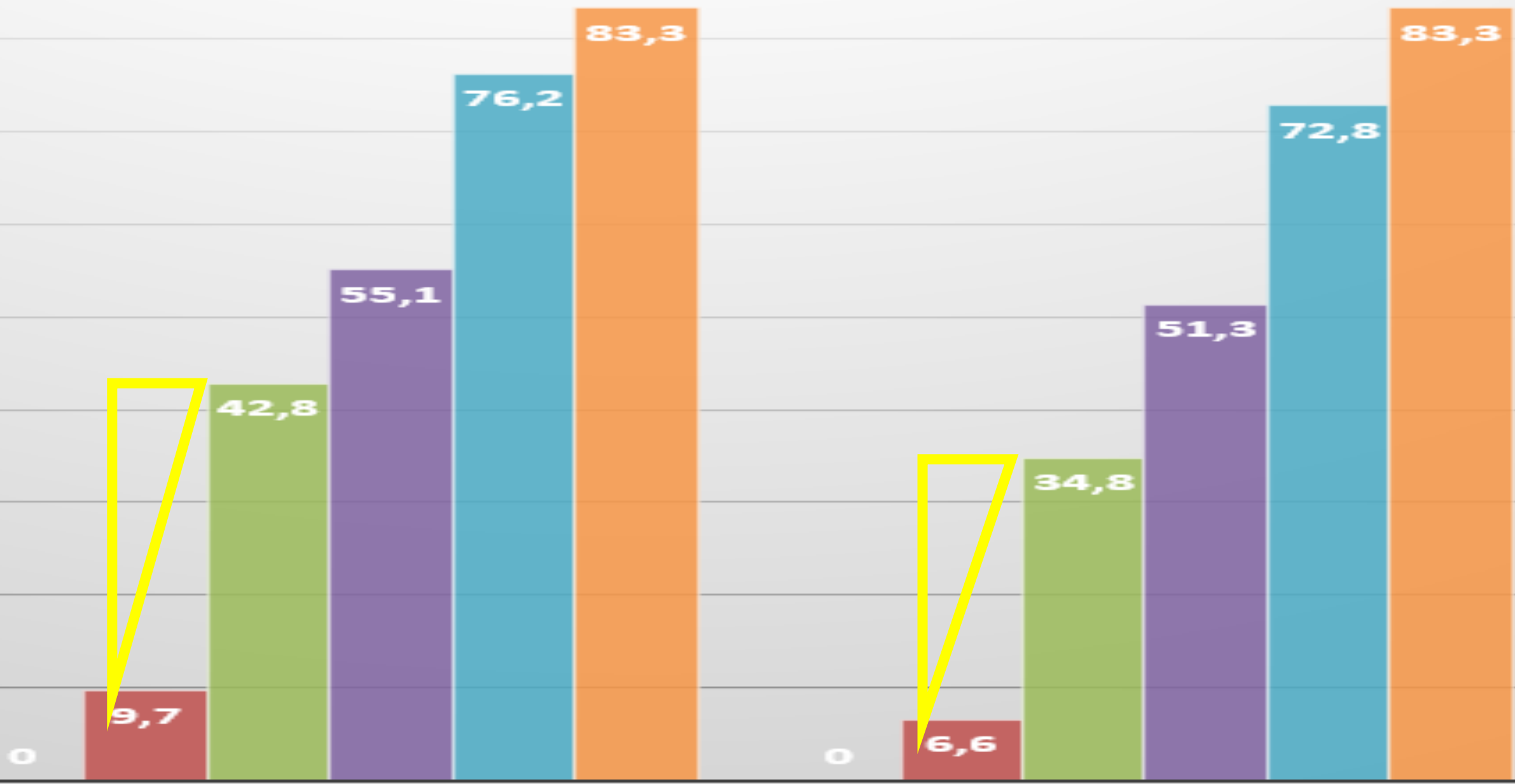


Understand the environment and public opinion

Make decisions about priorities

Assessing needs

■ 12 jaar ■ 13 jaar ■ 14 jaar ■ 15 jaar ■ 16 jaar ■ >16 jaar



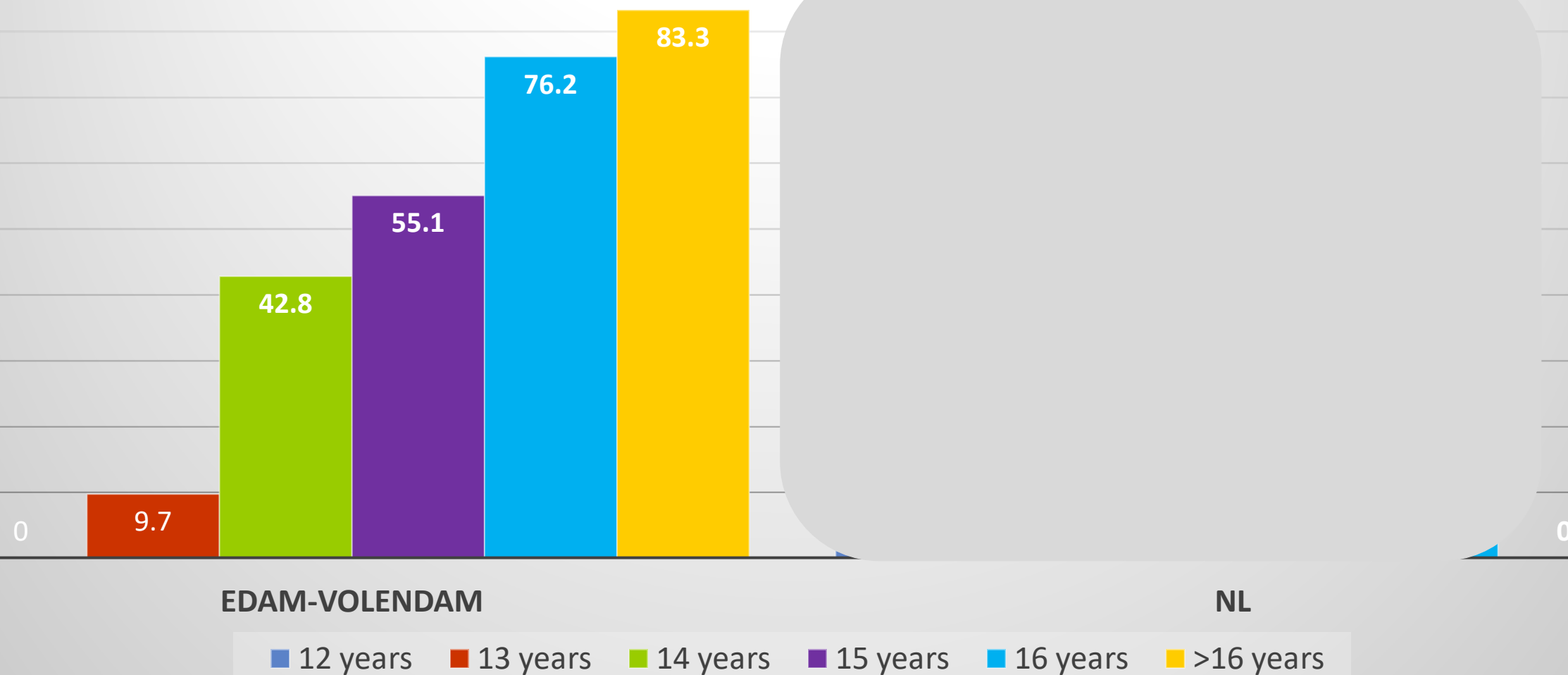
MAANDELIJKS

WEKELIJKS

Other Dutch youth?

Stevens et al., 2018

% monthly drinkers



Where to start?



How to
enable
co-creation?



Edam-Volendam als eerste van Nederland aan de slag met delen van IJslands model

06 februari 2018 | categorie: Edam-Volendam, Zeevang | bron: NIVO



Is het beeldvorming of realiteit? Wordt er echt veel alcohol en drugs gebruikt door jongeren. Verhalen genoeg, van ouders van verscheurde gezinnen. Jongeren beamen het. Het is gemeengoed. Hier, maar ook elders. In IJsland ging de overheid de problematiek vooruitstrevend te lijf. Met aansprekende resultaten. Edam-Volendam gaat als eerste gemeente in Nederland de vertaalslag maken, om (delen van) het Scandinavische model lokaal te implementeren. Gedurfd, want er zal straks een cultuuromslag voor nodig zijn,

Create public support

Among inhabitants of the municipality



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Among inhabitants of the municipality

- Several 'think tanks' meetings
- Information letters
- Core working group

Create public support

Balance evidence-based and enthusiastic, activity oriented members

CREATE PUBLIC SUPPORT

Among local politicians

- Use of Icelandic prevention model
- Every three months presentation in council meeting
- Politicians are also member of the think tanks
- **Inclusion of research**

