

Cross-cultural adaptation of the Amazing Alternatives – American alcohol prevention program. The importance of the process evaluation and qualitative methods

Abstract – The article presents the process of cross-cultural adaptation of the American alcohol prevention program Amazing Alternatives (in Polish version *Fantastyczne Możliwości*). The goal of the program is to delay the onset of alcohol use among the 11–12 year olds. The original program consists of two main parts: 1) school-based program (eight classroom sessions led by a teacher and selected peer leaders) and 2) home-based educational program for parents connected with parent–child activities. In the U.S. program implementation included also after-school alternative activities.

The process of cross-cultural adaptation consisted of three stages: 1) preparation of the preliminary version of the educational materials, 2) pilot evaluation of the preliminary version of the program, 3) pilot study on the program in different communities. On each of these stages qualitative methods of evaluation were used: *focus-group interviews with students, program deliverers and peer leaders, observations of classroom sessions and post-test open-ended questions for students and parents.*

The results of evaluation showed that Polish version of the program requires substantial changes. The school-based part was reduced from eight classroom sessions to six. Also, the scenarios of the sessions were revised as well as alcohol-related contents were reduced. The changes of the home-based part of the program were focused on modification the content of booklets for parents which had met some critical comments. New solutions aimed at parents' stronger involvement in the program activities were also proposed.

The experiences gathered during the study proved once more how important is to collect qualitative data during a cross-cultural adaptation of prevention programs in order to prepare program accepted by participants and program deliverers.

Key words: alcohol prevention, school-based programs, adaptation, process evaluation