PAKKA
The local alcohol, tobacco and gambling policy model

RARHA
21.11.2016, Ljubljana
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PAKKA model = community action

• Pakka is a model for community action tailored for the Finnish context in 2004-2008 to prevent and reduce harms related to alcohol. Nowadays model takes into account also tobacco and gambling
• Aims to enforce current alcohol, tobacco and gambling legislation
• In the model one works simultaneously to change the environment (= availability/supply), and to promote various forms of education and information (= awareness/demand).
  ➔ BUT the focus is on availability.
PAKKA model = community action

- Activities seek to change collectives (not individuals) by reducing availability which means
  a) limiting commercial availability to minors (<18 years) and intoxicated people in retail stores and licensed premises
  b) limiting social availability to minors (<18 years) among friends, siblings and parents.

Pakka model = several parallel, coordinated actions

1. strengthening law enforcement and sanctions: monitoring visits by police and liquor licensing authorities
2. promoting training for licensed premises and retail stores to increase recognition of difficult situations and personnel’s capability to tackle them in retail sale and in serving of alcohol
3. activating and involving inhabitants of community to common actions (community mobilization): local media, repeated campaigns, school-based education events targeted at parents → new drinking styles, community attitudes and norms related to local control
Pakka model = several parallel, coordinated actions

3. creating co-ordinated structures for co-operation of key actors in the community – public authorities, police, liquor licensing authorities, owners of on-licensed premises, selected owners of popular nightclubs and shops, young people, parents, NGOs and the media \(\rightarrow\) to pool expertise to reduce harm

4. utilising the systematic follow-up of actions and responsibility in retail sale and serving of alcohol on the premises \(\rightarrow\) to plan the working methods, motivating actors and raising awareness: e.g. mystery shopping in retail outlets and restaurants, restaurant’s responsibility assessments by customers

Pakka model = effective way to work

According to a controlled pre-post intervention research in Pakka pilot (2004 & 2006):

- Enforcement of the under-age control in retail sale was increased.
- The availability of alcohol to minors decreased.
- The denial rate of service to drunken customers increased.
- The pilot supported:
  - the increase in the number of non-drinkers among minors
  - the hardening of inhabitants opinions related to drinking of minors
- Also work in communities became more target-oriented and evidence-based, utilised more communication between municipal actors, alcohol inspection and alcohol trade.

(Holmila ym. 2009; Holmila ym. 2010; Warpenius ym. 2010)
PAKKA in 2016

- Was adopted in the area of 1.8 million residents in 2011 → new follow-up released in 2017
- Dissemination of the Pakka model for community action is a priority in substance use prevention at the national level
  - New Act on organising alcohol, tobacco, drugs and gambling prevention (523/2015) supports Pakka type of work
  - Part of the national action plan on alcohol, tobacco, drugs and gambling (summary in English)
- Coordinated/supported at the national level by THL and The Regional State Administrative Agencies
References


Thank you – any questions?

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  - Research related to the Pakka: Katarina Warpenius (firstname.lastname@thl.fi)