Balance between planning ahead (politicians' needs) and meeting local needs



- Semi-structured interviews
- Self-report questionnaires

- Data needs assessment
- (inter)national / local data

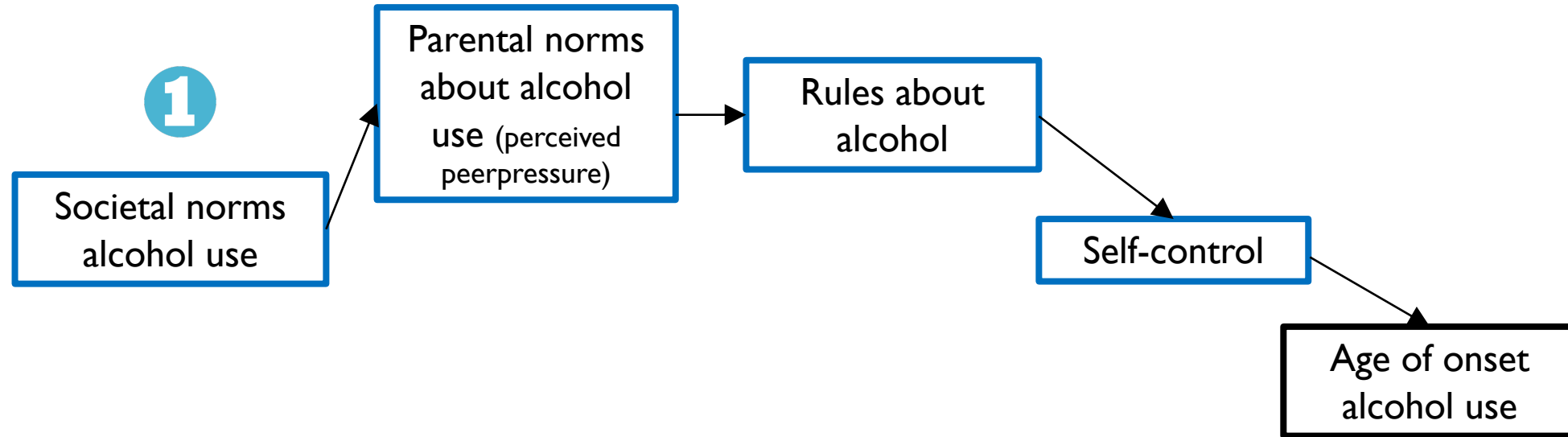
