

Title of Intervention: Fighting Back

Website: <http://www.fightingback.org/>
<http://www.jointogether.org/aboutus/ourpublications/pdf/FBLessons.pdf>

Intervention Strategies: Campaigns and Promotions, Environments and Policies

Purpose of the Intervention: To reduce alcohol-related fatalities

Population: General population

Setting: Twelve communities across the United States; community-based

Partners: Robert Wood Johnson Foundation, city administrators

Intervention Description:

- Campaigns and Promotions: Communities convened citizen task forces to develop coordinated, comprehensive strategies to heighten awareness about the issue and improve prevention, early identification, treatment and aftercare services. Some communities implemented individual and group education programs for youth and substance abuse.
- Environments and Policies: Policies implemented by communities included limiting alcohol availability, sting operations, responsible beverage trainings, ordinances to prohibit public consumption or beverage sales, closing of liquor stores, blocking new stores, monitoring problematic stores, persuading liquor stores to sign voluntary agreements and limiting alcohol-related marketing and advertising.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Coordinators, policy-makers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Community grants ranged from \$300,000 to 450,000 for intervention planning and \$200,000 to \$3 million for implementation.
- Intervention: Not mentioned
- Evaluation: National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS)

Evaluation:

- Design: Cross-sectional
- Methods and Measures: Researchers looked at fatal crashes and crashes involving alcohol from National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS)

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Communities with concentrated efforts to reduce alcohol availability and increase substance use disorder treatment experienced significant declines in alcohol-related fatal crashes relative to fatal crashes not involving alcohol.

Maintenance: Not mentioned

Lessons Learned: New long lasting leadership bases emerged in many communities as a result of Fighting Back. An effective governance structure must include buy-in from community members and institutions at multiple levels. Local evaluation should be an essential part of any initiative. It is important to involve community residents and institutional leaders as equal participants in the process. Local government can be instrumental in facilitating constructive community efforts.

Citation(s):

Hingson, R. W., R. C. Zakocs, et al. (2005). "Effects on alcohol related fatal crashes of a community based initiative to increase substance abuse treatment and reduce alcohol availability." *Inj Prev* 11(2): 84-90.