



SPECIFIC PROGRAMME "DRUG PREVENTION AND INFORMATION" 2007-2013

Prevention of poly-drugs addiction and reduction of drug-related harms programs for young people in recreational settings

Case study analysis

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0. INTRODUCTION

The project "Prevention of poly-drugs addiction and reduction of drug-related harms programs for young people in recreational settings" financed by the specific programme "Drug prevention and information 2007-2013" - European Commission: Directorate general justice, freedom and security¹ pursues two main objectives: the first is to give rise to and pull for an appropriate and robust awareness of the problem of recreational consumption and poly-consumption among young people in Europe, in order to support new policies and intervention strategies in facing this increasing phenomenon; the second is to improve the knowledge base and the exchange of information about the prevention and reduction of drug-related harms programs in recreational environments.

The object of analysis the project is focused on are prevention interventions implemented in the recreational and night contexts and actions targeted to so-called recreational consumers.

The second phase of the transnational research project is represented by the set up of a case study research plan. The cases which were selected and studied are organizations (Regions, local health authorities, districts, associations, municipalities, other public institutions or private organizations) who promoted and developed prevention interventions implemented in the recreational and night contexts or actions targeted to so-called recreational consumers.

The interventions are represented by systematized projects, programmes or targeted services or approaches. The prevention interventions of the projects, programmes or services selected are targeted to discos, disco-pubs or pubs.

This report is divided in 3 different sections: the Italian case studies, the Scottish case studies, the Danish case studies. The transnational partnership adopted a common inquiry form for analyzing the project and a common interview guideline for the contextualization of the project in the particular area it was developed. People interviewed for each project are managers with a good position/role in the organization who promoted and

¹ http://ec.europa.eu/justice_home/funding/drugs/funding_drugs_en.htm

developed the programme, project or targeted service, with a detailed knowledge of the programme, project or targeted service and a detailed knowledge of the phenomenon of recreational consumers, at least in their territory.

This case study analysis report is the result of the joint work of the three national teams, for the Italian team:

- Laura Tidone, ASL of Bergamo;
- Marco Riglietta, ASL of Bergamo;
- Luca Biffi, ASL of Bergamo;
- Elvira Beato, ASL of Bergamo;
- Giovanni Viganò, Synergia;
- Giuliano Paterniti, Synergia;
- Danilo Bolano, Synergia;
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For the Scottish team:

- Gerry Humphris, University Court of the University of St. Andrews;
- Alex Baldacchino, University of Dundee;
- Tahira Akbar, University Court of the University of St. Andrews;
- Dianne Earley, NHS Fife;

For the Danish team:

- Børge Sommer, National Board of Health;
- Erik Damberg, National Board of Health;
- Lotte Sønderby, National Board of Health.

Given the joint work of the three national teams it has to be highlighted that the Italian analysis was made by Giovanni Viganò and Giuliano Paterniti, the Scottish case studies analysis was made by Tahira Akbar, the Danish analysis was written by Lotte Sønderby.

A special thanks to Marina Matucci, Fabio Squeo, Carla Monica Dodesini of Lombardy Region (Italy) and Zsolt Demetrovics of Eotvos Lorand University (Hungary) for their valuable contribution to the project as associate partners.

1. THE ITALIAN CASE STUDIES

Here below are presented the 8 Italian case studies. Every case study analysis is structured in a first introductory part which describes the general context the studied project is inserted in, the second part is the case study analysis itself with a common analysis grid that analyses the relevant dimensions the project is constituted of and the third part where the documentations and the selected materials collected for each case are briefly listed and codified (go to the final Appendix at the end of the case study report in order to look all the listed documentation over).

1.1. CASE STUDY 01: THE BERSAGLI MOBILI PROJECT

			Code of the project: ITA01
			Name of the project: Bersagli Mobili
			Promoter organization: Associazione Il Pioppo ONLUS
			Country: Italy
			Area of intervention: City of Naples

1.1.1. General context

As in other cities also in Naples clubbing and consumption of alcohol and of other psychotropic drugs are strongly connected. Maybe a prerogative of Naples is a greater spread of cocaine sold at lower prices than in other cities. In the City of Naples there's a huge number of discos, while in the hinterland of the city there are some big clubs capable to attract thousands of users. Also Centri Sociali (community centres) organize a calendar of "alternative" events and have asked the Department of Addictive Behaviours of ASL Napoli 1 to collaborate in setting up prevention and risk reduction interventions. From September 2008 to June 2009 20 participating observations were carried out in different nightlife events, 7 of these in "commercial" large and medium-sized clubs and 13 in "alternative" contexts self-organized by Centri Sociali in the City of Naples.

The substances most commonly used are: alcohol, cannabis, cocaine, MDMA (or similar), ketamine, opiates. In the "alternative" self-organized events it seems to resist the tendency not to tolerate the use of substances beyond alcohol and cannabis, however, it begins to grow a group of nightlife young users that circulate both in "alternative" and in "commercial" events consuming "a little of everything".

During the 20 events observed 20,000 participants were approximately estimated, 4,800 in "alternative" events and 15,200 in "commercial" ones. The average attendance per event is 1,000 people (min. 200, max 4,500). On average during the 13 "alternative" events there were 400 participants, 2,170 in the "commercial" ones. The average ratio between males and females is 9 males every 5 females: 3 males out of 2 females in the "alternative" events, 9 males out of 4 females in the "commercial" events. It is confirmed that the average age at the first consumption is 15-16 years for cannabis and 18-19 for all other substances. The target population is constituted by youngsters and/or groups of young people aged between 15 and 30 years, whose qualification varies from the primary school to the university graduation, most part of them is Italian.

The project Bersagli Mobili is not to only one present in the Neapolitan are, there are several projects on prevention and harm reduction active on that territory.

There is a coordination with the leading private social agencies that deal with addiction and with the Department of Farmacotossicodipendenze ASL Naples 1. There is also an inter-institutional coordination with the City of Naples - Department of Social Policies and the "Servizio di contrasto alle nuove povertà" which has the function to integrate and connect the project with the local social plan and social interventions. The project Bersagli Mobili was financed by the national "Fondo di lotta alla droga" and it is in continuity with previous projects funded in a similar way. In particular, the project was born from a strategic and historic collaboration between the Department of dependence ASL NA1 and the Associazione Il Pioppo ONLUS. There is also a strategic collaboration at different levels with the municipality of Naples.

Actually Bersagli Mobili has been a first experimentation. In addition it is foreseen to push for initiatives addressed to the stabilization of the project,

like future activities specifically addressed to night life contexts in particular blocks of the city of Naples with the active involvement of the municipalities and the local associations. This event is also expected to be linked with other services of the ASL, like prevention interventions against car accidents with the purpose to reduce risks and related damages and focusing on the empowerment of users' awareness and the involvement of "Driving schools" and cops.

A critical point emerged during the first experience of Bersagli Mobili is the stability of the funding which is unfortunately intermittent and with a short duration. Anyway the strategy has been oriented to the negotiation of two different funds with ASL NA1 and with the City of Naples in order to provide stability to the actions in a logical system based on integration and flexibility between institutions and the third sector. Furthermore it has emerged difficult to plan collaborations that go beyond the territorial competence of the ASL NA 1, in order to outreach other regional areas where recreational users come from.

It is believed, however, that the bridging approach among institutions and organizers of the nightlife recreational contexts is something to extend and strengthen. In any case it is considered a positive thing the agreement reached with the organizations of important commercial and alternative events expressing different cultural orientations (for example, Officina 99 and Insurgencia). Another important aspect emerged is the involvement during the interventions of operators with a similar social profile with the recreational users.

1.1.2. The project characteristics

TITLE OF THE PROJECT	Bersagli mobili
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>Naples, as a metropolitan city, is the biggest attraction for young people in their free time, especially the nights of the weekend. It's a kind of migratory flow, coming from the entire region (Campania). In this context young people often use psychoactive substances.</p> <p>From Monday to Friday, Naples is "lived" almost exclusively from young local citizens. Their choice for the night is, always, music with concerts, festivals, discos, clubs, pubs, up to private homes.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>The project aims to develop a regional network and to contrast dependencies. These are initiatives that relate to institutional actors and public and private social organizations.</p> <ul style="list-style-type: none"> • The priority actions are summarized as follows: Promotion and implementation of a communications campaign on new styles of consumption of psychoactive substances (info pamphlets, videos, website, posters, events, ...). • Experimentation of peer education aimed at enhancing awareness and responsibility in the choices made by young people. • Upgrade paths-through sharing experience between actors (public, private, especially of leisure, ...) on issues relating to promotion, prevention, health education and risk reduction related to new styles of psychoactive substance consumption among youth and adolescents ; • Participation in events and regional aggregation of young people with the presence of the team on the road; • Realization of 2 macro-events: a presentation of the project, and a celebration and restitution of final results <p>b) Target population</p> <p>- Direct: 5000/7000 Young people (and / or groups of young people) aged between 15 and 30 years old, from the territory of Naples.</p> <p>- Indirect: Caregivers who, for various reasons, interact with young people 100 (approximately). Operators of services for addiction (both</p>

public and private) 20 (approximately). Operators of territorial social services 20 (approximately). Teachers 100 (approx.). Parents 50 opinion leaders, peer educators, loisir operators

c) Type of intervention set up

The team of operators select, with the contribution of young people (peer support) the events that will become part of the schedule for the group of street workers.

The group is composed of an average of 3 to 5 participants (sociologists, educators, entertainers, ...) and a couple of volunteers.

The tools used are; camper furnished for entertainment, counseling, first aid, material info (both paper and multimedia), food and beverages (water, juices, pretzels, candies, teas, ...) . The work is still difficult related to the interaction with the operators of leisure, so great attention is devoted to the preparation and definition of our presence that should not interfere with what is expected by the organizers of the events. Rather, our role is often a piece of the package fully integrated. Another important step is the re-elaboration of what happened.

d) Techniques, methodologies and tools used

The intervention is developed through the application of a method of transversal observation and action and interactive analysis of young people in their natural context. The project aims to explore, learn and interact with the youth, especially those in the leisure and entertainment, in this sense, the methodological approach will provide multiple levels of analysis and action.

The tools provided meet the communicative codes of youth: camera; diary; focus groups; life stories; observation and data recording forms.

Fundamental is the work of the network at various levels, with constant exchange of knowledge, information, expertise, knowledge, data, approaches.

e) Forms and methodologies of communication used with the target population

Some examples of communication used are:

- A realization of a video interview on substances and forms of prevention for "InsuTv" self-managed by Tv CSOA Officina '99.
- Presentation with discussion of the documentary film: "Siamo fatti così" at the Centro Sociale Officina '99 at the VII Festa del

	<p>Raccolto.</p> <ul style="list-style-type: none"> • Cooperation with "Main Project", one of the leading young companies that organizes music events in Campania and Italy. <p>f) Personnel involved in the project/service</p> <ul style="list-style-type: none"> • 1 Supervisor • 1 Coordinator and sociologist • 4 street workers (animators and / or sociologists and / or professional educators) • 1 administrative <p>g) Campaign strategy and social marketing</p> <p>Informative material, self-administered questionnaires, video projections, CD-Rom. Through an "informal" network with event organizers in Campania.</p>
SPECIFICITIES / INNOVATION	<p>We believe that the activities and methodologies we use give a character of innovation to the project. Even the fact that we developed project in our reality where Drug prevention work is always very small and almost completely absent in "institutional" Context or in places of socialization of young and spontaneous fun is innovative.</p> <p>This active involvement of young people not only allows us to enter more deeply into the new reality of youth lifestyles and consumption, but also to have a multiplier effect of the intervention, which will allow us to reach a wider and varied audience.</p>
SOURCES AND STARTING MODELS	<p>The project was born between 1997 and 1998 matching the first national information campaigns. In the late nineties appeared the new drugs and the new style of consumption. There was little information and predominantly a deterrent.</p> <p>We implemented the project following the guidelines of the Minister for Social Policies Lidia Turco, who gave birth to a serious educational program that was articulated at multiple levels.</p>
DURATION/ TESTING PERIOD	<p>The project is spread over twelve months (48 weeks).</p>
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>Young consumers, youth citizenship in general. The average age is 14-35 years old, both male and female, whose qualifications range from elementary to graduate, mostly of Italian nationality.</p> <p>At least 200 people per night. We aim, by the end of the project</p>

	to reach at least 3000 people.					
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project € 69.600,00</p> <p>b) Cost and fares for the users None</p> <p>c) Financing organizations The project is funded by Regione Campania-Department of Social Policies.</p>					
PARTNERSHIP	<p>a) Name and description of the partners The project was elaborated by the network: 1. ASL NA1 - Addiction Department; 2. Association Onlus Centro La Tenda; 3. Association Saman; 4. Association Il Pioppo; 5. Lilad;</p> <p>b) Functions within the project - The Campania region is the funding agency; - The service is furnished by the City of Naples - the evaluator of the organization is the ASL NA1 - Addiction Department.</p> <p>c) Coordination mechanisms This project involves all major private social agencies that deal with drug addiction since many years, the Addiction Department of ASL NA 1, the City of Naples, schools and the “world of night”. Through joint training, team meetings spread, focus groups, exchange of information and materials, communications among the partners, results achieved, the comments on the phenomenon, exchange of best practices between teams.</p>					
STRENGTHS	<p>-Experimentation</p> <p>-Research</p> <p>-Network of contacts</p>					
WEAKNESSES	<p>- There isn’t continuity of actions</p> <p>- Ups and downs of the economic flow</p>					
EVALUATION OF THE RESULTS	<p>Evaluation schedule</p> <table><tr><td>Variables to verify</td><td>Indicators</td></tr><tr><td>(A) Efficiency of the</td><td><ul style="list-style-type: none">Target characteristics</td></tr></table>		Variables to verify	Indicators	(A) Efficiency of the	<ul style="list-style-type: none">Target characteristics
Variables to verify	Indicators					
(A) Efficiency of the	<ul style="list-style-type: none">Target characteristics					


	<i>service</i>	<ul style="list-style-type: none">Organizational levelNumber of operatorsMonthly amount of hours per operator										
	<i>(B) Efficacy of the service</i>	<ul style="list-style-type: none">Target satisfactionNumber of person that used the service										
	<i>Indicators of the efficiency of the service</i>											
	<table><tr><td>Number of operators</td><td></td></tr><tr><td>Monthly amount of hours per operator</td><td></td></tr><tr><td>Number of contacts with the subjects of the network</td><td></td></tr></table>		Number of operators		Monthly amount of hours per operator		Number of contacts with the subjects of the network					
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Monthly amount of hours per operator												
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<i>Indicators of the efficacy of the service</i>												
	<i>Number of person per intervention:</i>											
	<table><tr><td>First contact and information</td><td></td></tr><tr><td>First meeting with the person</td><td></td></tr><tr><td>Orientation of the person to the services</td><td></td></tr><tr><td>Number of people that weekly used the service</td><td></td></tr><tr><td>Total</td><td></td></tr></table>		First contact and information		First meeting with the person		Orientation of the person to the services		Number of people that weekly used the service		Total	
First contact and information												
First meeting with the person												
Orientation of the person to the services												
Number of people that weekly used the service												
Total												
	<i>Technical tools:</i>											
	2 personal computers, printer, scanner, internet, telefax, furniture.											
SUSTAINABILITY	Even today, after 10 years from the first project on so-called new drugs, the project hasn't become a service. Continuity and stability of the actions may be possible with the investment of an institutional partner (ASL and / or Town and / or social district and / or region) on the stabilization of the interventions on new consumption styles.											
REPRODUCIBILITY / GENERALISABILITY	At the time there have been some experiences in other territories because the funding, the city of Naples, have always been limited, but this does not exclude the possibility to experiment with measures in other areas. The important thing is to create a network on the basis of local issues by helping the deepening of understanding of the area is essential and not just being present, helps the creation of a permanent observatory on the phenomenon that we want to deepen											
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	Working on new styles of consumption has led us to work / study youth universes. Indeed, the development more experienced by operators was the fact that they move from a prevention logic to											

	a promotion one.
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1.1.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA01	Informative brochure	NO MIX - How to help a sick person.
P02_ITA01	Project form	Bersagli mobili project form.
P03_ITA01	Questionnaire	Questionnaire on drug use behaviours
P04_ITA01	Final report	Final report of Bersagli Mobili project
P05_ITA01	Observational form	Observational form for recreational settings
P06_ITA01	Informative brochure	Informative brochure on drugs characteristics
P07_ITA01	Informative brochure	Informative brochure on drugs characteristics
P08_ITA01	Questionnaire	Self-evaluation questionnaire on personal drug use
P09_ITA01	Informative brochure	Informative brochure on ketamine/Part1
P10_ITA01	Informative brochure	Informative brochure on ketamine/Part2

1.2. CASE STUDY 02: THE CHILL OUT PROJECT

Code of the project: ITA02	
Name of the project: Chill Out	
Promoter organization: Comunità Oasi 2 San Francesco ONLUS	
	Country: Italy
	Area of intervention: Apulia Region

1.2.1. General context

As recreational consumption is primarily a nightlife consumption, centered primarily on weekends the target contexts are mainly discos, clubs, and nightclubs. It is a phenomenon that in Apulia Region from the last 5 years has begun to affect more electronic-music goers and rave contexts goers. After the development of discos in the 90s, there has been a proliferation of pubs, and American Bar since 2000. Many beaches in recent years have turned into night clubs, due to their lower operating costs. There was also an increase in the number of raves, and events with electronic music. A new trend is now to organize private parties and illegal events, given the economic crisis and the price of nightclubs tickets.