Inventarisation of stakeholders



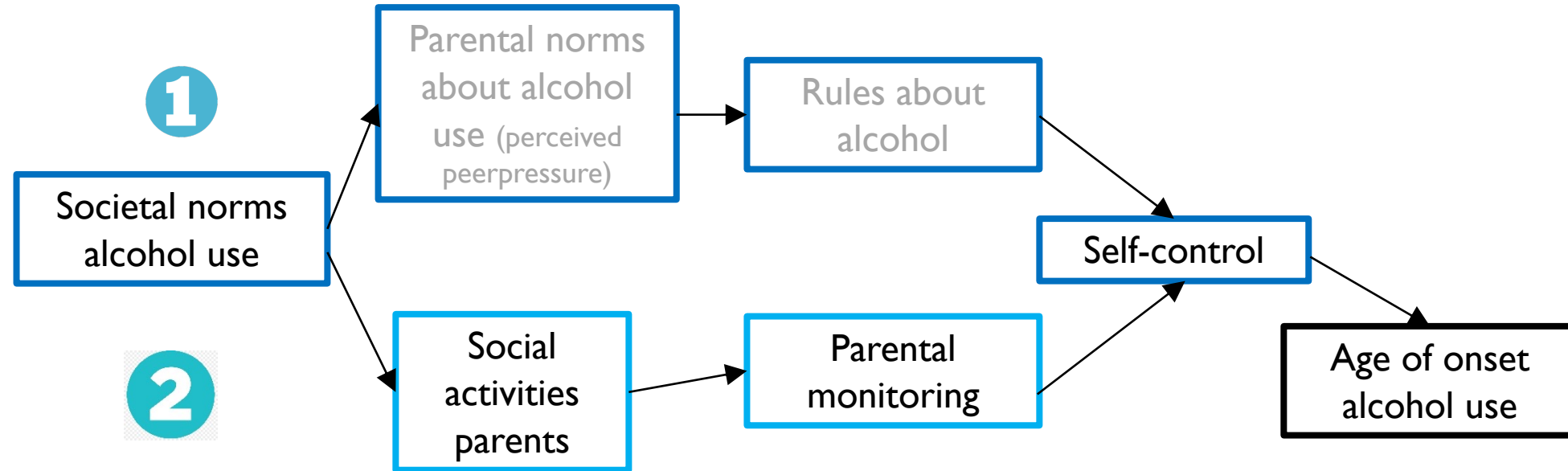
Explanatory model

Age of onset
alcohol use

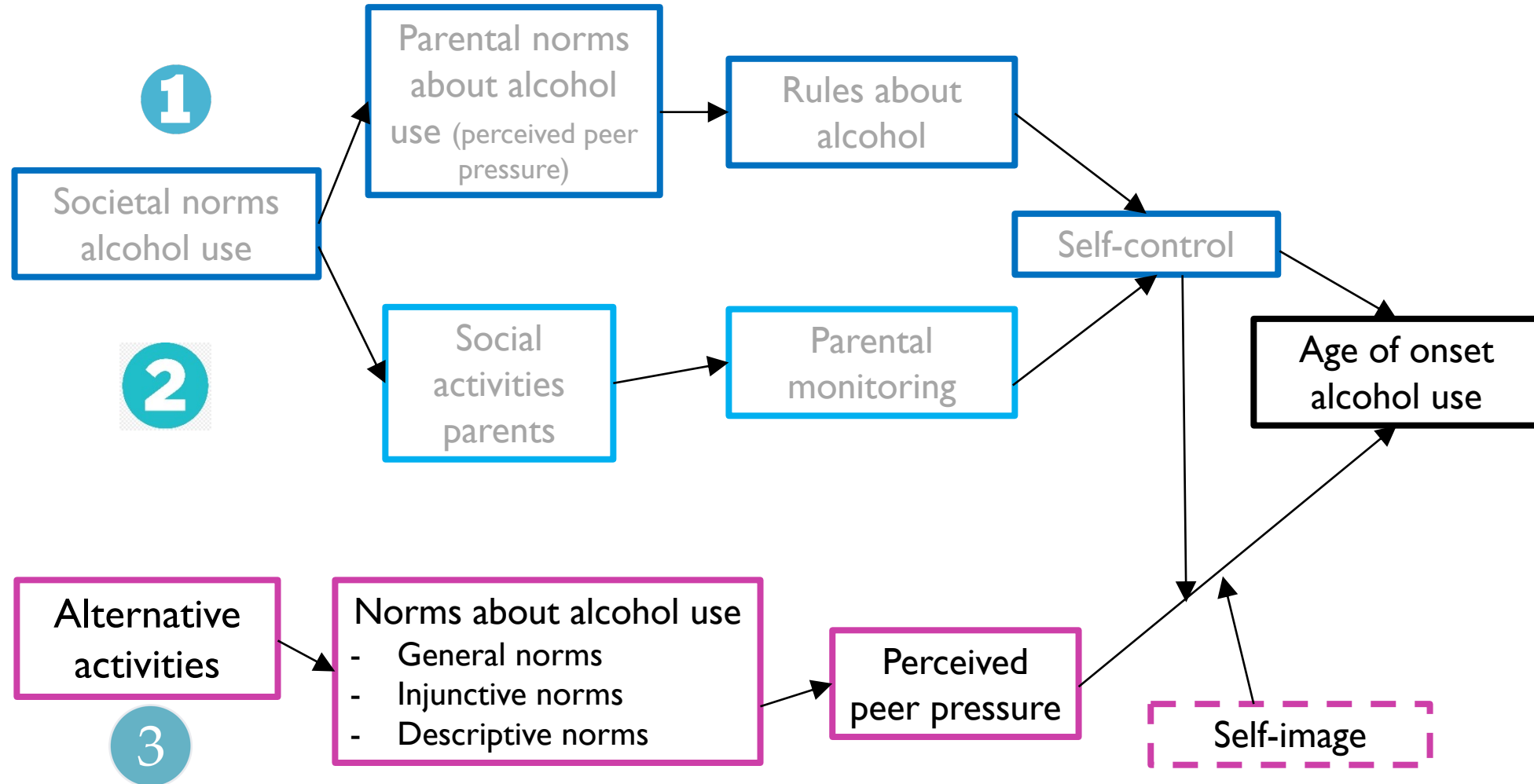
Explanatory model



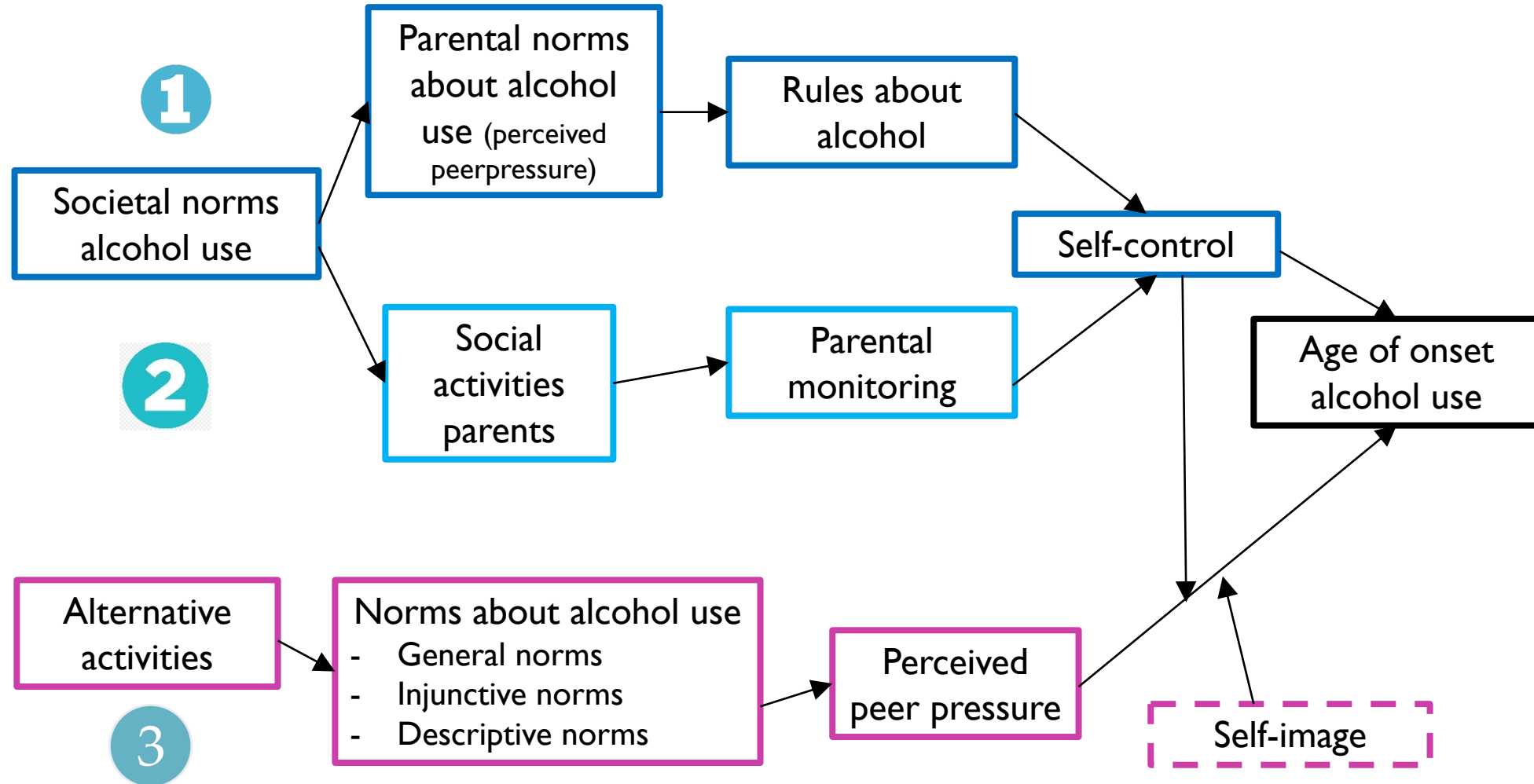
Explanatory model



Explanatory model



Explanatory model



- Semi-structured interviews
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- Data needs assessment
- (inter)national / local data

- Co-creation (local taskforce)
- Existing local intervention strategies
- Scientific knowledge

