

## 2<sup>nd</sup> Biennial Australian Implementation Conference, 17 & 18 September 2014

**Title of Presentation:** Implementing *the Smart Generation trial: using the Communities That Care approach to reduce risk factors related to adolescent alcohol use*

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**Organisation:** Communities That Care Ltd.; Murdoch Childrens Research Institute; Deakin University

**Conference Theme:** Solving complex implementation problems

**Presentation theme:** Theme 4: Building capacity for effective implementation

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**Presentation Option:** Oral presentation (20 minutes)

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**Abstract:** This presentation will describe and evaluate methods and procedures used as part of a randomised control community trial (RCT) in Australia. The trial uses Communities that Care (CTC) framework and methodology to build capacity within communities to implement evidence-based prevention strategies to prevent and reduce adolescent alcohol consumption. The trial is badged as the *Smart Generation* trial. It is the first RCT using the CTC process in Australia. The trial targets Year 7 and 8 students and their parents. Fourteen intervention and 14 control communities across Victoria, Queensland and Western Australia were matched on socioeconomic status, location and size. The intervention sites initiated three components: 1) community mobilisation; 2) social marketing with the aims of raising awareness and increasing adoption of the National Health and Medical Research Council (NHMRC) alcohol guidelines 3) the reduction of alcohol sales and supply of alcohol to adolescents. This presentation will showcase the processes used to build capacity and mobilise communities. It will also describe methods and processes used to ensure the intervention was delivered with fidelity.