The most used substances are alcohol, cannabis, cocaine, MDMA and heroin. The prevalent way of consumption is the association between alcohol and cannabis. Cocaine and heroin are often in-taken together to obtain a top-down effect, then MDMA with a frequency of one every 3-4 hours. The consumption increases during the summer.

Surely in the contexts of rave parties you can find punk-a-beast, people who have also faced serious problems. As regards to the legal framework, you can find people coming both from secondary schools and universities, people who normally conduct a balanced life during the week. The age varies from 17 years up to 30.

The way consumers find substances is directly linked to the particular context. Usually people come equipped with the bare minimum and then the rest is found in the parking areas or in the bathrooms. In rave parties instead, substances are present at any time and in any form. In discos it

depends on the security system put in place and where there is more control everything happens in car parks, but if the control is lower usually it takes place in the bathroom.

In general the only deterrent the consumers report is linked to alcohol and not to the use of drugs, and it is called breathalyzer.

We started perceiving this phenomenon as an emergency in the 1999 with the Parsec Consortium of Rome, because they put in place a social research on consumption and we developed this research in our province, north of Bari. After this research, analyzing the results, we decided to begin with interventions made by operators in night clubs, using mobile units.

For what concerns other similar projects operating in Apulia Region there are two SERT that use mobile units in nightclubs. Basically, there is one in the north of Puglia near the Gargano area, and one in the south in Salento, and there's a sort of inter-institutional cooperation. Obviously, as public service, they more often cover the needs in their particular areas. Excluding these other two experiences there aren't other projects like Chill Out.

For what concerns the coordination strategy of the project there are meetings every three months with the network, which includes also the SERTs. Moreover a series of conferences on topics related to poly-drugs consumption is expected to be realized recently.

The inter-institutional coordination is seen as an important issue and that's why every time they move to clubs for interventions, we warn of our presence SERTs and other services and invite them to cooperate and send their operators. The organization is also in the network of CNND, which is a larger national network.

The basic idea of the project was to be able to work with both the social private world, and the leisure world, to get to know each other better and to try together to make a design of interventions. This was achieved through joint training and comparison on some issues. Then they started to enter in their premises with mobile units. Specifically, they began to use a small bus, completely changed, with inside a bar that served only soft drinks, and a small chill-out area inside the disco. The idea was therefore to work with the managers of premises which were the ones most aware about what usually happens in relation to recreational consumptions and nightlife in general.

The project has evolved during time and there was a sort of expansion across Puglia in recreational contexts, the project also managed to arrive in contexts such as summer festivals and legal raves. The next evolution will be to outreach illegal recreational contexts organized in Apulia, a more difficult job, but the process has already started with the inclusion in the staff of cultural mediators in specific contexts.

The critical aspects of the work which are pointed out are primarily related to the fact that some organizations do not accept their presence, so we often they have to work in not favorable situations, the only solution in these cases is to try to do a great job of mediation and negotiation. The other criticism is economic. Projects like Chill Out don't find a place in Piani di Zona (Social Local Plans). They have gone on for three years with the same service, maintaining the same quality standards and trying to cover the whole regional area by using volunteer operators.

A positive thing highlighted instead is the work with youngsters: they recognize the operators and they also recognize the fact that the operators are able to entertain them 2 or 3 hours, or after the closing of nightclubs, before getting back in the car.

For what concerns the territorial social and health needs, related to the phenomenon of poly-drugs consumption, surely it is important to strengthen the presence of mobile units on the streets, because it is important to be present in environments frequented by young people. In those situations the operators play the role of the adults of reference. Furthermore from the point of view of public health it is highlighted that the SERTs should take more in charge this world, not only the pathological addiction. More generally in region Apulia a stronger presence of local authorities is need.

The limit is not only economic. It is however highlighted that the very important thing is to work with people who believe in public health and prevention starting from young people. Joint coordination, joint collaboration, joint projects are the keywords pointed out to be very beneficial for whole system.

1.2.2. The project characteristics

TITLE OF THE PROJECT	Chill Out: Service information and prevention with teenagers and young adults who work in the contexts of Lois and places of aggregation formal and informal events in the disco, concerts, festivals, plazas and rave.
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>The recreational industry in Puglia is a strong economical sector. Discos and other recreational settings are functional contexts for aggregation and socialization for young people at night. Recreational settings offer to young people transgression. In this context it isn't effective a prohibition logic; that's why we operate promoting information and awareness.</p> <p>The data obtained with questionnaires tell us that: nearly the 50% of young people from 14 years old drinks alcohol before going to the discos, a concert, or a rave. The substances young people abuse of are: cocaine, hashish, marijuana, and synthetic substances. We are talking about poly-drugs addiction.</p> <p>From '90 discos had a great development and were followed (from 2000) by pubs, American bars. In the last 5 years a lot of beaches become night clubs that have great success thanks to low prices. In the same years, the number of raves with electronic music increased.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Chill Out is an information and substances abuse prevention service; with the aim of reducing drug-related harms.</p> <p>b) Target population</p> <p>The target is young people from 14 to 35 years old, with no distinction of sex, race, religion. The substances assumed are both legal and illegal, natural and chemical.</p> <p>c) Type of intervention set up</p> <p>The intervention consists of territorial outgoings, requested by event organizers, in recreational young contexts. It consist of two installation. The first is inside the club and has: an information area, a "counseling" point and an artistic area (body-painting, hairstyling). It is also present a chill out zone with pillows, carpets and mattresses. The second installation is external; it is a bus-bar that sells only non-alcoholic drinks.</p>

	<p>d) Techniques, methodologies and tools used</p> <p>Peer education, artistic attraction, multimedia communication, technologies, "counseling".</p> <p>e) Forms and methodologies of communication used with the target population</p> <p>Interpersonal dialogues, single or group interviews, questionnaires, attraction, cultural mediation.</p> <p>f) Personnel involved in the project/service</p> <ul style="list-style-type: none"> - Sociologist - researcher - Professional educators - contact, attraction - Animators and mediators - contact <p>g) Campaign strategy and social marketing</p> <p>The two installation are very attractive. Radio, social networks, mailing lists, web site, are also used to intercept the target.</p>
SPECIFICITIES / INNOVATION	<p>Chill Out is a unique service in the south of Italy. Its aim is to create a regeneration space for body and mind in order to recuperate all the energies consummated during the night.</p>
SOURCES AND STARTING MODELS	<p>Oasi 2 began to operate in recreational settings at night near Trani in 1995. Since then, even without economical resources, it hasn't break up. In its first activity Oasi 2 discovered the development of a new substances consumption style. Since then "street operators" gained passes and credits in order to participate to night events with the aim of knowing better Puglia's recreational context and substances consumption styles. Nowadays we participate to coordination tables and networks that belong to CNCA, with the aim of improve the know-how and exchange practices. The activity drove to the constitution, in 1997, of NOVA Onlus, that is the National Consortium for Social Innovation (comprehending: Parsec - Roma, Lotta contro l'emarginazione - Milano, On the road - Martinsicuro). NOVA promoted in 1998 a national qualitative research on new drugs (Mosaico), to whom Oasi 2 participated. This research was useful for the project Chill Out and for its methodology. From 1999 Oasi 2 manages the National Campaign New Drugs (CNND) in Puglia and is an active member of the National Coordination New Drugs (CNND). Indeed Oasi 2 has established a strong collaboration with SILB (Sindacato Italiano Locali da Ballo).</p>
DURATION/ TESTING	<p>The project begun in June 2004 and ended in May 2007. The</p>


PERIOD	service derived from the project is still working.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>In 3 years more than 16000 people were intercepted; with 50000 of them we had an informative dialogue. These 5000 people are divided:</p> <ul style="list-style-type: none"> - 43% 20-24 years old - 30% 15-19 years old - 18% 25-29 years old, - 9% 30-35 years old. <p>300 is the average number of contacts per night.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project 180.000,00 in three years</p> <p>b) Cost and fares for the users None. With the end of the funding, it was possible to sell the service to stakeholders.</p> <p>c) Financing organizations Regione Puglia 2004\2007</p>
PARTNERSHIP	<p>a) Name and description of the partners Puglia Region, Radio Selene, Agenzia I monelli, Sindacato locali notturni, network, commercial activities, events organizers, institutions.</p> <p>b) Functions within the project Puglia Region - funder Radio selene - media partner "I monelli" Agency - communication Night clubs - stakeholder DIVINAE FOLLIE Disco – partenr/stakeholder SILB – Partner/stakeholder</p> <p>c) Coordination mechanisms Territorial meeting of coordination</p>
STRENGTHS	<ul style="list-style-type: none"> - Presence of mediators - Social operators active in night environment - Professional training - Innovation of the project <p>Morfology or the territory</p>
WEAKNESSES	<ul style="list-style-type: none"> - Economical resources - Local entrepreneurial characteristics

EVALUATION OF THE RESULTS	<p>The project respected the initial indicators and gained the following aims:</p> <ul style="list-style-type: none"> ▪ Improvement of the number of intervention; ▪ Introduction of new analysis and contact tools (videobox, report, diary, video Chill Out); ▪ Development of information actions efficacy ▪ Improvement of the number of contacts with young people; <p>Consolidation of the relation with institutions, young people, adults, event organizers</p>
SUSTAINABILITY	<p>The sustainability could be granted only by "sovra ambito". Fundraising actions are activated.</p>
REPRODUCIBILITY / GENERALISABILITY	<p>The project/service can be applied in every territorial context. The only thing that can be changed is the kind of artistic animation.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>Maintaining active the service, trying to find out fundraising ways, maybe implementing marketing actions.</p>

1.2.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA02	Informative brochure	Informative brochure on drug use

1.3. CASE STUDY 03: THE NAUTILUS PROJECT

Code of the project: ITA03	
Name of the project: Nautilus	
Promoter organization: Cooperativa Il Cammino	
	Country: Italy
	Area of intervention: Lazio Region

1.3.1. General context

The project, financed by regional funds (Presidential Decree 309), as target has young people from Lazio Region in the contexts of nightlife. In the past (from '80s up to 2000), the golden age of nightclubs, young people from Roma were moving toward the coast of Romagna and to the most important discos from Rome to Florence or in Umbria. Nautilus project also follows the Arezzo Wave Festival or Pistoia Blues, but mainly it deals with rave parties held in Lazio region or on its edges, on the border with Campania and with southern Italy.

Reports show a consumption of MDMAs in discos and in extreme events, as they are substances that adapt well to exciting environments. We are also registering a return to opium, smoked or ingested, the constant presence of cocaine, the use of heroin-smoking (only in rare occasions intaken in veins), the significant presence of ketamine and clearly of hashish. The substance used are related to the use of alcohol, mainly derived from corn and sugar cane (not from the screw), or beer of northern European derivation. Both the purchase and consumption takes place mainly during the event. When the event go wild some suitable substances are chosen "to go with" the particular sounds offered, then when the event is getting down, exciting antagonistic substances are taken or people choose to relax in the chill out areas we offer, or to dispose of substances intaken sitting in their car.

It is wrong to talk about an "emergency", a journalists language. The cocaine penetration is slowing down progressively. In recent years a relevant spread of ketamine has been observed. Since the mid-90s a gradual expansion of the market has been reported as a result of a demand of young people to have access to substances that are performing in

different occasions and that are able to accommodate the different states of mind. Over the years the project has involved several groups of people, both directly and indirectly. In the free festival, age is not defined: there are boys of 18/19 years or younger, then there are adult youngsters (around 40 years old). The target population is much influenced by the sounds offered. The groups tended to be looked more at risk are the younger ones, who are at risk of serious harms as there is no one who transmits information on the use of substances.

For what concerns the identification of a sort of profile of recreational user in the first research "Mosaico", which leads to the early 90s, there wasn't a correlation between socio-economical status and consumption, but with the compulsion of consumption. That is why they worry more about young people with less cultural tools, generally those that come from the suburbs. The retrieval of the substances is very easy. In Italy there is prohibition for all substances, but the market is a bit anywhere. The market of substances is open twenty-four hours a day, all you need is to have a right mobile phone number.

Parsec doesn't work alone; Nautilus project has regional relevance and is sponsored by 4 organizations: Il Cammino (coordinator), Coop. Magliana 80, Associazione la Tenda and Parsec. These organizations are a small network that for many years has worked in the contexts of nightlife. The network is then composed by community daytime drop-in aimed at taking in charge people and families, services for harm reduction. There are relationships with the public service, but the penetration in extreme events (eg Raves) is in charge only for Nautilus, which over the years has made itself known and has important relationships with those who organize these events. The organizers of the Raves, however, are not the target, but the partners to whom it is convenient to have someone who works for the safety of individuals participating in their events.

There are other little experiences of daytime street units, such as ITTIS, but the core promoter of Nautilus project includes cooperatives that since more time are working on this issue.

They work with subjects operating in different regions: the Big-Stream project in Tuscany and in particular with cooperative GAT; they have important relationship with the "Network of street units" in Emilia Romagna

and they have established links with organizations in Lombardy. Now they are building relationships in the South, for example with "Chill-Out" sponsored by the Cooperative Oasi 2. Network relationships are granted by a national project called CCM, that Emilia Romagna leads, which is producing the guidelines useful for subjects involved in the world of night. They have significant relationships in Lazio with agencies and organizations. SERTs are directly involved in the contexts of nightlife, with them there is a stable relationship, in particular concerning cocaine. They have also important relationships with the network of social private associations and in particular with CNCA.

Parsec was involved in MOSAICO project which lasted one year and three months in 1996/97. Under Mosaico project, they lead a research collaborating with organizations in Milan, Tuscany, Emilia, Bari and Naples. With them they still monitor the phenomenon of drug consumption. With the birth of Nautilus project, five years ago, they tried to explore the theme of consumption, from the experience developed in previous projects.

Nautilus project has evolved much over time, as Raves, subjects who inhabit the nights, and the context of consumption in general have changed. After years of experience, today they have a more refined methodology.

The team is composed of 21 persons including 12 operators. Typically, the team arrives at the event at midnight with six operators, fits the chill-out space and information desks. After the installation, the team starts to walk around, making sure that there aren't people ill or in distress.

There's a first team working from midnight to six o'clock in the morning. The second team accompanies youngsters from 6 o'clock until noon with a monitoring function. During the service they assist young people with water, fruits, gums, fruit juices.

Usually they make one intervention per week or whenever a Rave Party is planned. In summers it could happen to be out an entire week.

Nautilus do not tolerate to work in contexts of violence and if the organizers make no effort to try to contain the level of violence, they refuse to operate. Another critical issue is the impossibility of organizing, in some places, a service to return home for the very young in critical condition.

The purpose is to give stability over time to Nautilus project and the ambition is to make Nautilus to become a real service, not just an

experimental project. It is also desirable to consolidate a national network to promote the exchange of experiences between professionals working in the same context like the Chill-out project in Terni (promoted by Oasi 2), Extreme project in Tuscany promoted by CAT, the network of communities related to the Regional Coordination of Street Units in Emilia Romagna, the projects of Cooperativa COLCA in Milan and Gruppo Abele in Piemonte.

For what concerns the role of public institutions, often the public (as in the case of municipalities) is said to put restrictions to prevent the aggregation of young people in a given context and to ensure that the event doesn't take place. Local Authorities should recognize that there is a need of this kind of events and should propose a rule that can guarantee the safety of people. Concerning the ASL, a greater attention on new drugs and on the contexts of consumption is expected. Often, behind the consumption of psychotropic substances, there is a difficulty in accepting this new social order, there are anxieties towards the future, to social relations, to the professional world . There's a generation with few certainties. In this context, the psychotropic drugs become the solution of many problems. In order to face this emerging issues, SERTs should review their service and even rethink the benefits provided, taking into account that their potential customers may be not only the heroin addicted population.