Inventarisation of stakeholders

**NEEDS
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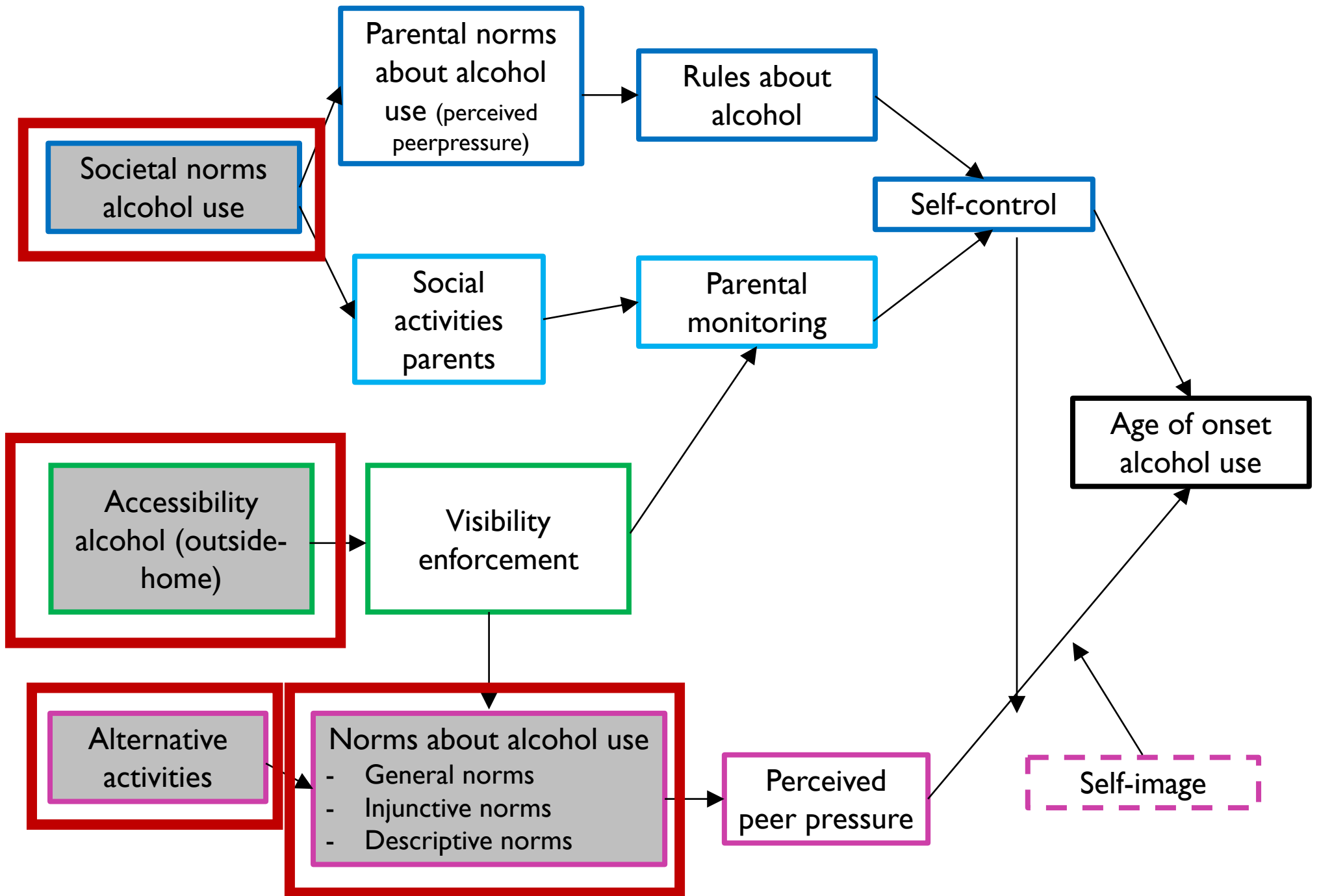
INTERVENTION STRATEGIES

- Evidence-based / informed
- Match to one or more determinants of behavior

LEF-program:

- Diverse set of leisure activities
 - More diverse
 - On risky evenings
- Enforcement of alcohol regulations








