



Recommendations

- Ensure all stakeholders have a clear understanding of the place-based ‘role’ being implemented, including its scope and purpose
- Ensure providers or commissioned services have a clear understanding of their own role; the anticipated outcomes; and, the skills and capacity to support inexperienced alcohol/health issue focused volunteer groups
- Prepare the ground at community level, well in advance of a formal implementation period, to build community understanding, support, and involvement to aid recruitment at the appropriate time
- Develop and resource a multi-pronged recruitment strategy utilising digital technologies, social media, community influencers, leaflets/posters and word-of-mouth
- Be prepared for a longer/sustained period of supporting new champions—especially since the aim is to target areas of high need where existing levels of confidence and literacy might be low
- Map potential unintended consequences to create a dark logic model, particularly taking into account the tendency to ‘other’ the issue of alcohol and how to minimise this in design