1.3.2. The project characteristics

TITLE OF THE PROJECT	Nautilus - Action and information project for reduction of drug-related harms in recreational settings
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>A quantitative evaluation of the attendance of recreational (legal/illegal organized/self-organized) events in Lazio Region and of the related drug consumption, is possible thanks to the elaboration of the questionnaires promoted by Nautilus project for A.S.P. and thanks to a research (179 in-depth interviews) about drug consumption in "techno" context.</p> <p>The researches was developed in 2007 and take into account a sample of 31.739 young people. The sample is almost homogeneous (59% male; 51% female); the age band more represented (61%) is "19-25 years" old guys, but the 10% is "14-18 years" old and the 19% is included in the band "26-29 years".</p> <p>In each event monitored during the research (more than 60 events) the most diffused substance is cannabis and alcohol (100% of cases), followed by ketamine and amphetamine (77%), MDMA (63%). Equally widespread and significant the use of opiates -opium (65%) and heroin (44%)- while the Hallucinogens are less spread (LSD 22% and Mushrooms 13%).</p> <p>From the interviews is possible to underline some features:</p> <ul style="list-style-type: none"> - in the Rave party prevails the use of cannabis, alcohol, MDMA, ketamine, speed, cocaine and amphetamine; - the use of Alcohol and cannabis seems stable during the week, while the consumption of the other drugs is much higher during the rave; - the preference for collective consumption - the prevalence of poly-drugs consumption (67% of the sample); - only the 10% of the people interviewees were willing to turn to emergency services and rescue in case of discomfort. <p>The night-life possibilities and places devoted to music production, in Rome and in Lazio Region, is wide; it is oriented towards satisfying the large demand of aggregation of young people: beyond to pubs, concerts, locals and dancing-club considered "cool" (commercial places attended by VIP and celebrities) there are also non-commercial and self-organized</p>

	<p>contexts, that promote parties and recreational events for a heterogeneous audience.</p> <p>Finally there are also other self-produces rally defined "techno party" or "rave" or "technival", etc. that involve a significant youth audience. During summer season these events are organized in rural environments, near the seaside or the lakes, while in winter the main setting is represented by abandoned industrial sites (Roman suburbs, area Pontina).</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Overall project objective is to promote awareness of the harmful consequences related to drug consumption (with particular attention to the "new drugs" and to "poly-addiction") in young people.</p> <p>Other objectives are the awareness of young people about their safety (knowledge of the effects of substances and attention to the peculiarities of the places where they are used) and the medical assistance in cases of physical or health problems related to drug assumption.</p> <p>Besides, the project aims to establish a working group able to intervene in environmental setting (also extreme) in case of drug assumption, keep in touch with the young people, highlight the trend of consumption, and detect significant changes related to the drug market.</p> <p>The specific objectives are:</p> <ul style="list-style-type: none"> - to keep in touch as many young people and adolescents in recreational places in order to provide information about the features of different drugs, on effects and risks of drug-use, on the consequences of poly-assumption and about the mix with alcohol; - to promote conduct and behaviours able to mitigate risks of accidents and harmful consequences related to substance use - intervene in aid of young people in case of physical and / or psychological discomfort, activating, if necessary, the primary care teams; - to monitor the characteristics of the drugs consumed by young people to inform both consumers both services; - to address the young people in need to the specialized services. <p>b) Target population</p> <ul style="list-style-type: none"> - youth and adolescents (14-30 years old people), male and female who attend the recreational environment, in particular the places where the drug assumption is wider;

- people engaged in the promotion of night events.

c) Type of intervention set up

The actions promoted are shared with the organizers of the events; this means the preliminary presence of Nautilus during the organizational meeting (where the attention is focused on the safety of the event setting, for example the accessibility to emergency vehicles; the water availability, etc.) and then, during the event ("techno party" or "rave" or "technival", etc.).

The approach used with the young people is informal: our equipe install a chill-out room close to the Rave-party setting. In this room, the guys can listen sounds at a lower bpm frequencies than those used in the official party; there are mattresses and blankets; an info-point where is possible to enter in touch with our operators. In the chill-out is possible to have brochure and other documentations, gadget and condoms, fresh water, fruit, chewing-gum, the and coffee.

The medical staff is able to intervene in case of physical or psychological discomfort, activating, if necessary, the primary care teams.

Our working group is made by six social operators (more a doctor); during the Rave party, they work for 6/7 hours between 12 p.m. and 12 a.m. of the day after. Two operator work in the chill out and in the info-point, while the others run for the party place, monitoring the situation.

Other activities are the detection of young leader and their engagement in "peer-education" activities.

d) Techniques, methodologies and tools used

d.1) Reflection tools

- Team meetings: weakly team meetings regarding technical and organizational aspect (sharing of information; organization of the shift; exchange of information; any costs to be incurred, new proposal, etc.) ;
- Methodological meetings: monthly meeting of updating and/or training on specific topics (changing of setting; new drugs; new trends, styles and behaviours);
- coordination meetings: monthly meeting with the project coordinators and the project responsible in order to plan, monitor and assess the different activities.
- supervision: monthly meeting in which an external professional evaluate and assess the work developed by the team, also considering the emotive impact and the relation incurred in the

operators.

- coordination meeting for interregional actions: when Nautilus project operates out of the Region borders in cooperation with other subjects (public administrations, streets units, cooperatives, etc.) a coordination meeting is necessary in order to plan the actions to do.

d.2) Technical tools:

- "mission tab": this tool was created by a work group made by the ASL (Local Health Authority) and Lazio Region in order to dispose of an homogeneous assessment of similar projects developed in the same Region. The form is filling in at the end of each mission by the entire work group who must indicate the number of interventions occurred during the night, the composition of equipe, features of the users, recruitment procedures, kind of substances, etc.

- logbook: is the main tool in which are detailed the typology of activities developed during the mission (counselling, distribution of material or gadget, medical support, etc.); the typology of users; the comments about the environment and the participants to the event. In the logbook, each operator can add his/her reflections and considerations about the work done and some suggestions for new activities.

- report: it is a qualitative and descriptive report about the equipe meeting (meeting participants, agenda of the meeting, decision taken, considerations, etc.).

d.3) working tools

- *equipe*: it is composed by 14 operators of the cooperatives and associations that take part to NAUTILUS project (Coop. "Parsec"; "Il Cammino"; Coop. "Magliana 80"; Association "La Tenda"). The equipe is made by different professionals (psychologists, educators, sociologists, medical staff, street workers) with experience in the work of street units, information and prevention in the field of drug-addiction.

The work is divided in specific areas: organizational and logistic activities; relational work and "tribe" meetings; documentation and data base.

Each area is managed by two responsible with the cooperation of the other member of the equipe.

- *Coordination Area*: include the responsible of the project, the coordinators of each partners and two coordinators of the equipe.

- Supervisor: he is an external consultant, expert in relationship dynamics;

	<ul style="list-style-type: none"> - <i>informative material</i>: informative sheets that describe the composition of the drugs, the potential effects, the risks for the consumers at physical, psychological and legal level. - <i>Gadgets</i>: a big banner with Nautilus logo, usually hanging on the chill-out, brooches, bandanas, T-shirts, shoppers, etc. - Comfort goods: fresh water, fruit juice, the, chewing gum, coffee, etc. distributed to the ravers. <p><i>d.4) Research instruments</i></p> <ul style="list-style-type: none"> - Rave questionnaire: developed by Nautilus work group, the questionnaire aims to gather information about the rave events (which is the identikit of the participants?, who is the promoter?, where the rave is located?, which are the main substances and how they are used? etc.) <p>e) Forms and methodologies of communication used with the target population</p> <p>Setting adequate to the rave context (chill-out room, info-point, alternative music, etc.); informal relationship; communication tools update with the style of the ravers.</p> <p>f) Personnel involved in the project/service</p> <p>The equipe is made by 14 operators, heterogeneous for gender, age and previous experiences. Most of them are psychologists, but also educators, sociologists, anthropologists, street workers and a doctor. The coordination group is composed by the responsible of the project and two coordinators.</p> <p>g) Campaign strategy and social marketing</p> <p>The advertising of the project is done through formal channels and through the network of the techno music producers (at regional and interregional level).</p> <p>The advertising channel of Nautilus project are the same used by Rave promoter: direct communications during the same event, through websites, mail or MySpace, SMS, Filiers, ecc.</p> <p>The long history of the project and its continuous presence in the rave events, not affected by the legality or illegality of the situation, the "non-judgmental" approach to the consumers, the professional competence of operators: these are the Nautilus strategies to increase the appeal of the project.</p>
<p>SPECIFICITIES / INNOVATION</p>	<p>Nautilus has actually six year of life.</p> <p>If formally it is defined as innovative in order to favourite the found raising capabilities; Nautilus can be considered innovative in terms of operational practice, always oriented to understand</p>

	the evolutionary changes of youth cultures and to align his methodology, style and tools to this target.
SOURCES AND STARTING MODELS	Nautilus arises from the reflections developed under similar projects previously experimented by the same partnership with funding coming from local administrations (to see the book "Giovani e nuove droghe: 6 città a confronto. Il progetto Mosaico come modello di intervento", Bagozzi F. and Cippitelli C. (cared by), Franco Angeli ed.). Another important experiences, that has preceded Nautilus, is represented by "Monitor project", that has investigated the market for illicit drugs through questionnaires and through hair analysis to young people in recreational settings of Lazio Region, in cooperation with the National institute of Health.
DURATION/ TESTING PERIOD	The project begins in 1999 and it is actually in progress.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>Nautilus aims to involve, for each year of activities:</p> <ul style="list-style-type: none"> - 30.000 14/30 years old people attending night life events and moreover the events at increased risk of drug consumption (disco, concerts, after-hours, self-organized events, rave and techno-party, etc.) also at interregional level; - 300 adult, variously engages in the organization of night events: e.g. managers and staff (dj, security, p.r., vocalist, etc.) of pub and disco; promoter of self-organized events (rave party, after hour, musical events); music producers; individual consumer and leader of spontaneous groups. <p>Other subjects (not considered as a target group but allies of our work) are: primary care teams of the hospital of Rome and Lazio; Ser.T of Rome and Lazio; private social services that operate in the field of addiction treatment; Municipality of Rome; team and work group of other prevention and related-harms projects, both in Lazio Region, both in other Regions.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>The annual cost of the project is 257.000 euros, actually used.</p> <p>b) Cost and fares for the users</p> <p>No amount of payment or charge are scheduled for the end users of the project actions</p> <p>c) Financing organizations</p> <p>The project is entirely funded by Lazio Region</p>


PARTNERSHIP	<p>a) Name and description of the partners</p> <p>The subjects who compose Nautilus project, are the holders of an important know-how concerning technical and methodological approach in the field of prevention of drugs consumption and drug-related harms in recreational settings.</p> <p>The complementarity of the partners' experiences and the activities previously realized in partnership ("Monitor" and "Mosaico" project) also at national level, allow an holistic vision of the problem.</p> <p>The experience of working in different areas of the city, the knowledge of the work environment, the accreditation to informal local groups developed in several years of work, represent the added value of the joint venture composed as follows:</p> <ul style="list-style-type: none"> - Cooperative "Il Cammino"; - Cooperative "Magliana 80" - Association "La Tenda" - Cooperative Parsec <p>b) Functions within the project</p> <p>The subject above mentioned have to be considered the providers of the service.</p> <p>Nautilus project is funded by Lazio Region (with FNLD); the evaluation of the entire project is assigned to the Department of Epidemiology of the Local Health Authority of Rome.</p> <p>c) Coordination mechanisms</p> <p>The project is coordinated by a pool of expert afferent to the project partners (the 4 organizations above mentioned). This pool is also in relation with work teams operating in other regional context with similar activities.</p>
STRENGTHS	<p>Knowledge and continuous monitoring of the legal and illegal techno scene, of the market of psychotropic substances and of the methods of consumption.</p> <p>Knowledge of the self-organized events promoters.</p> <p>Innovative method of intervention and specific training opportunities for staff involved.</p>
WEAKNESSES	<p>Although the project run for six years, it is still considered an experiment and not an ordinary and stable part of the services.</p>
EVALUATION OF THE RESULTS	<p>An assessment of the quantitative results is carried out through the summary tables and analysis sheets above mentioned</p>

	<p>(tabelle riepilogative mensili ed annuali).</p> <p>The peculiarity of the project (aimed at increasing the level of consumer awareness and at adoption of behavioural patterns of greater security in relation to the drugs-assumption) limits the possibilities to use quantitative monitoring tools. Despite of this, the assessment is based on the results of questionnaires, external audit and on a set of indicators (contacts frequency, decrease of critical incidents, etc.).</p>
SUSTAINABILITY	<p>The project is to be considered within a framework of social policies aimed at reducing the negative consequences of drug assumption and within the wider context of prevention policies.</p> <p>Is rather difficult to imagine its sustainability without the public funding.</p>
REPRODUCIBILITY / GENERALISABILITY	<p>Our model can be represented also in other context, but the territorial differences should be considered.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>We hope the stabilization of the project and its inclusion in the territorial social and health plans ("Piani di Zona")</p> <p>It would also be desirable to systematize the participation of Nautilus project in the interregional and national events that catalyze the participation of young people from around the country.</p> <p>Finally, it would be appropriate a common training on experimental methodologies for the operators who work in these kind of context in the other Regions.</p>

1.3.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA03	Informative brochure	Informative brochure on drug use
P02_ITA03	Informative brochure	Comics on drug prevention
P03_ITA03	Informative brochure	Informative brochure on drug use
P04_ITA03	Formative plan	Formative plan for operators
P05_ITA03	Article	Article on medical interventions in recreational contexts
P06_ITA03	Tables	Tables of contacts
P07_ITA03	Informative DVD	Informative DVD with various documentation on prevention
P08_ITA03	Diary	Diary with the description of a night out for interventions
P09_ITA03	Glossary	The users' voice
P10_ITA03	Questionnaire	Questionnaire on drug perception
P11_ITA03	Project form	Mosaico project form
P12_ITA03	Article	Article about a supervision model adopted with operators
P13_ITA03	DVD	DVD on cocaine use
P14_ITA03	DVD	Formative DVD for operators
P15_ITA03	Newsletters DVD	Newsletters DVD
P16_ITA03	DVD	Formative DVD for the First Aid personnel
P17_ITA03	DVD	Formative DVD on harm reduction
P18_ITA03		Guidelines on prevention and harm reduction

1.4. CASE STUDY 04: THE EXTREME PROJECT

Code of the project: ITA04		
Name of the project: Extreme		
Promoter organization: CNCA Toscana – CAT Cooperativa sociale ONLUS		
		Country: Italy
Area of intervention: Tuscany Region		

1.4.1. General context

The poly-drugs consumption becomes a stable phenomenon in Tuscany in the mid nineties. This is related to the fact that in those years synthetic drugs came up to the scene and led to a revaluation of the entertainment moments, as places of experimentation and prevailing consumption of substances. In the nineties Tuscany saw a strong growth of large nightclubs frequented by teenagers, and at that time CNCA Tuscany – CAT Cooperativa sociale ONLUS started to watch at these places with a preventing risks perspective developing a project called Dance. The poly-drugs consumption is a way of approaching substances, which is currently becoming even daily. For example a substance such as ketamine is becoming a drug that some, but not few, consume during the week. More recently a series of alternative events have emerged: private parties, free party, rave, and national summer festivals in Arezzo, Pistoia and Siena. These festivals are big free party taking place in campsites, attracting 12-13 thousands of people a day, and for 4 or 5 days there's a big movement and consumption of substances of any kind.

In these recreational contexts, with music, there are often synthetic substances such as MDMA, cocaine, cannabis, stimulants such as Popper, and much alcohol. The basic model of poly-drugs consumption is linked to small, medium and large entertainment contexts and sees alcohol associated with cocaine and synthetic substances.

This scenario is a real challenge for the Cooperative which operates in very mixed contexts. At a rave you can find people of very high socio-economic levels and people living on the street, or teenagers who are studying or who are looking for a job. There isn't a specific group at risk. It also depends on the type of party, the type of event. From surveys they carried out they

concluded that the 50% of participants to recreational events in general is composed by students aged 15-16 years, and the rest are employed or are seeking an employment.

In situations as in most private clubs or disco, drug dealing occurs in parking or even inside the club if there is tolerance by the security. In raves and festivals there are drug dealers that even sell it in small stands with megaphones.

In situations where it is very explicit the presence and consumption of substances, it is difficult to refrain from consumption. The presence of young people at the party is strongly linked to the urge to consume substances. What can stop them at times is the assistance to any person who is ill. Or even the fear of checks on the roads, the fear of losing the driving license. But this does not dissuade them from consuming, they rather don't drive the car or they look for ways in order not to get caught.

In the mid-nineties there have been occasions of deaths in raves, cases that were brought to the attention of the media. A strong signal was the fact that it was becoming a transversal phenomenon, not just related to people living on the borders of the society.

For what concerns similar projects in Tuscany in Florence there is a project called Interzone, which is the protection of the Dance project. Then there were projects in the territory of Arezzo, but they are finished because of funding problems. There are some small projects related to pubs and discos. Mostly operate in the interests of prevention, rather than harm reduction.

The project refers to the CMCA, and is therefore part of this network. The Cooperative promoted a regional table with the aim of combining the events with an artistic dimension, but it has demonstrated to be very difficult, because the commercial world participates only during emergencies, then it does not show interest for the problem.

Extreme started by chance in '99, because there was a request by the organizers of Arezzo Rave for action to try to manage the conflicts that arose among the participants. Using money left over, the Cooperative implemented a small research-intervention in order to know best the critical situation. The project continued using residual financing and then with intermittent regional funding.

At first they started with a very simple position, they used a camper and an informative position. Then they introduced health services, such as the presence of a doctor. Then they organized a chill-out area more structured. They then separated the informative position and the harm reduction one, and then they started to make interventions like artistic stimulation or similar.