Article

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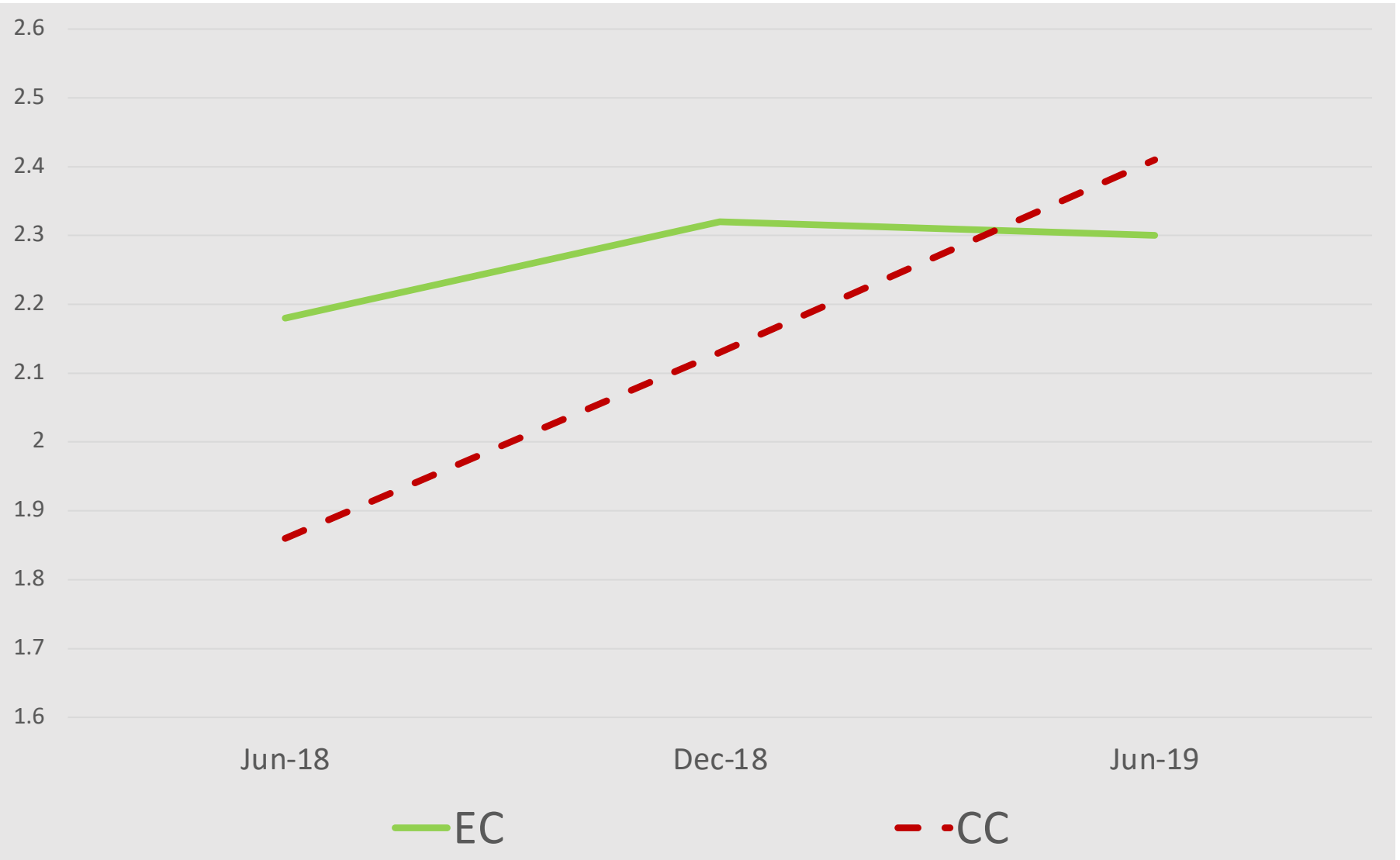
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doi: [10.3390/ijerph18168823](https://doi.org/10.3390/ijerph18168823).

LEF-program:
What do we know?



NORMS ABOUT ALCOHOL



LESS POSITIVE
NORMS ABOUT
ALCOHOL AMONG
YOUTH IN EC
COMPARED TO CC

Brody et al., 1999

Summary: Co-creating an intervention

- Multi-component
- Consult and activate local organizations
- Collect feedback on each intervention component
- Supported by alcohol law enforcement
- Continuous monitoring:
 - Bi-annual interviews with parents
 - Annual monitoring among youth

Balance between shared interests (LEF) and personal / organizational interests



TIPS AND TRICKS: co-creation

- Get an **understanding** of the context / population
 - Norms, traditions, rituals, needs, opinion leaders etc.
- Take **time** for the 'pre-intervention' process
- **Monitor** over time
 - Across stakeholders (and sectors)
 - Quantitative as well as qualitative
- Make use of **existing** organizations, structures, strategies
 - Adapt if needed, keep key elements



TIPS AND TRICKS: use of local data



- Track if there are **existing** data
 - If not (complete), collect **new** data
- **Prioritize** outcomes
 - Based on the needs assessment and ideally national data
 - Carefully select target group
- Identify important **determinants of behavior** in local data and in scientific literature (e.g., summaries of empirical studies)
 - Changeable and feasible
- **Update** data annually/bi-annually
 - Check if changes happen

THANK YOU!

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If you want to go fast,
go alone.

If you want to go far,
go together.

- African Proverb -



Sustain intervention implementation?

Sustainability is a **dynamic construct** that allows for ***adaptation*** and **capacity building** in response to new evidence, policies, or other influences

Adapt the intervention to improve the fit and impact in new and/or changing contexts or populations

Activities that build durable resources and enable the recipient community to continue the delivery of an evidence-based intervention