A first critical element highlighted was the difficulty they have been facing trying to get into the network of the organizers of the events and to gain their trust. With the organizers it was always very difficult to negotiate their presence; they did not recognize that they were receiving benefits from their presence. Another critical issue was related to public institutions. They tried to have a relationship that facilitated their work both with the organizers of the rave, and with the 118, the Protezione Civile and the police, but it was difficult, because the philosophy of other departments and institutions was more oriented to a repressive approach than a preventive or harm reduction approach. But the inter-institutional joint work is still perceived as an essential issue. The central need highlighted is to be able to keep up a service network that is able to be present in a synergistic way in the various contexts in which they create situations to consumption. This network needs to be a widespread phenomenon precisely because the consumption is also present in the everyday life of young people. It is foreseen as an important issue to develop this network and to keep it connected to health services and schools. Information interventions in schools would be welcome, but not in the perspective of moral prohibition, rather a pragmatic and realistic approach to the management of substances and to consumption. It is also important to keep on working on a relational dimension both with groups and individuals. It would be very important assuming a philosophy where this sort of actions, these programs could be seen as normalcy in the management of recreational events, with the coordination of the public and also with a link to the police, as in France, Holland, Belgium and Switzerland.

1.4.2. The project characteristics

TITLE OF THE PROJECT	Extreme
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>From the second half of the '90s have emerged gradually transverse consumption styles characterized by diversity of experience and repeated consumption of substances, especially in entertainment but also now in everyday situations.</p> <p>Tuscany has clubs, events and summer festivals, free parties and private parties who seem lately to replace some of the raves that is in crisis because of increased police enforcement.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>The project addresses the contexts of youth entertainment, places and occasions that are more focused on use and abuse of psychoactive substances and therefore opportunities for risk-related abuse.</p> <p>The objectives are:</p> <ol style="list-style-type: none"> 1. work on those contexts in which youth aggregation is related with high consumption of drugs 2. contact target hard to reach, often linked to a high consumption of illegal drugs and alcohol. 3. Providing services to reduce the risks of use or abuse of illegal substances and managing difficult situations derived (bad trip, collapse, hyperthermia, mental crisis situations) 4. Disseminate tools for prevention and prophylaxis. 5. Increasing the level of knowledge and awareness of risks related to the use and abuse of drugs and the mix of substances, through a focused information campaigns. 6. increase levels of structural safety 7. Build a service of training for events organizers 8. Facilitate and promote youth participation 9. Build a research program on the phenomenon of nomadic youth in recreational contexts with particular attention to the dimensions of risk associated with substance abuse. 10. Activate the regional coordination. <p>b) Target population</p> <p>Young and adolescents people, engaged in the promotion of</p>

night events

c) Type of intervention set up

Mode of operation of the service and special offers

The project manages the different types of interventions, distinguished by level of risk, type and duration of the event. It offers two types of service that can be tailored for specific contexts.

Prevention Team / animation, risk reduction

The service consists of street workers involved in the event by designing a reception and information area on the risks associated with the consumption of substances. This area includes info-points where they are disseminating information about various substances, reception area and a chill-out space where you can stay for rest or take a break by participating in various moments of animation.

Offers provided by the service:

- * information and risk reduction related to the use / abuse of substances, through the distribution of specific information on the various circulating substances and mix
- * musical and theatrical entertainment, video projections and installations within the areas of space to chill out or aggregation specially created
- * free distribution of water during the day and hot drinks at night
- * medical services
- * monitoring activities on situations of risk present in the event
- * research activities through structured questionnaires and qualitative interviews.
- * video documentation

Health care team

The team is able to handle with health emergencies for the permanent presence of medical professionals.

- * monitoring activities on situations of risk present in the event
- * harm reduction activities through the distribution of medical material
- * activities of first aid for situations related to substance use (bad trip, hyperthermia, etc.)
- * research activities through structured questionnaires and qualitative interviews

d) Techniques, methodologies and tools used

The perspective and the methodology of action accrued during the experimental cycle of Extreme lead us to stress the importance of harm reduction; at the same time is equally important to work to promote a space more open and positive within the same events. This part can be achieved with the structure of a well-designed space where we can participate in activities that facilitate communication and awareness of the experiences and risks. A space that breaks with the mechanisms of vertigo that are created in some events, mechanisms that facilitate the isolation and loss of self and expose people to risks of various kinds. The involvement of young people and their exploitation as peers seems also essential in the management of crisis situations after their emergence, and more generally to strengthen the mechanisms of self-help groups of young people and in dealing with situations of risk.

e) Forms and methodologies of communication used with the target population

The project uses specific information materials on risk reduction, on the effects of different substances (a brochure for each thematic substance) and on what to do in case of accidents and overdoses.

There are many contacts with groups and tribe through mail, monitor web sites, telephone contacts a specific website is Under development.

f) Personnel involved in the project/service

The project involves the use of a team composed of street workers skilled and experienced in the field of operations in places of entertainment at night. Approximately 50% has a degree in psychology and some have done a training course on crisis management and mental intervention on the emergency. The team is composed of three doctors (two psychiatrists and a specialist in surgery and emergency medicine).

The project is coordinated by a manager who looks after relations with local authorities and commissions, oversees the work of operators and reports of activities. The team benefits of a survey work conducted by a psychiatrist / psychotherapist

	<p>g) Campaign strategy and social marketing</p> <p>Over the years the project has been met through participation in national and international conferences and other occasions of encounter between operators and industry experts.</p> <p>The project is reported by some websites</p>
SPECIFICITIES / INNOVATION	<p>The project develops from interventions in the field of youth leisure made by Coop CAT in Florence in 1999 in the Arezzo Wave Love Festival.</p> <p>Is configured as the updating of specialized projects in the intervention in discos. Some of the operational solutions have been invented by the project team and then went to other teams in other situations.</p> <p>Among these the use of veterinary volunteers and provision of a free visit for the dogs, a practice that has permission to contact easily punk groups present in the events.</p>
SOURCES AND STARTING MODELS	<p>In Italy in 1999 there weren't similar projects apart from some limited experience in the rave scene and managed by internal reality. In Europe there were obviously many experiences working in the major events (technival, raves and commercial events). From these experiences we borrowed techniques or ideas (chill out area and the use of peers).</p>
DURATION/ TESTING PERIOD	<p>Since 1999 Extreme has always made its activities in the great festival and in the last three years mainly in the rave parties. It is funded since 2002 with annual funding from the Tuscan region. It is currently funded until December 2009.</p>
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>The target is transversal since the frequenters of the events have different backgrounds, socio-cultural levels and age (from 16 to 50). It depends also on the kind of event. the reached target reflects this composition.</p> <p>In recent years there has been progress in the contacts and relationships with groups of organizers of free events.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>The project is financed annually for about 51000 EURO for 12 months. the volume of activity is regulated by the available funding. the optimal expenditure for the volumes registered would be around 80000 per year</p>


	<p>b) Cost and fares for the users</p> <p>The service is absolutely free for users. We propose instead a form of partnership to the organizers of events, where possible. These contributions are related to the payment of services for the operation of the project, but never to the staff costs.</p> <p>c) Financing organizations</p> <p>CNCA Tuscan regional funding - project IRRMA</p>
PARTNERSHIP	<p>a) Name and description of the partners ners</p> <p>Operating network CNCA: COOP CAT Firenze (management) + team; ASS. CEIS Livorno; Coop Cerchio Pisa.</p> <p>In partnership with: Health society of Firenze, Pisa and Conference of Majors of Livorno, Municipality of Pelago (FI)</p> <p>Operative partnership: Nautilus project of Lazio Region (Coop Il Cammino, Parsec, Magliana 80, La tenda); Coordinamento Unità di strada Regione Emilia Romagna; Association Switchcraft Firenze</p> <p>b) Functions within the project</p> <p>CNCA is the financing organization</p> <p>Coop CAT manages the operation of the project and the team</p> <p>CEIS and CERCHIO participate with their operators</p> <p>Project Nautilus Lazio and coord. UDS Emilia R. provide operators and medical staff in some events that are co-managed</p> <p>c) Coordination mechanisms</p> <p>There is a coordinating group for IRRMA project, involving the manager and the technical coordinator of the project. The coordinating group interfaces regularly with the region and has relationships with representatives of the local SDS.</p> <p>The technical coordinator and manager have regular meetings with the operational team. The technical coordinator with CAT team handles all the work of preparing the necessary materials.</p>
STRENGTHS	<p>The project has maintained a role in the scenario of events in which the consumption of substances is most visible and extreme.</p> <p>Won reliability, recognized by many users.</p>

	<p>It conquered the trust of the organizers of the events that now call the team because it guarantees security for events.</p> <p>It stayed in contact and monitored in advance many of the current consumption trends.</p> <p>It has made public health interventions in contexts in which public services are absent.</p> <p>It is, with a few other national projects, the only point of attachment with a scene that threatens to become unreachable.</p>
WEAKNESSES	<p>For years the project has suffered of discontinuity of funding.</p> <p>It isn't easy to identify collaboration with regional services.</p> <p>It failed to become a model for a necessary service in the organization of major events, as it happens in other countries of Europe.</p> <p>It maintains relationships only occasionally with emergency medicine services in the territory and with the tables that are set up ad hoc for big events.</p>
EVALUATION OF THE RESULTS	<p>With Tuscany region it is under review a model of evaluation and analysis of data provided by project activities</p>
SUSTAINABILITY	<p>The Tuscany Region has established a committee to define the parameters and criteria for the stabilization of low-threshold services</p> <p>The committee produced a document that indicates the types of services needed and the indicators for their effectiveness and their future accreditation. In this sense, it is expected to make further steps towards their realization.</p> <p>The project extreme might become a stable service financed by region and local services.</p>
REPRODUCIBILITY / GENERALISABILITY	<p>The project is a replicable format in its essential structures.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>As mentioned before, the stabilization in the regional landscape is certainly a concrete target. The other objective is the creation and recognition of a structured operational network (composed of several existing projects of this kind) for the management of interventions at national level.</p> <p>Another possible development is the creation of guidelines for the safe management of major events also built on the basis of experiences gained so far.</p>

1.4.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA04	Photos	Photos of Infopoints in a rave party

1.5. CASE STUDY 05: THE MONYTOUR PROJECT

		Code of the project: ITA05
		Name of the project: Monytour
		Promoter organization: ASL of Bergamo
		Country: Italy
		Area of intervention: Province of Bergamo

1.5.1. General context

The phenomenon of the poly-consumption in Province of Bergamo does not show particular differences respect to the regional situation even if the prevalence of drink users is higher in this province than in the regional average.

The first project about the recreational (poly)consumption set up by the Province was developed 10 years ago. The project called "Popper" was focused on the night-time consumption in recreational settings like discos, pubs, rave parties, etc.

During the events the department put in some information centres called "info-points" to inform the users about the risk of use drugs and alcohol beverages, distributing informative materials and gadgets.

The attention on the theme of drug consumption is clearly evident looking at an alternative intervention made during a rave. The Department of Addictive Behaviours has set an innovative station with a mixed staff of educators and medical attendants that not only had given information about drug use and its dangers but also gave to the recreational users, for example, sterile syringes. This is due to the particular type of people who generally attend raves: in general they are frequent users of drugs and a simple information centre is useless. So, instead of trying to avoid the use of illegal substances, they decided it could more useful to try to avoid or at least limit some dangerous consequences like the diffusion of HIV or hepatitis. Unfortunately, the project failed also because of misunderstandings and divergences with the local prefecture.

The Department of addictive Behaviours of ASL of Bergamo is very active on the implementation of projects in order to prevent and fight the alcohol and drug abuse, like the activation of "info-points" in discos, free alcohol

measurements and educational interventions. During the last years ASL of Bergamo has decided to involve many organizations like voluntary associations or other entities in the implementation of different projects.

MONYTOUR project is one of this MONYTOUR involved many partners like associations, discos, public entities etc. MONYTOUR was financed by the Lombardy Region thanks to a national fund and ASL of Bergamo and its department managed its coordination, while the cooperative Alchimia managed the operative and field part of project.

The aim of the project was to investigate the consumption of alcohol and drugs in recreational settings because, as previous researches had pointed out, the recreational consumptions in the area of Bergamo were very high.

The project tended to monitor the (poly)consumption in the provincial area of Bergamo combining the traditional interventions of awareness on the risks of drug use with testing the application of mechanic assessment instruments. The main objectives were not only to investigate the consumption of young people but also to test a new method for detecting the consumptions of legal and illegal substances. The target of this project was people aged 14 to 35 who attended a disco or another recreational setting.

This experimental project was finalized to evaluate:

1. the feasibility of research activities inside the recreational areas using the "Infopoints";
2. the applicability combining two instruments: a traditional one and a mechanic instrument;
3. the level of acceptability of the new mechanic instruments to detect the consumption of illegal substances;
4. the capacity of the new instruments to facilitate the interaction between users and operators;
5. the gap between the consumption declared and the real one.

The innovative element of MONITOUR project was to merge two types of instruments: a traditional questionnaire and a mechanic instrument to detect the use of drugs and alcohol. Inside the information centres that ASL set up in some recreational settings the Department of Addictive Behaviours

prepared a specific space where to give out the questionnaire and to measure the eventual drug and alcohol use.

So, the instrument used was twofold: a questionnaire, in order to have social-demographic information of the users, where he came from, the type of vehicle used, types of drugs assumed and if the interviewed knew the legal alcohol limits. The second tool was composed by two mechanisms: the breathalyzer, to estimate the blood alcohol content, and a saliva drug test called "ORAL TEST".

The project that had a duration of one year (from July 2005 to July 2006) cost more than 70 thousand Euros, more than two third was financed by the national fund for prevention of drug use (Italian Law n.45).

One of the most important problem faced was the high costs of the saliva test (among 13€ each), this reason and the closure of the national fund cited above determined the impossibility to extend the project in spite of the good results obtained.

Over 1,000 persons contacted by the Infopoints, 309 accepted to participate to the survey and tests phase; a good results taking into account the place in which the test were made and the long waits (15-20 minutes) to obtain the results.

For what concerns the most urgent needs perceived as more urgent in relation to the phenomenon of poly consumption, the first thing highlighted is the need to make a thorough survey of the epidemiological situation of needs. An important work could be the analysis of all the local social plans of the Province of Bergamo, on this field the Department worked a lot in giving municipalities valid and detailed data on prevention interventions and on the epidemiological situation. Furthermore the Prevention Commission involved 3 different workgroups to create 3 different brochures: one on the nightlife, one on the school, one on the local community. It is a very useful and simple vade-mecum about what is good or not about prevention (the literature indications, the limits and the advantages of the different approaches: informative, educative, community and environmental approach). The publication was distributed to all the municipalities, cooperatives, public authorities of the province of Bergamo.

For what concerns the construction of inter-institutional networks it is highlighted that the Prefecture of course and security forces have certainly

a very important primary role, but also the Province, the municipalities, the schools, the other local organizations as well as the nightlife managers should play a crucial role and synergies must be foreseen plan for the world of entertainment. Another very important issue is the diffusion of a new way to approach the phenomenon: to stop looking at interventions targeted to recreational users just in a repressive perspective and to introduce a new prevention culture.

1.5.2. The project characteristics

TITLE OF THE PROJECT	<p>Monytour</p> <p>The measurement of consumption in the province of Bergamo.</p>
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>The project aimed to investigate the consumption of substances in the contexts of nightlife, assuming that these contexts were significant places of drug use. This datum emerged from past projects activated in the same contexts on the area of the province of Bergamo.</p> <p>The province of Bergamo in that period was characterized by the presence of some high fashioned discos. In particular there were two House discos, three Afro clubs and three commercial music discos. There were also many disco pubs and a lot of number of pubs highly characterized by the presence of significant associated drug use behaviours. Furthermore in the summertime there were a lot of open air parties (like the Festival Provinciale dell'Unità) with concerts attended by hundreds of youngsters. The choice made with Monytour was to concentrate the interventions in particular on discos and on the concert area of the Festival Provinciale dell'Unità.</p> <p>The project activity was eased by a strong and long term consolidated relation with the local nightlife managers and the Discos' Association of the province of Bergamo</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Monytour added at the 10 years experience of prevention and harm reduction projects previously developed in the nightlife context of the province of Bergamo (information campaigns and diffusion of awareness on the use of psychotropic substances) the experimentation of the use of "mechanical" instruments of drug-use monitoring:</p> <ul style="list-style-type: none"> - the development a new method to monitor the poly-consumption in nightlife contexts - the poly-consumption of psychotropic substances on a sample of adolescents and youngsters aged 14-35 years in nightlife contexts. <p>In particular the project aimed to evaluate:</p> <ul style="list-style-type: none"> - the operability of research activities through the Infopoints present in the nightlife contexts - the operability of a monitoring intervention on the substances consumption through traditional surveying and mechanical

tools;

- the degree of acceptability of mechanical monitoring tools, in particular for what concerns tools aimed at assess the consumption of illegal substances by nightlife customers;
- the internal functioning of mechanical monitoring tools;
- the capability of the new tools to attract customers and to ease the interaction with the operators.

From the cognitive point of view the project was addressed at assessing the presence and the relevance of the differential existing between declared consumption and actual consumption, the knowledge of the type of substance and its actual composition and the possible combined use of psychoactive substances.

b) Target population

Nightlife population of the Province of Bergamo divided in different age classes:

- 14-16 years old
- 17-20 years old
- 21-25 years old
- 26-30 years old
- 31-35 years old

c) Type of intervention set up

Beside the Infopoints (areas set up in recreational contexts whose aim was to build relationships with youngsters, and to raise awareness on the theme of psychoactive substances) we set up a place dedicated at testing the alcohol and drug use, both through survey techniques and through mechanic tools for testing the use of illegal substances. The combined use of these two instruments (in particular the mechanic one: first time in the province of Bergamo) constituted the main innovative aspect of the project.

d) Techniques, methodologies and tools used The assessment of the use of legal and illegal psychotropic substances was made through the use of two tools. The first one, a questionnaire given out by an interview deputed at collecting information about:

- socio-anagraphical data
- city they came from
- means of transporting
- typology and quantity of psychotropic substances eventually

	<p>used</p> <ul style="list-style-type: none"> - the knowledge about the alcohol legal limits admitted for driving <p>The second ones were two mechanic instruments to test the use of psychotropic substances:</p> <ul style="list-style-type: none"> - The breathalyzer, to test alcohol use; - The toxicological screening kit - "Oral test", to test the presence of psychoactive substances in saliva (cocaine, opioids, cannabis, amphetamines, metamphetamines, methadone) <p>e) Forms and methodologies of communication used with the target population</p> <p>The Infopoints, places deputed at attracting young customers in recreational areas and establishing a relationships in order to distribute informative material and gadgets. Beside the Infopoints we set up a place dedicated at testing the alcohol and drug use. Many efforts were made in making the Infopoints aesthetically attractive in order to make them in tune with the general atmosphere and environment of the recreational context. After acceding to the Infopoints the customer were informed about the possibility to take part to the survey, about its objectives and about the way information was collected. The participating customers first had to answer to the questions of the survey and then they were tested with the breathalyzer and the toxicological screening test.</p> <p>In both cases they were informed about the results of the tests. Everyone involved in the survey accepted to be tested with the proposed instruments even if the whole procedure (especially concerning the results of the toxicological analysis) could take a considerable time (15-20 minutes). The catching technique was based on the use of the pedagogical relationship in recreational contexts.</p> <p>f) Personnel involved in the project/service</p> <p>Sociologist: methodological support for the research-intervention and data analysis</p> <p>Psychologist: general coordination of the project</p> <p>Professional educators, sociologists: making of the interventions, contacts with the target population, data collection.</p> <p>g) Campaign strategy and social marketing</p> <p>No particular mainstreaming strategy was used.</p>
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	<p>The only two mainstreaming channels were:</p> <ul style="list-style-type: none"> - attractive Infopoints in strategic areas of the recreational context - continuity of presence in recreational context, focusing on trust relationships with customers.
SPECIFICITIES / INNOVATION	It was a highly experimental project aimed to test the use of surveying and testing tools.
SOURCES AND STARTING MODELS	The project, financed with funds from L.45, born as a departmental initiative that represented an evolution of other activity on this theme, it followed other projects previously activated in province of Bergamo (in particular "Viaggiando nell'iperspazio. Indagine sul consumo sommerso di stupefacenti in età adolescenziale" (1996-97), "Pianeta nuove droghe" (1998-99), "Progetto POPPER" (2000-04)). He also referred to similar initiatives with national relevance promoted by the National Institute of Health.
DURATION/ TESTING PERIOD	From July 2005 to July 2006.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	Potential target and reached target coincide. Customers of nightlife recreational contexts in the Province of Bergamo distributed into these following age groups :14-16, 17-20, 21-25, 26-30, 31-35. Contacts made by the Infopoints were about 1000. 309 to fill in the survey questionnaire and to be tested with the breathalyzer and the toxicological screening test.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>Funds from L.45: € 53,500.17 ASL Co-financing: € 24.000.00 Total budget: € 77,500.17</p> <p>b) Cost and fares for the users</p> <p>None</p> <p>c) Financing organizations</p> <p>"Fondo nazionale di lotta alla droga - L.45" and ASL of Bergamo</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>ASL of Bergamo Department of Addictive Behaviours. Cooperativa Alchimia: social private enterprise that realized the project. Operating for years in the aggregation of youth, street education.</p> <p>b) Functions within the project</p>



	<p>Lombardy Region: financing entity (L.45)</p> <p>ASL of Bergamo Department of Addictive Behaviours: titular of the project</p> <p>Copperativa Alchimia: manager of the project</p> <p>c) Coordination mechanisms</p> <p>The project was realized by a mixed partnership: public and social-private entities.</p> <p>The Department of Addictive Behaviours had the scientific responsibility, the general coordination of the project and of the team.</p> <p>The Cooperativa Alchimia had the operative coordination of the educators.</p> <p>The final report was made by the two entities together.</p>
STRENGTHS	<ul style="list-style-type: none"> - Good penetration capacity in the nightlife contexts: good relationships: good relationships with recreational contexts managers; development during time of a relationship of trust with youngsters in recreational contexts; - Mixing public and private in the project workgroup; - Close connection and integration of different educational approaches; - Mix of different professional typologies in the team; - Use of different tools for surveying and monitoring the use of legal and illegal substances.
WEAKNESSES	<ul style="list-style-type: none"> - Difficulty in setting a close collaboration with other relevant project present at that time, caused by a shift in the timing of the project. - Difficulty in defining the initial research plan; different approaches between partners: sociological research vs epidemiological research. - Difficulties in administrative management; - High costs of the toxicological screening kit and problems in the sustainability of the budget. - Impossibility to test cannabis use (emerged once the project started).
EVALUATION OF THE RESULTS	<p>Since the project aimed to test the applicability of the monitoring tools used in nightlife contexts the evaluation focused on this aspect. The indicator used was: the number of people who accepted to take part to the survey and the alcohol and toxicological tests. A qualitative evaluation was made on the degree of integration between relational-educative approach and drug and alcohol use tests.</p>

SUSTAINABILITY	The main problem for the sustainability of the project was linked to the high cost of the toxicological screening kit (13€ each). This is the main reason for the project was not renewed.
REPRODUCIBILITY / GENERALISABILITY	The project could be reproduced only if cheaper technical solutions for toxicological test were ever found. Similar experimentation were made in the previous years in other regional contexts.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	The classical activity of the nightlife projects continued after the end of Monytour.

1.5.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA05	Final report	Monytour Final report
P02_ITA05	Brochure	Good practice prevention interventions brochure

1.6. CASE STUDY 06: THE UNITA' DI PREVENZIONE PROJECT

			Code of the project: ITA06
			Name of the project: Unità di prevenzione
			Promoter organization: ASL of Reggio Emilia
			Country: Italy
			Area of intervention: Province of Reggio Emilia

1.6.1. General context

The phenomenon of the poly-consumption in Province of Reggio Emilia can be considered as a consequence of the mix of different lifestyles and consume styles: anyone can choose from many different consume goods depending on the preferences at the moment, so he can also choose from many different substances in the same way.

Mixing the substances and being aware to get the right substance depending by the setting, the social groups and the desired effects are two important feature of the phenomenon of poly-drugs use.

The users cannot be identified in a specific age class, especially for what concerns the heroin and cocaine use; however among the younger ones there is a greater susceptibility of mixing the consumes of substances.

The most frequently substances used are alcohol and cannabis, and mixing can be both at random both consciously; however the price of drugs is quite low.

Since 1997 many interventions has been developed on the territory, especially targeted to young people. One of these is "Unità di Prevenzione" (*Prevention Unit*), created in 2000 by ASL of Reggio Emilia (*Local Health Authority*) and aimed to prevent at-risk behaviours related to sex and use/abuse of legal and illegal substances, including car accidents.

The project's aim is to inform young people and observe the phenomenon through Mobile Units in all kind of recreational areas: not only discos and night clubs, but also squares, parks, stadiums and parking areas. Recently the project has started to make interventions also in happy hours clubs during the evening. This is because more often young people tend to use drugs in different settings and places.

In the same way, the target is very wide: not only usual users of specified kind of drugs, but also occasional ones, without any substances distinction. As well as mobile units, the project use infopoints and relax area, according to the nightclub managers, distributing water, tea, biscuits or something else for harm reduction during acute phases of consumption. Chill out areas are mainly sometimes made, during rave parties.

The project also wanted to promote a safe night culture by training the nightclub managers and developing some information interventions in the schools.

The project's evaluation is based on the social workers reports, fast alert systems in networking with other intervention and the other bodies of the local system of welfare. Sometimes, targeted research actions have been developed to observe the changing of the users' profile, the styles of consumption and the characteristics of the substances.

Other two interventions are strictly related to this project: another mobile unit, which works to promote the social integration of young people, and "Space Lab", in which young people can develop their own creativity. All of these inform the others about specific situations or users and the changing typologies of (poly)-consumption.

1.61.2. The project characteristics

TITLE OF THE PROJECT	Unità di prevenzione Mobile Unit of information and prevention on at-risk behaviour
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	Information and prevention about use and abuse of legal and illegal substances. Information on at-risk behaviours related to the use of legal and illegal substances. Main recreational settings: pubs, squares, clubs, recreational clubs, centri sociali, rave parties.
RATIONALE	<p>a) Aims and objectives of the project Inform and prevent at-risk behaviours related to the use and abuse of legal and illegal substances. Involving youngsters in the province of Reggio Emilia through street educational methods and promotion of well-being.</p> <p>b) Target population Youngsters, aged 14 to 26 (and over), usual or occasional users of every kind of psychoactive substances, without any cultural or ethnic distinction.</p> <p>c) Type of intervention set up Interventions made in squares or open-air parties (concerts, rave parties). For the interventions we used: Camping-cars Infopoints Relax areas Essentials Chill out areas (generally during rave parties)</p> <p>d) Techniques, methodologies and tools used Street education, low threshold interventions, scientifically validated informative materials, distribution of essentials, animation.</p> <p>e) Forms and methodologies of communication used with the target population Friendly relational approach with the users of the areas. For what concerns the specific information and the techniques concerning</p>


	<p>substances and risks adoption of a legal/scientific approach.</p> <p>f) Personnel involved in the project/service Social operators (with degrees in Science of the education, Science of communication, Graphics, Animators, Psychologists, Nurses (paid with lump sums especially for the rave parties).</p> <p>g) Campaign strategy and social marketing By territorial events, by word of mouth, internet.</p>
SPECIFICITIES / INNOVATION	The project lasts from 10 years on this territory, it continually evolves in order to keep pace with consumer trends.
SOURCES AND STARTING MODELS	The project was created thanks to the will of a group of young people of the territory in centri sociali and rave parties, and then institutionalized with the support of the Associazione Giovanni XXIII of Reggio Emilia first and then of the Department for Social Policies.
DURATION/ TESTING PERIOD	Ongoing project. It started in 1999 with the goal to become a regional or municipal stabilized service.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	The target is always in a slight but steady growth. Much is in the constant search of new places for the project interventions. In 2008 approximately 11,000 accesses and approximately 5,000 relevant contacts.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project Approximately € 90,000</p> <p>b) Cost and fares for the users None</p> <p>c) Financing organizations Regional financing</p>
PARTNERSHIP	<p>a) Name and description of the partners Emilia-Romagna Region, Municipality of Reggio Emilia, Associazione Papa Giovanni XXIII</p> <p>b) Functions within the project Emilia-Romagna Region – Financing entity Municipality of Reggio Emilia – Dealer of the service Associazione Papa Giovanni XXIII – Organizer of the service</p> <p>c) Coordination mechanisms -</p>

STRENGTHS	<ul style="list-style-type: none"> - Strong and long time presence in the territory - Trust of the users - Visibility and recognisability by users - Efficacy of the linkage with the territorial services - Proximity
WEAKNESSES	<ul style="list-style-type: none"> - Turnover of the operators - Temporary contracts - Low external funding
EVALUATION OF THE RESULTS	Evaluation through reporting data to the Regional Coordinating Unit of the Emilia Romagna Region and to the Municipality of Reggio Emilia about the number of contacts, the accesses to contact areas, the informative materials distributed.
SUSTAINABILITY	By the transformation from a simple territorial project to a regional or municipal health service.
REPRODUCIBILITY / GENERALISABILITY	There are many similar projects both nationwide and internationally.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	Stabilization of the project in a service.

1.6.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA06	Final report	2008 final report on local prevention interventions
P02_ITA06	Final report	Half year 2009 final report on street projects

1.7. CASE STUDY 07: OFF LIMITS PROJECT

Code of the project: ITA07	
Name of the project: Off limits	
Promoter organization: ULSS 10 Veneto Orientale	
	Country: Italy
	Area of intervention: ULSS 10 Veneto Orientale

1.1.1. General context

The project is active in the area near the city of Jesolo, a very long coast (about 100 Km) in which there are many discos and nightclubs. The young customers arrive from a very large area, both from Veneto region both from Lombardy region, especially in the week-ends and in the summer. This is a great important area for tourism: in July and August more than 10 millions of Italian and foreigner people come to the Venetian coasts here to spend their holiday or to work as seasonal workers.

With regards to the nightlife, in the past most of these people were used to stay in a single disco all the night long, but today usually they spend their night time in more than one club.

In this context, the phenomenon of poly-consumption observed by the experts for more than ten years, regards both locals, tourists and seasonal workers and it's strictly connected to the increasing phenomenon of road accident. The users are mainly male aged 19-30, with low level of education, but also employers able to pay some hundreds of Euro to enjoy themselves, also buying drugs, which is not so difficult to buy neither outside nor inside the nightclub; however, the most problematic group is the youngest one (14-16 years old).

Psychological frustration could lie behind the poly-consumption, which is often composed by alcohol and cannabis, sometimes mixed with new drugs as ketamine, glue types and ecstasy.

The project called "Off-limits" is the main intervention implemented in this area targeted to young people in recreational settings; it has been carried out for the last years by the Unità Locale Socio Sanitaria 10 (*Local Health Authority*) of Veneto region in collaboration with a local Social Co-operative,

with the aim to get in touch and make prevention and harm reduction interventions to these young people.

One main aim of the project is to carry out harm reduction interventions in acute phase of consumption, also through a chill-out area based inside the clubs, to facilitate a safe homecoming reducing the phenomenon of car accidents.

In particular, the actions are:

- information and listening on alcohol, new drugs and existing services;
- hooking up young groups;
- promoting the flow of information about the substances between the users;
- testing the alcohol level with the breathalyzer;
- distribution of informative materials;
- training with nightclub managers.

The project also gives information about alcohol to the families, through intervention in the main squares of the cities during the evening.

The project evaluation is based on customer satisfaction, alcohol tests and travel books, a collection of story written by the users themselves.

However, the project needs a continuous improvement that is why the ongoing training of the social workers and the effectiveness of supervision are very important. The main difficulties of the project often refers to the high turn over of the social workers and to the relationship with the club managers, who often don't fulfil the agreements and who should be more aware and acknowledged about drugs and their effects.

"Off-Limits" is not the only intervention present about the consumption of alcohol and drugs by young people: Municipality of Jesolo, voluntary associations, but also the same Unità Locale Socio Sanitaria 10 of Veneto region makes other interventions, like educational and prevention activities in the schools and catching activities like surfing on the net or d.j. training course.