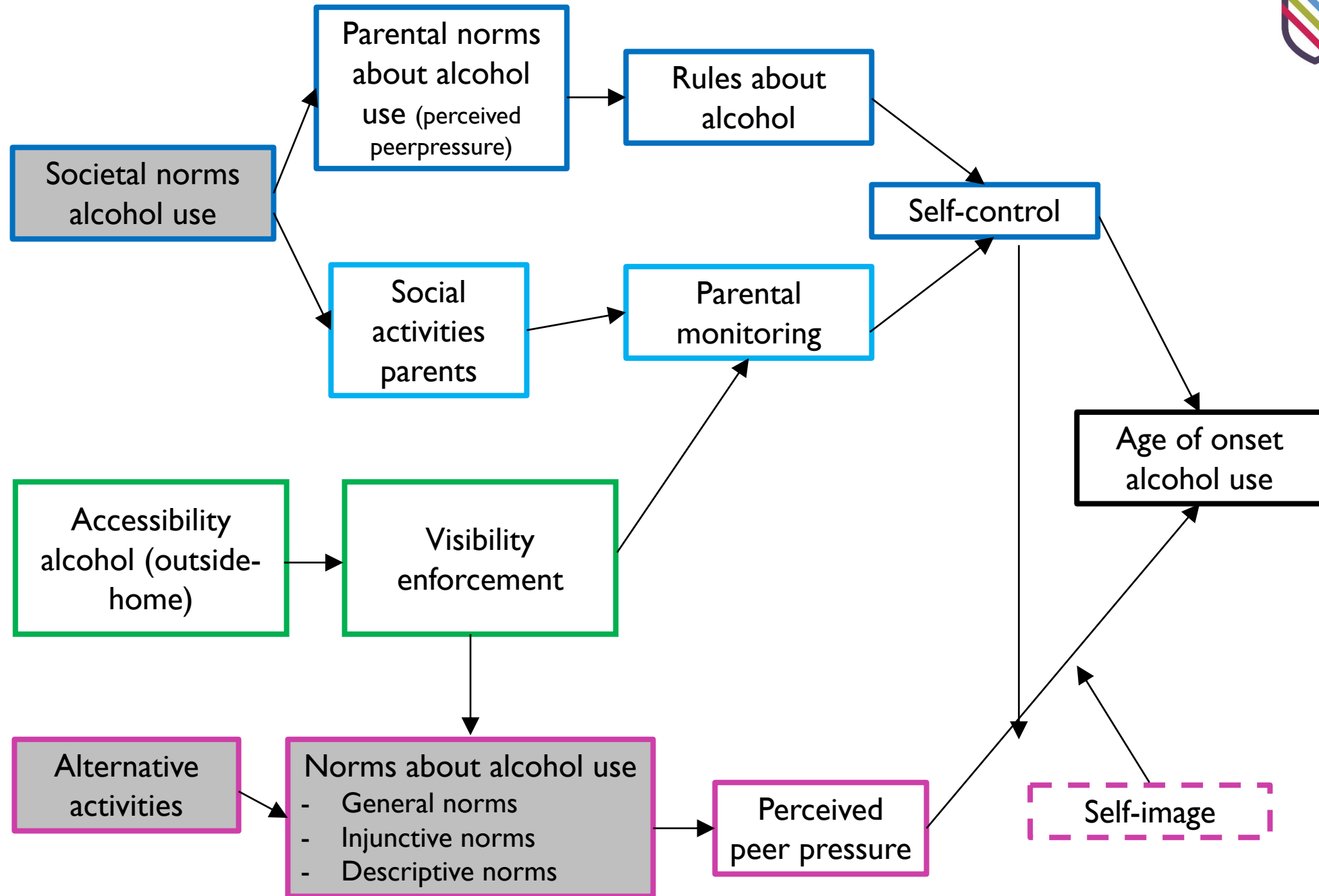
Shared responsibility
Sustainable
Meeting needs
Public support





Discussion

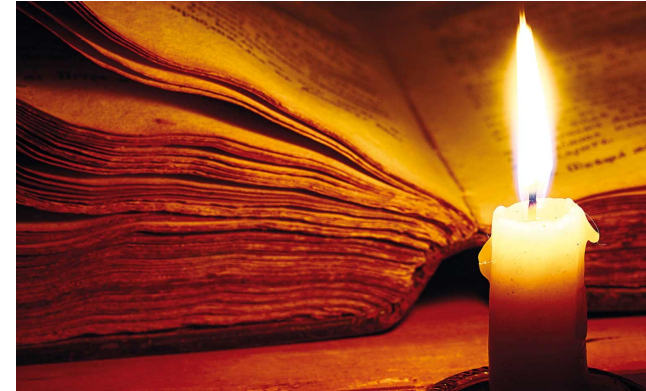
**Why would and would you not
use co-creation?**



Government as stakeholder: Leverage in politics

Science:

- truth doctrine



Politics:

- Short-term goals (4 yr elections)
- Media, public imagery
- Hectic context, time pressure
- Diverse interests; compromise



Political considerations: an example

- In line with political values?
- Public support?
- Practically possible? Affordable?
- Lawful?



SO...WHAT CAN YOU DO?

- Translate knowledge; make recommendations *for policy*
- Be available and prepared
- Visibility (e.g., council meetings, think tanks)
- Blogging, newspaper article
- Networking