1.1.2. The project characteristics

TITLE OF THE PROJECT	Off limits
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>Actions are made in places where in addition to drug use is often present a poly-consumption: often alcohol use is associated with cannabis, cocaine, amphetamines, ecstasy, hallucinogens and heroin. Many times users associate more than one drug in order to ease the symptoms of a substance.</p> <p>We work in a particular territory where the municipalities of the Adriatic coast are an attraction for tourists, especially Jesolo attracts many young people. We face "seasonal" changes: in the winter we pay more attention to non-coastal municipalities, interventions are mainly concentrated in breweries, pubs, discoclubs; during the summer the nightlife is much more concentrated in the coastal area, interventions are mainly concentrated in discos, discoclubs and many bars all-night open. The target population is very different from winter to summer: in winter we cope with residents, in summer we cope with tourists.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Health promotion targeted to youngsters, through direct interventions with usual and occasional users of entactogenic substances. Interventions related to the prevention of at-risk behaviours contacting youngsters in recreational contexts.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - raising awareness on at-risk behaviours with informative materials; - promoting the conscious participation to the time spent in and out the disco or the recreational contexts in general; - starting a collaboration with nightlife managers promoting a change of their attitudes on this theme; - getting in touch with youngsters, in particular at-risk groups, trying to keep a relationship constant during their nightlife experiences. <p>b) Target population</p> <ul style="list-style-type: none"> - people aged 14-18 in their particular recreational contexts - people aged 19-39 in their particular recreational contexts - among people approaching the camping care 65% are


	<p>males, females are less likely to get in touch with our personnel;</p> <ul style="list-style-type: none"> - for what concerns the legal substances the main part of them are tobacco smokers, alcohol follows at the second place; for what concerns the illegal substances we report in descending order: cannabis, cocaine, ecstasy/amphetamine, heroine, hallucinogenics; - among at-risk behaviours we report: poly-consumption and mix of substances; binge drinking driving or with assumption of illegal drugs; promiscuous and unprotected sexual relations. <p>c) Type of intervention set up</p> <p>Camping car – it is an area of transition for the youngsters: from the ear-splitting and iper-stimulating “inside” to the “outside” constituted by moving to another pub or disco or moving home by car.</p> <p>Infopoint – where placing a camping car is impossible an Infopoint integrated with the atmosphere and general environment of the recreational context in is generally the best solution</p> <p>Chill out rooms – decongestioning areas in the recreational contexts. The project first started with this kind of intervention generally set up in recreational contexts during summer. They are usually activated just after the closing time; structural changes in the characteristics of nightlife contexts are needed: stopping alcohol selling, reducing the volume of the music; stopping blinking, pulsating and stroboscopic lights. All this is associated with a specific place suitably set up where customers meet each other, get information about legal and illegal substances and their effects, get tested with the breathalyzer, get informal counselling.</p> <p>d) Techniques, methodologies and tools used</p> <p>Informative material about legal and illegal substances; PC games (“Risk game”, “Reflex measurement game”), electronic devices to measure alcoholemia and carbon monoxide, gadgets.</p> <p>Field catching strategy: youngsters become curious when they see the camping car and get in touch with the operators. From a couple of years who accept to be tested with the breathalyzer is given a card for new future measurements.</p> <p>e) Forms and methodologies of communication used with</p>
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	<p>the target population</p> <p>Infocard, brochures, different booklets made for different target populations (all these are the result of the application of the efficacious communication technique). The use of PC games and information devices has demonstrated to be very attractive for youngsters.</p> <p>f) Personnel involved in the project/service</p> <p>Dependent personnel of the Addictive behaviour Department: 1 psychiatrist responsible and supervisor of the whole equipe, 1 educator/animatore coordinating the team of operators which was composed by 4 professional educators operating the entire year and 3 operators for the summertime.</p> <p>g) Campaign strategy and social marketing Formal contacts with municipalities, nightlife managers. Contacts with press and local televisions. Set up of different DVDs showing our activities. Being constantly on the territory grants visibility and knowledge.</p>																
SPECIFICITIES / INNOVATION	<p>The distinctive aspect of the project is of course the Chill out rooms. It changed during time in order to adapt to the always changing trends of nightlife. We often went against national rules, suggesting to delay the recreational contexts closing time and to introduce the chill out rooms.</p>																
SOURCES AND STARTING MODELS	<p>It was born thanks to the initiative of the Department of Addictive Behaviours just when in Italy similar initiatives were starting (especially in the Emilia Romagna Region). Contacts with other regional and national experiences have always been considered important in order to compare methods and means of intervention.</p>																
DURATION/ TESTING PERIOD	<p>Ongoing project. It started in July 1998 on an experimental basis. It runs steadily from 1999.</p>																
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>Data refer to reached contacts per year (average number).</p> <table border="1"> <thead> <tr> <th></th><th>Foreseen</th><th>Actually reached</th></tr> </thead> <tbody> <tr> <td>0-18 y.o.</td><td>15,000</td><td>13,000</td></tr> <tr> <td>19-35 y.o.</td><td>32,000</td><td>45,000</td></tr> <tr> <td>Alcohol Users</td><td>3',000</td><td>34,000</td></tr> <tr> <td>Illegal substances users</td><td>25,000</td><td>27,000</td></tr> </tbody> </table>			Foreseen	Actually reached	0-18 y.o.	15,000	13,000	19-35 y.o.	32,000	45,000	Alcohol Users	3',000	34,000	Illegal substances users	25,000	27,000
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Illegal substances users	25,000	27,000															
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>€ 35,000.00 per annum for external staff, gadgets, materials;</p>																

	<p>€ 15,000.00 per annum for internal staff, camping cars maintenance, equipment, etc.</p> <p>b) Cost and fares for the users</p> <p>None</p> <p>c) Financing organizations</p> <p>Veneto Region ("Fondo per la lotta contro la droga"). Small contributions by coastal municipalities. Cofinancing by AULSS 10 "Veneto Orientale".</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>Veneto Region AULSS 10 "Veneto Orientale" San Donà Associazione Solidarietà Dicembre '79; Comune di Jesolo; Comune di Caorle; Components of the Safe Night Regional Coordination: Belluno, Bussolengo, Legnago, Vicenza.</p> <p>b) Functions within the project</p> <p>The Veneto Region through AULSS 10 is the financing entity; The Associazione Solidarietà Dicembre '79 is the delivering entity with the support of the Ser.D. personnel of AULSS 10. The AULSS 10 is the evaluating entity.</p> <p>c) Coordination mechanisms</p> <p>The coordinator is the Department of Addictive Behaviours of Sandomà di Piave (Steering committee). There are 4 or 5 working groups per year with the other financing municipalities. There's also a regional coordination desk where other similar project like OFF LIMITS can share guidelines and operative modalities.</p>
STRENGTHS	<p>Positive feedbacks both from the institutions involved (municipalities, nightlife managers, police, other services of the AULSS) and from users. The regional coordination that allows comparisons, exchange of experiences and joint action on a larger territory.</p>
WEAKNESSES	<p>It is very difficult to make project activities to become stable institutional activities. The relevant difference between the summer recreational users (young tourists), and the autumn to spring recreational users</p>

	(residents).
EVALUATION OF THE RESULTS	Monitoring working tables with other entities; coordinated actions with other projects; weekly coordination team; Twice-monthly supervision team.
SUSTAINABILITY	At present the lack of any funding would lead to the closing of the activities.
REPRODUCIBILITY / GENERALISABILITY	The experience could be reproduced in other contexts, adapting it to the particular recreational settings. The methodologies used are reproducible in other contexts. There is already a regional coordination composed of five projects operating in different provinces that coordinates and compares the operating interventions, has common guidelines for data collection, performs common actions jointly participating to some relevant events.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	Every season an accurate analysis of the recreational context is needed in order to introduce changes in gadgets and other adopted tools.

1.8. CASE STUDY 01: THE NOTTI SICURE PROJECT

Code of the project: ITA08	
Name of the project: Notti Sicure	
Promoter organization: ASL of Cesena	
Country: Italy	
Area of intervention: Province of Cesena	
	

1.8.1. General context

In the area in which the project has been developed, we can discriminate between two styles of consumption: consumers who use all kind of substances without any selection and who customers choose the substance depending by the effects it produces, the setting and the social group, in order to have a pleasant time.

This second type of users often regards people aged 14-20 without any specific social profile. There isn't even a typical situation of accessing to the consumption and people can buy many kind of drugs quite easily. This consumption is strictly connected to the culture and lifestyle of young people and obviously to the poly-consumption in the recreational setting.

The first signal of the arising of this phenomenon was the high volume of consumption of new kind of drugs by some groups of teenagers registered in the end of the Ninety. As a consequence the ASL of Cesena started in 1996 the project called "Nuove droghe", aimed to prevent drug use in nightlife and to set up counselling services targeted to young people.

The year after, a phase of analysis of needs, through observation in the discos and nightclubs and through some interviews to the nightclub managers, was developed in order to give shape to the project called "Notti Sicure" (*Safe Nights*), especially targeted to the poly-consumption in nightlife settings of young people.

The project was constituted by a wide partnership: ASL of Cesena (*Local Health Authority*), Regione Emilia Romagna (*Emilia Romagna Region*), Istituto Superiore di Sanità, local Municipalities, nightclub managers,

voluntary associations. The partnership with local bodies is always considered as a very important value-added aspect of the project.

"Notti Sicure" is based on the idea, which was a great innovation in the Italian context, that the health services have to "exit and outreach" the young drug users who don't consider themselves neither as a drug addict nor as a traditional drug consumer.

After a training course targeted to the volunteer operators, the first action of the project was to create an "info-point" in the only disco based in Cesena to inform the users about the risk linked to the use of drugs and alcohol beverages, also through a thematic library based in the same disco. Since 1998 "Notti Sicure" has extended its interventions in many nightclubs and discos in the territory of the province of Cesena, and sometimes in a largest area in Emilia Romagna region, always involving nightclub managers; thanks to two Mobile Units (camping cars), the project is aimed to make prevention intervention and research action on the use of legal and illegal drugs and risk behaviour, through these actions:

- inform, listen and counselling on alcohol, how breath alcohol test works, new drugs, presentation of the existing services;
- hook up with young groups and give out informative questionnaires on new drugs and alcohol;
- evaluation of the level of alcohol with the breathalyzer;
- distribution of condoms;
- distribution of informative materials.

Year after year, the experience gained by "Notti Sicure" has promoted the development and the implementation of some other project:

- "Giro della Notte", which offers a bus service to the discos in order to prevent road accidents;
- "Rientro Sicuro", which offers a taxi service to the discos, to prevent road accident too;
- "Operatori di strada", a social workers service;
- "Università", a prevention intervention specifically targeted to university students;
- "Prevenzione Alcol", a prevention intervention on the alcohol abuse in a specific district near Cesena in which this problem is getting worse.

“Notti Sicure” is the linkage between these projects, which are more specific; it seems to be a box in which every intervention is directed and the knowledge gained in every project collected and shared. This is the way that ASL Cesena decided to proceed to go with the evolution of styles of consumption and to join together in a strong collaboration the actors able to take part in interventions, in order to integrate all the services activated by the local system of welfare.

1.8.2. The project characteristics

TITLE OF THE PROJECT	Notti Sicure
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>Notti Sicure is a project started in 1997 in the theme of the emerging phenomenon of new drugs related to the cultures and lifestyles of young people. During the last years, the interventions against the use/abuse of alcohol and drugs has been strengthened due to the increase of car accidents that involve young and that often, but not always, are related to the use/abuse of drugs. Some relevant data: Emilia Romagna Region is second, after Lombardy, for road accidents; the province of Forlì Cesena is fifth in Emilia Romagna. Car accidents, in developed countries, are the main cause of death among people aged 15-35.</p> <p>This project tent, not only, to reduce the young mortality related to road accidents but also to join together in a strong collaboration the actors able to intervene in this theme.</p> <p>The reduction of the phenomenon of incidentally, and so its determinants, has been classified by WHO as one of the principal objectives that can contribute to the reduction of the so-called "avoidable mortality"; among the causes that can provoke (or reduce) road accidents are particularly relevant the psychophysical alteration of the driver, in addition to physical and structural conditions. Among the former there are factors like the abuse of alcohol e drugs.</p> <p>Facing a phenomenon ever-evolving it is necessary to increase the level of information and awareness on the problems of the use and abuse of new drugs involving the youngest cohorts, the public institutions and private associations, the educational systems (high schools in particular) and driving schools. On the other hand it is important qualify the consultancy treatments on the theme of drugs use/abuse, the interventions of information and reduction of harm in discos and other recreational settings.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Notti Sicure is a prevention intervention and research on the use of legal and illegal drugs and on risky behaviour among young people in nightclubs and discos, through its widespread presence in the most frequented places by young people. The actions are</p>

oriented to spread the knowledge about the access points to the services dedicated to the phenomena of abuse and dependence on drugs in Cesena district. The aim of "Notti Sicure" is also to acquire more knowledge about new tendencies and consumption styles in the world of young by night.

The general aims of the project are:

- increase the safety in recreational settings;
- reduce the behaviours related to individual and social risks;
- strengthen the network of institutional and informal actors that work in the recreational contexts;
- make known the different services and organizations that work on Cesena territory, in particular in Cesena, Valle del Rubicone, Comunità Montana with teen-agers.

Specific objectives of the Project:

- 1) built relations/contacts;
- 2) inform on effects of (ab)use of psychoactive substances (in particular, the poly-consumption, the mixture of different types of substances like ecstasy, alcohol, cocaine, amphetamine and LSD);
- 3) inform about the risks related to the drive under the effects of alcohol and new drugs;
- 4) inform and reduce the risks of not protected sexual intercourse (the use of condom) in particular related to consumption of new drugs and alcohol.

b) Target population

The target population are teenagers and young adults who attend discos, disco-pubs, night events and places in the "Riviera romagnola" (a famous Italian place full of discos and recreational settings in particular during the summer) that are potentially in contact with illegal psychoactive substances. So, people aged 15 to 35 years old.

c) Type of intervention set up

Actions

- 1) preliminary phase and analyses of needs of the area as contexts towards address the interventions in partnership with Local Bodies (potential formation of a group of study with delegates of Local Bodies, Ser.T and voluntary associations);
- 2) Planning of training activities on new drugs, alcohol and intervention methodology addressed to all voluntary

	<p>social workers selected;</p> <p>3) Definition of the preventative measures</p> <p>A) PREPARATION PHASE</p> <p>1) Context analysis</p> <ul style="list-style-type: none"> - check of the needs of intervention of prevention e risk reduction - check of the incidence of the phenomenon - mapping of realities <p>2) Contact with the managers/promoters</p> <ul style="list-style-type: none"> - verify the helpfulness of disco managers or party promoters and so, choice of the locals to involve - organization of the project in collaboration with managers and promoters; - creation of informative materials by party and event promoters <p>3) Networking</p> <p>Network actions and involvement of third sectors and social entities. In particular has been involved the following organizations: Voluntary Associations like Croce Verde, (Green Cross), operators of Croce Rossa (Red Cross) for first aids, other associations that work on the theme of drugs/alcohol; 118 (First Aid); Area Centro di Counselling, Area Osservatorio Dipendenze Patologiche of the Ser.T of Cesena.</p> <p>4) Training of operators involved</p> <p>5) Information of the Law Enforcements</p> <p>6) Assessment of the camper used out of the discos</p> <p>B) INTERVENTION PHASE</p> <p>1) Disposition of the Unità Mobile (campers) out of discos</p> <p>2) Management of the Operative Staff</p> <p>At least 1 coordinator, 2 operators and a couple of operators of other associations</p> <p>3) Implementation of the actions</p> <ul style="list-style-type: none"> - Inform, listen and counselling on alcohol, how breath alcohol test works, new drugs, presentation of the existing services - hook up with young groups and giving the informative questionnaire on the new drugs and alcohol - evaluation of the level of alcohol with the breath alcohol test - distribution of condoms - distribution of informative materials
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	<p>C) EVALUATION PHASE</p> <p>To know the target and social-demographic information and alcoholic tax</p> <p>d) Techniques, methodologies and tools used:</p> <p>To contact youngest groups:</p> <ul style="list-style-type: none"> - Unità Mobile out of recreational settings - peer to peer education - active listening - use of mechanic instrument like the breath alcohol test - questionnaire on substances <p>e) Forms and methodologies of communication used with the target population</p> <ul style="list-style-type: none"> - peer education through informative material, breathalyzer, counselling, questionnaires. - active listening <p>f) Personnel involved in the project/service</p> <p>1 sociologist 3 psychologists 12 voluntary operators</p> <p>g) Campaign strategy and social marketing</p> <p>Notti Sicure is an intervention model who provides a series of sub-projects with specific aims:</p> <ul style="list-style-type: none"> - the campaign "Se Guidi non Bevi" and "Il giro della Notte" to prevent road accidents; - training course for voluntary operators; - project University; - project "Communication"; - project on prevention of alcohol abuse among young and adult; -prevention project on smoke, alcohol, drugs in the school / Listen Centre
SPECIFICITIES / INNOVATION	The project is an upgrade of an existing project since 1997.
SOURCES AND STARTING MODELS	<p>The choice to attract young people outside the classic institutional settings such as schools, stems from the consciousness that young people need to be addressed directly because these areas are less known and approachable by the Services.</p> <p>Are thus used the principle that it is easier to talk about personal</p>

	risks related to the use and consumption of substances when it is spoken in a neutral or family situation and free from any court or authority principle and morality of adults.
DURATION/ TESTING PERIOD	Ongoing project since 1997
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	In 2008 1100 subjects contacted through a questionnaire on cognitive psychoactive substances and the extent of breath.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>Year 2008: Availability € 144,860.00; actual spending € 140,730.00</p> <p>b) Cost and fares for the users</p> <p>None</p> <p>c) Financing organizations</p> <ul style="list-style-type: none"> - Fondo Sociale Regionale (Regional Social Fund) - Piani Sociali di Zona (Local Social Plan) - Direct fund for Emilia Romagna Region
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>Public bodies</p> <p>In particular the Local Authorities concerned and the town of Cesena, Municipalities in the district and district Valle Savio Rubicon, First aid the territory (118), Center of Listening to new drugs, harm reduction, Alcologia, Observatory of addiction SerT of AUSL di Cesena. Observatory - Youth Environment Cesena.</p> <p>No profit organizations</p> <p>Operators of first aid, associations that works on the theme of drug use in Cesena district</p> <p>Private organization</p> <p>Promoter of discos, parties and other recreational settings</p> <p>b) Functions within the project</p> <p>Ser.T Ausl Cesena: project leader/ supplier of the service</p> <p>Emilia Romagna Region, EE.LL., Ausl Cesena: financing organizations</p> <p>Private and No profit organization: take part in the implementation and realization of the project</p>

	c) Coordination mechanisms Notti Sicure project is a part of the round table "Servizi Giovanili in Trasferta" that includes all the actions address to young people in this geographic area.
STRENGTHS	<ul style="list-style-type: none"> - Informality of the place and work tools. - The presence of young people who give information to young leaves the court - Capacity for empathy, understanding, know how to build, compare, sensitivity and emotion operator
WEAKNESSES	<ul style="list-style-type: none"> - Turn over the operators which prevents known and the consolidation of the team
EVALUATION OF THE RESULTS	<ul style="list-style-type: none"> - Many subjects contacted: 1,000 subjects out of a total of 10,000 potential (10%). - 600 persons have used the breath alcohol test out of potential 10,000 users (6%). - Distribution of 2000 flyer of the Listen Centre, drug and alcohol information out of the 10,000 potential subjects (20%). - Number of volunteers participating in the project (23 year 2007 - 16 years 2008)
SUSTAINABILITY	-
REPRODUCIBILITY / GENERALISABILITY	Certainly the project Notti Sicure will be repeated in subsequent years since the project already involved at a table in the Emilia Romagna Regional Coordinating Unit of Road (Projects of prevention and harm reduction).
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	Increasing the number of operations as a result of increased stabilization of the Project.

1.8.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_ITA08	Project form	"Notti Sicure Università 2007" project form
P02_ITA08	Project form	"Rientro Sicuro" project form
P03_ITA08	Congress presentation	"Notti Sicure" project presentation (2009)
P04_ITA08	Project form	"Notti Sicure 2000" project forma
P05_ITA08	Evaluation report	"Notti Sicure" evaluation report (1999-2005)
P06_ITA08	Evaluation report	"Notti Sicure" evaluation report (2001)
P07_ITA08	Article	Article on the "Notti Sicure" experience
P08_ITA08	Congress presentation	"Notti Sicure" project presentation (2008)
P09_ITA08	Prevention interventions report	ASL of Cesena Prevention interventions report
P10_ITA08	Evaluation report	"Notti Sicure" evaluation report (2004-2005)
P11_ITA08	Evaluation report	"Notti Sicure" evaluation report (2002)

2. THE SCOTTISH CASE STUDIES

Tackling recreational substance misuse - Scottish context

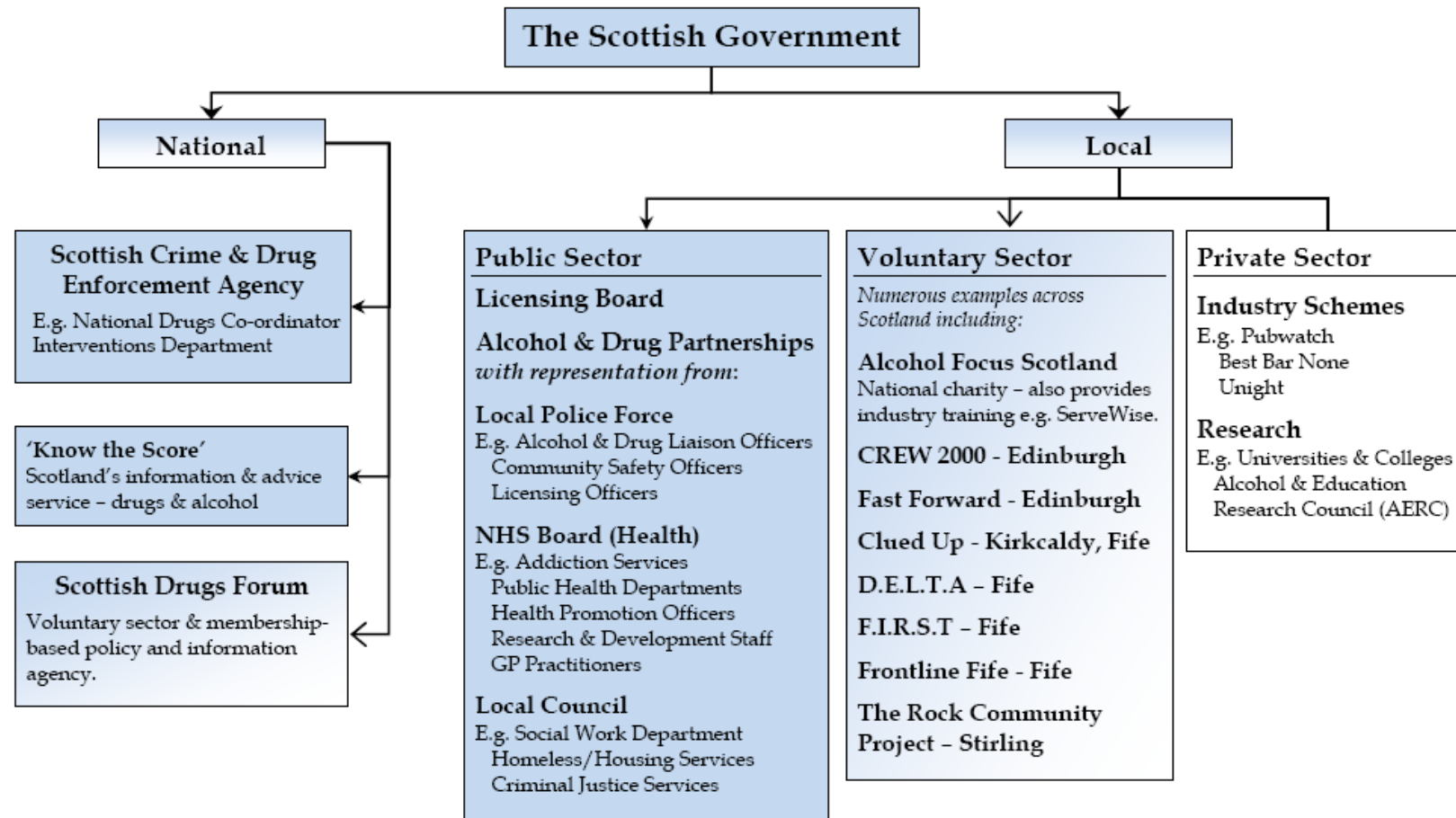
The socio-demographic report associated with this research study (*Drug Prevention in Recreational Settings*, Dr Alex Baldacchino) has extensively described the response to substance misuse in Scotland. As the report detailed, there are a number of organisations that target multiple populations e.g. drug users, young people, school children, parents or guardians and professionals. The approaches currently financed by The Scottish Government have also been summarised (Road to Recovery, 2009²):

- **Educational or Informative** – increase awareness of the health hazards associated with drug consumption.
- **Reviews and Improvements** – improvement in services through evaluation and promotion of effective evidence-based initiatives.
- **Support for existing services** - e.g. NHS (health sector) or voluntary.
- **Introduction of New Services** - meet specific needs identified within a community.
- **Investment in Research** - identify further treatment opportunities.

From the various agencies identified the key drivers for tackling recreational substance misuse, within the Scottish context, are the Scottish Crime & Drug Enforcement Agency (SCDEA) on a national level and Alcohol & Drug Partnerships at a local level. Moreover, there are a number of organisations which can be described as key stake-holders owing to their extensive involvement in the substance misuse field (see figure 1).

² The Scottish Government (Edinburgh, 2008) *The Road to Recovery: A New Approach to Tackling Scotland's Drug Problem*
<http://www.scotland.gov.uk/Publications/2008/05/22161610/0>

Figure 1: Tackling Recreational Drug Use – Summary of Scottish key stake-holders



The diagram above is an over-simplified representation of the main Scottish agencies which tackle recreational substance misuse and therefore does not provide a complete account.

Method – Case studies: Search strategy

The case study phase was conducted with ethical approval from the University of St Andrews Ethics Committee. Case studies were selected following discussions with research collaborators: Dianne Earley (NHS Health Promotion Officer, NHS Fife) and Kenneth Cameron (Drugs Strategy Officer, SCDEA) who provided guidance about relevant campaigns trialled by the public and private sector. As agreed with research partners, interventions relevant to the study were defined as programmes addressing substance misuse and implemented within recreational settings which were either pubs, clubs, discos, bars, festivals or raves.

Within Scotland, Dianne Earley and Kenneth Cameron identified a number of suitable case studies and all of these were invited for participation. Furthermore, employee's from Student's Associations and local radio firms across Scotland were contacted to determine if there were other organisations that had implemented a relevant initiative.

The final list of suitable case studies was agreed by the Scottish research team. The Synergia guidelines were initially utilised to determine if candidates met the set criteria; inclusion of potential candidates which did not clearly fit the criteria was resolved through discussion.

Interventions outside the research remit, and therefore not invited to participate, are shown in table 1. Many of these excluded initiatives targeted populations of a very young age (i.e. younger than legal age to purchase alcohol in Scotland). These were not included since the research to date has been focussed on the 17-24 year age range and a younger population raises a number of ethical issues.

Table 1: Excluded Case Studies - Summary

<u>Title & Organiser</u>	<u>Brief Description of Intervention</u>	<u>Reason for Exclusion</u>
'Choices for Life' Strathclyde Police & supported by various partners	One event, held within a local country park, and organised by the local police authority. Various fun activities planned over the day for young people e.g. petting zoo, music, 'beat the goalie', bungee trampolining, climbing walls, beauty therapy, dancing and mountain biking. There is one evaluation document available for this particular campaign which is in the form of an ' Opinionmeter ' that was developed by the Community Safety Partnership in Lanarkshire.	Target population is very young (Primary 7 aged) i.e. younger than legal age to drink alcohol in Scotland. Deployed in a country park and therefore does not meet the recreational settings in the original study remit.
'Under 16' Events Often promoted on radio stations in Edinburgh	Events which are run in local venues and that are advertised as drink and drug free. Intended to allow young individuals to party in an atmosphere without pressure to drink or take drugs.	Target population younger than legal age to drink alcohol in Scotland.
'Love Life' Events Promoted through various radio stations.	Partnership with Healthier Scotland (Scottish Government). 'Love Life' events are generally targeted to 13-15 yr olds and are marketed as alcohol free nights out. Breath testing on the evening measure to ensure alcohol is not consumed.	Target population younger than legal age to drink alcohol in Scotland.
Community or Street Wardens	These officers will operate in communities where antisocial behaviour presents a significant problem. They will deter violent behaviour by breaking up large groups of individuals or e.g. will help individuals make their way home safely. (The issues addressed are often linked with alcohol)	As indicated the wardens will usually operate within community settings. Does not meet the recreational settings in original study remit.
Organiser Festival e.g. 'T in Park'	Initial attempts to contact an organiser were unsuccessful as contact details are not readily available. However, were able to determine that Crew 2000, (case study participant) will also be in attendance at similar events.	Included Crew 2000 as potential participant.

Method – Case studies: Data collection - Final case studies

All organisations were originally approached by e-mail and telephone in order to establish contact and explain the research project. Having identified the project leads, potential participants were sent an information pack which highlighted the two different components to the data collection:

1) *Case Study Inquiry Form* – data collection method for defining and characterising an initiative implemented within a recreational context to

address substance use/misuse (reproduced in *the project characteristics* section of each Case Study).

2) *Expert Witness Interview Schedule* – interview of experts who have extensive knowledge about other programmes implemented within the regions researched or information relevant to targeting this population i.e. ‘recreational consumers’ (findings are represented in the *general context* section of each Case Study).

Where participation was only requested for the Inquiry Form (i.e. without Interview Schedule) instead of the above information pack the Inquiry Form alongside the relevant Participant Information Sheet (PIS) and consent form were sent.

All organisations approached were asked to complete the Case Study Inquiry Form. In some instances participation was facilitated, by research staff, and the Inquiry Form populated from publicly available information (accessed via the Internet). This partially completed Inquiry Form was then submitted to participants requesting them to review and complete.

Where possible the Expert Witness Interview was conducted face-to-face however, when this was not suitable a telephone interview was conducted instead. Interview questions are set out in the Synergia documentation provided. All participants had the opportunity to review the interview transcript when a draft copy was sent to them, via e-mail, for approval.

The main difficulties faced, whilst identifying participants, were availability of lead campaign staff and in some instances key personnel had in fact changed posts to work for a different organisation. Whilst in most cases, it was possible to establish contact with the original lead or another key team member, this process led to significant delays. Potential case studies for which sufficient data was not collected are presented in table 2. A summary of included case studies are laid out in table 3 and figure 2.

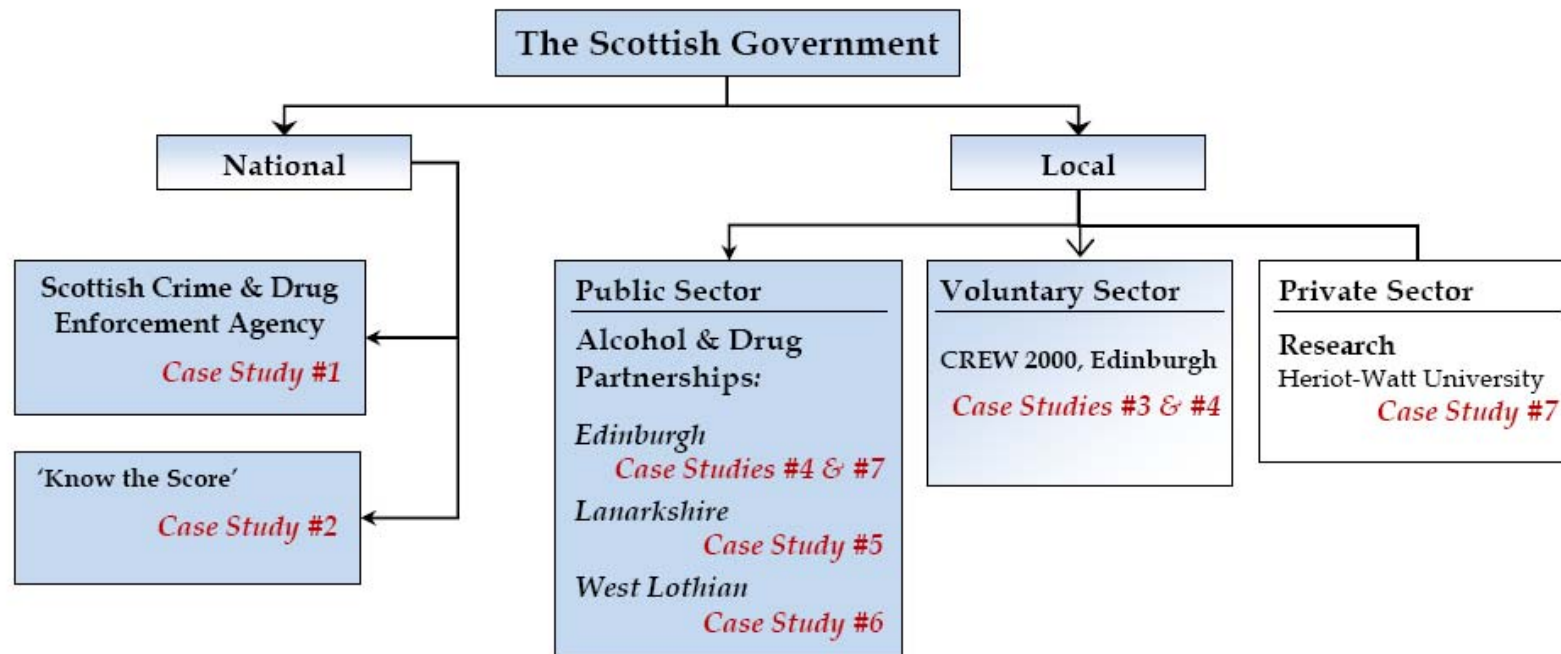
Table 2: Summary of un-reported potential case studies

Organisation	Brief Description	Difficulties for data collection
Licensed Trades	There are various policies and procedures that licensee's adopt, either individually or within trade scheme (e.g. Pubwatch, Best Bar None).	Despite attempting to establish contact with two separate individuals – unsuccessful in inviting representative to participate.
Know the Score	Heroin awareness campaigns (similar to cocaine awareness campaigns – case study #2).	Unable to identify staff member with significant knowledge of the heroin awareness campaigns.
	Expert Witness Schedule and Focus Groups (non-participation).	Owing to the position of participants they were unable to take part in all components of the research study.
Local licensing officers	Licensing officers play a role in all regional areas across Scotland to ensure licensees within their region are complying with the law.	Unsuccessful in obtaining written consent to interview an officer and time restrictions prevent further investigation.
Scottish Student's Associations	Student's Associations across Scotland were contacted to determine what procedures they had in place to address substance use within Unions (recreational place located within University's which often has at least one bar).	<p>Many of the universities contacted did not have sufficient data to compile a case study. However, one unique initiative, undertaken at Heriot-Watt University has been reported (case study #7).</p> <p>From the feedback received, most Student Associations will adopt policies recommended by NUS Scotland to address alcohol. With drugs however, the policies are more widespread e.g. zero tolerance; actively employ deterrents within Unions.</p>



Table 3: Summary of reported case studies

No. CASE STUDY DETAILS	
1	Organisation: Scottish Crime & Drug Enforcement Agency Title: Project Alliance Collaborator(s): SCDEA official.
2	Organisation: Scottish Government – Know the Score Title: Cocaine Awareness Weekends Collaborator(s): Senior Marketing Manager – Know the Score
3	Organisation: Crew 2000, Edinburgh Title: Outreach Services Collaborator(s): Director – Crew 2000 Service provider – Crew 2000
4	Organisation: Crew 2000 & Edinburgh Alcohol & Drug Partnership (ADP) Title: Chemical Romance Collaborator(s): Campaign's Co-ordinator – Crew 2000.
5	Organisation: Lanarkshire Alcohol & Drug Partnership (ADP) Title: Cocaine Concerned Collaborator(s): Information & Research Officer – Lanarkshire ADP. Anonymous participant – Lanarkshire.
6	Organisation: West Lothian Tobacco, Alcohol & Drug Partnership (TADP) Title: The Pink Handbag Collaborator(s): Research & Development Officer – West Lothian TADP. General Manager – West Lothian Drug & Alcohol Service.
7	Organisation: Multi-agency led by Heriot-Watt University and Edinburgh ADP Title: Boozy Betty Collaborator(s): Research & Information Officer – Edinburgh ADP. Director of Student Welfare Services – Heriot-Watt University.

Figure 2: Summary of reported case studies



2.1. CASE STUDY 01: PROJECT ALLIANCE

 		Code of the project: SCO01
		Name of the project: Project Alliance
Promoter organisation: Scottish Crime & Drug Enforcement Agency		Country: Scotland
		Area of intervention: Various locations

2.1.1. General context

SCOTTISH CRIME & DRUG ENFORCEMENT AGENCY

The Scottish Crime and Drug Enforcement Agency (SCDEA) is a rapidly evolving national body which currently operates as a multi-divisional organisation to dismantle organised crime within Scotland. The SCDEA has adopted multiple approaches to achieving its main mission:

SCDEA Strategic Priority 5 (08/09 period):

Work with the Scottish Government and ACPOS to support legitimate businesses by identifying and pursuing opportunities for innovative intervention tactics and techniques in the fight against serious organised crime.

As the strategic priority highlights, SCDEA has a coordinating role alongside the Association of Chief Police Officers in Scotland (ACPOS). Both the SCDEA and ACPOS are key participants in the Scottish Police Service's contribution to the non-enforcement aspects of drug misuse in Scotland and work toward this goal with a common strategy: *reduce Harm, Supply and Demand*. The SCDEA will operate on both an international and national level with partnerships developed within Scotland including e.g. local police officers, NHS services, Alcohol and Drug Partnership's (ADP's), researchers and voluntary sector organisations. Within the SCDEA itself, whilst there are multiple departments, each with their own remit, for the purposes of

selecting the most appropriate information for this research only one is described here - Interventions. Further information about the SCDEA organisational structure can be obtained from the Website³.

SCDEA Interventions (formerly Drug Strategy Unit) operates alongside the **National Drugs Co-ordinator** within the SCDEA and currently carries out numerous modes of assignments. Interventions is involved in researching and co-ordinating a broad range of law enforcement information, and making this available to statutory and voluntary bodies involved in drug misuse work e.g. via regular bulletins. This multi-agency approach has also been seen in a number of other national projects within Scotland:

1) Choices for Life

Link: <http://www.choicesforlife.com/>

This is an educational programme, funded by The Scottish Government, which is primarily targeted toward Primary 7 school children. The campaign aims to equip these children with the knowledge they need to make an informed decision about using substances (although the 'informative age' is currently a contentious issue). The programme itself is divided into three main parts: in-class discussion, the main event and a post event class discussion. The main event has been specifically developed to be creative, fun and designed to engage with the target population in a way they can relate to e.g. case study of a young person in treatment who describes their life events leading up to problematic use.

2) Know the Score (Case Study #2)

Link: <http://www.knowthescore.info/>

Launched in 2001 and funded by The Scottish Government, 'Know the Score' is the main Scottish information service for the general public and professionals. In order to address substance misuse there have been a

³ SCDEA Website – source for further information about the organisation and its current divisions.
<http://www.sdea.police.uk/>

number of different methods developed including various high profile awareness campaigns e.g. for cocaine and heroin. The agency has also set-up a dedicated website and helpline available 24 hours a day to anyone wishing to access drugs information. Know the Score also work in partnership with various other organisations e.g. NUS Scotland, local police forces and private sector organisations.

3) “Shared Responsibility” campaign

This can be described as an ethical campaign involving international collaboration developed by the SCDEA working in partnership with the Columbian Government – led by its Vice-President.

This anti-drugs program originated from the Shared Responsibility program in Columbia which aims to educate individuals/potential consumers about the environmental and individual impacts of the cocaine trade in Columbia. The initiative was well received by school children at Girvan Academy in the UK where a SKYPE link (internet) to a similar school in Columbia has been set-up. In this UK school, the involved students took messages from the program and developed a number of educational materials themselves e.g. an award-winning DVD.

RECREATIONAL DRUGS CONTEXT

Since drugs misuse is dependent on the availability of drugs it can be described as being ‘cyclic in nature’. Within Scotland, the use of drugs built up until the Misuse of Drugs Act 1971 when greater controls were put in place (e.g. LSD 1970’s and early 1980’s; Ecstasy mid 1980’s). Today we are beginning to see a trend of new chemical drugs with an increase of new psycho-stimulants and poly-drug use. Moreover, poly-drug use is often seen alongside alcohol and its associated risks – this is taking its toll amongst those who misuse drugs as reflected in the drug death figures in recent years. Because of the relative inaccessibility to this group of recreational user’s, it is difficult to identify indicators of current trends therefore the

SCDEA rely on information shared by its partners, health services and those working with drug users.

Profiling of recreational user's has been well documented in the literature (McKeganey and McIntosh, 2000⁴). Such profiling has included evidence which links recreational drug use to deprived areas as well as other factors/indicators (Scottish Crime and Victimisation Survey⁵; SACDM – Psycho-stimulants Report⁶). It is possible to indicate that mid teens to mid twenties is the biggest group because we find these are the ages seen going to licensed premises for big night outs in general however, this is by no means the only age range to include in 'recreational users'.

Persons can be approached "cold" and dealers will often target those recreational settings where their target customers are likely to frequent. There may be a grooming process whereby dealers have an array of drugs to sell to potential consumers. Moreover, substances are increasingly becoming more accessible via the internet – particularly those which are not illegal.

In terms of 'problematic' users:

General profile users experiencing problematic use involves addiction with Class A substances e.g. heroin. The vast majority of such users have escalated to problematic use from softer drugs which they would have initially experimented with (entry level drugs include e.g. cannabis). 'Career addicts' have been previously profiled as typically: unemployed; live in deprived areas; will be introduced to drug use through their peers (various literature materials for example, published reports by Dr Gordan Hay, Centre for Drug Misuse Research, University of Glasgow). In some

⁴ McKeganey, N and McIntosh, J (2000) *Drug Misuse Research in Scotland: The Contribution of Research to Scotland's Drug Misuse Strategy*, Scottish Executive Effective Interventions Unit – Published report.

⁵ Scottish Crime & Victimisation Survey (Annual publication), Scottish Executive
<http://www.scotland.gov.uk/Topics/Research/by-topic/crime-and-justice/crime-and-justice-survey/publications>

⁶ Scottish Advisory Committee on Drug Misuse (2002) *Scottish Advisory Committee on Drug Misuse: Psychostimulant Project Group Report*, Scottish Executive
<http://www.scotland.gov.uk/Resource/Doc/224872/0060847.pdf>

instances, these individuals will be linked to criminal activity owing to the need to fund their addiction; this may include prison terms.

Non problematic-users:

These are typically person's who will misuse drugs in recreational settings however, as such, it is also more difficult to define this population. Use of drugs can be described as more intermittent when compared to problematic use. Various sources of information, including scientific, suggests that, amongst this group, psycho-stimulants are more popular (examples include cocaine and amphetamines). The consumption of alcohol alongside such drugs is also very common and poly-drugs consumption risk is increased with alcohol. Poly-drug use may arise from people's experimentation and exposure due to changes in availability of differing substances. There is likely to be an element of users attempting to control their own feelings.

The move from non- problematic to problematic use can be due to a number of factors. People can increase their dependency if over time they are attracted to a weekend of psycho-stimulant consumption when they conclude that activity with another drug to assist in coming down from their high. They might develop a psychological addiction that may have risen through some social/economic factor or a personal circumstance which pushed them toward substance misuse. In some cases there may be an underlying mental disorder.

Drug misuse in a 'recreational setting' can be in a number of venues both public and domestic and also include open air concerts. New psychoactive substances have been known to be sold and consumed in various settings. There are various modes of ingesting dependent on the drug being used e.g. powder which is 'snorted', tablets that are easily swallowed or other examples of drugs which may be smoked. Whilst drugs can be injected (e.g. heroin) this method of consumption is not particularly common in recreational settings when compared with other drugs. Moreover, when

smoked, cannabis is also consumed with a risk of detection being much higher owing to the visibility.

In general terms the licensed trade perceive drug misuse as a problem and actively attempt to deter this. There are various schemes currently in place across Scotland which venues will adopt to deter drug use within their premises e.g. Best Bar None, Pubwatch, Unight. These are initiatives which are operated by the licensed trades and are therefore not necessarily legislative. Policies and procedures to promote drug free environments include e.g. searches at entrances and within toilets. Many licensee's will also invest in training staff to recognise signs of intoxication and thereby prevent further alcohol sales to these identified individuals.

MOBILE DRUG TESTING INITIATIVE

In June 2008 SCDEA undertook a scoping exercise in order to determine the validity of using a mobile drug testing machine to address drug use in Scotland. Following this consultation phase the SCDEA went on to develop a partnership approach to detect and dispense 'harm reduction' advice to individuals taking drugs into a) recreational venues including pubs and clubs and b) prison services, across Scotland.

The partners involved, in terms of recreational settings, included SCDEA, local police forces, local health boards and licensing establishments. The equipment utilised was a portable drug trace detection machine called the 'Itemiser[®]' and was loaned to the SCDEA by the manufacturer General Electrics for the duration of the piloted project. The Itemiser[®] can be programmed to detect a number of drugs used recreationally, with accuracy to nanograms. Samples can be taken from either a person (e.g. hand swab) or surfaces within an establishment to detect the presence of drugs. Through these measurements it is possible to determine whether drugs are being consumed by patrons and if there are locations within a venue which are being used to conceal drug consumption. As a result participating local

authorities were able to access the equipment free of charge. Owing to the success of the pilot however, it is hoped that the testing equipment will be purchased by a number of authorities/partnerships across Scotland.

Project Alliance was developed with a series of objectives although there was no specific target number of people specified to be tested. Instead, random samples (hands swabs) were taken from patrons entering each venue visited.

Objective's for this pilot:

DIVERT – positively engage the public and the licensing trade to raise public health awareness.

DISRUPT – engage with key partners to take a more active role in creating a hostile environment for the activities of serious organised crime groups.

DETER – provide a strong deterrent for drug traffickers.

DETECT – create a legacy with participants actively considering use of the equipment as part of future policing activity.

The first site where this technology was deployed was Aberdeen City owing to the fact that there was an identified cocaine problem in the north-east and Aberdeen has a vibrant night time economy concentrated in the city centre. Furthermore, Grampian Police in partnership with the Community Safety Partnership were already actively working to address the problems linked to recreational drug use in Aberdeen.

Whilst there were a number of dimensions recorded over the course of the pilots it has been observed that it is good practice to establish a process to inform the target population of your intended goals as this overcomes barriers and permits more positive engagement with the target population. The provision of credible and reliable information on the risks of drug taking is also important when engaging with this population. Furthermore, sharing

of information, analysing information along with an appreciation of the problem and logical approaches in partnerships are all helpful. The quantity and type of drugs seized can be an indicator and the ability to map drug use has been shown to be effective in the past.

In terms of possible developments, some other indicators to consider are percentage of population that is engaged with during the course of campaign and the number of negative responses received/observed. The main evaluation outcomes from the pilots are highlighted in the attached summary report from the SCDEA and the findings from research efforts have been summarised in the following table.

2.1.2. The project characteristics

TITLE OF THE PROJECT	<p>'Project Alliance'</p> <p>Mobile drug trace detection machine project</p>
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>This intervention was developed at a time when there was an identified cocaine problem in North East Scotland and an acknowledged increase in risk posed to health when consumed alongside alcohol. This was also within the context of increasing concerns regarding drug use across Scotland. Whilst the pilot project was rolled out to a number of pubs and clubs across Scotland the main site included in the pilot was Aberdeen where there is a vibrant night time economy concentrated within the city centre (29 licensed premises visited).</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Main aim for pilot was to provide detailed forensic information on controlled drugs being consumed by patrons attending licensing premises with a view to assessing the risk and threat posed by illegal drugs. Furthermore, by carrying out swabbing within premises, it was possible to survey sites within a venue and thereby identify 'at risk' areas within that location.</p> <p>Objectives included:</p> <ul style="list-style-type: none"> ▪ Co-ordinate and evaluate a pilot scheme for deployment of a drug detection machine to contribute to supply and demand reduction for drug and support operational policing in this area. ▪ Engage with licensed trade, industry and other partners to encourage local opportunities for procurement of machines to deter the use of controlled drugs in licensed premises as well as the workplace and work in partnership to devise innovative strategies for deployment. ▪ Use evaluation findings to prepare a business-case for sponsorship for the purchase of piloted equipment, to enable availability of the equipment as a national resource. ▪ Use findings from pilot to influence future policy and drug detection action in Scotland. <p>b) Target population</p> <p>No specific targets but instead random sample of patrons entering the testing sites/venues.</p>

c) Type of intervention set up

Drug testing equipment – located at venue entrance. Random tests requested from patrons entering the establishments visited.

d) Techniques, methodologies and tools used

The main tool used was the Itemiser machine which can be used to detect a number of drugs on swabs taken e.g. hands or surfaces. Staff involved in the initiative received specialist training from both the makers of the technology and also specialist police officers with experience in this field.

e) Forms and methodologies of communication used with the target population

Members of the public were provided with general advice in relation to the identified risks associated with consumption of controlled drugs and the further dangers when consumed with alcohol.

f) Personnel involved in the project/service

SCDEA staff loaned out machine to local authorities.
Policing authorities in regions visited.
Licensed venue staff including door staff.

g) Campaign strategy and social marketing

Was advertised in local media (e.g. news) although mostly after the machines were initially trialled. Examples of online news reports that could be accessed Nov 2009 include the following:

<http://www.pressandjournal.co.uk/Article.aspx/916617?UserKey=>

http://news.bbc.co.uk/1/hi/scotland/north_east/7702856.stm

http://news.bbc.co.uk/1/hi/scotland/north_east/7704827.stm

<http://www.journal-online.co.uk/article/5318-mobile-drugs-tests-trialed-in-scotland>

<http://www.journal-online.co.uk/article/5318-mobile-drugs-tests-trialed-in-scotland>

http://www.centalscotland.police.uk/news/index.php?news_id=189

	<p>5</p> <p>http://www.heraldscotland.com/police-to-use-portable-drug-detector-in-pubs-and-clubs-1.893606</p>
SPECIFICITIES / INNOVATION	<p>Background: At the time this intervention was planned the Itemiser® was already in use in pubs in various locations across England.</p> <p>While the technology used in this initiative is not new, the innovative aspect of the pilot is the portability and adaptability of the newly marketed machine known as the Itemiser and its use in Scotland.</p>
SOURCES AND STARTING MODELS	<p>Bench-marking process:</p> <p>Before the pilot project was developed, the SCDEA carried out a scoping exercise in June 2008 in South Wales, and consulted a number of other Police Forces in England, where Drug Trace Detection equipment is used in a range of approaches, with a view to establishing the feasibility of utilising such technology in Scotland.</p>
DURATION/ TESTING PERIOD	<p>Ongoing Process. The above pilot has concluded however was intended as a means to evaluate a methods which can be implemented more widely across various sites in Scotland.</p>
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>This pilot did not have an intended number of tests in mind from the outset but rather random sampling was taken at each site visited.</p> <ul style="list-style-type: none"> ▪ Site A) Aberdeen, Fraserburgh and Peterhead: 2111 persons were swabbed and of these 35 were searched as a result of the information provided by the machine. ▪ Site B) Arbroath: Some 500 patrons swabbed. 1 person was found to be in possession of cocaine. ▪ Site C) South Lanarkshire: 876 persons were swabbed and of these 10 were searched. A reduction in the number of persons found in possession of controlled drugs was noted when compared with information gleaned during a similar period without the deployment.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>Following the initial benchmarking process, which included consultation with the Home Office Scientific Research Branch, the Interventions Team approached one of the manufacturers of the equipment, General Electric. A loan period was negotiated to receive two types of Drug Trace machine one mobile and one static, at no cost, with a view to facilitating a programme of pilot trials across Scotland.</p>

	<p>The cost for the machine would normally be £25, 000 however during the pilot project it was loaned out to the various policing authorities by the Scottish Crime and Drugs Enforcement Agency (SCDEA).</p> <p>b) Cost and fares for the users</p> <p>Nil</p> <p>c) Financing organisations</p> <p>The drug testing machine used was loaned to SCDEA by the manufacturer General Electric's.</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>This campaign built upon existing partnership work by local health officials, licensing boards and Police Forces, promoting health and highlighting the risk hazards associated with the use of alcohol and psycho-stimulants e.g. cocaine.</p>
STRENGTHS	<ul style="list-style-type: none"> ▪ Ability to detect various different drugs through one machine. ▪ Less invasive and less intrusive means for police to ascertain whether cocaine is present on premises and among individuals. ▪ Allowed partners to address issues in number of ways. ▪ Promotion and strengthening of existing interagency partnership working to combat and deter use of controlled drugs in licensed premises and ultimately the wider workplace. ▪ Tool to assist police forces and partners to work toward the Scottish Government's strategy on combating serious and organised crime in Scotland. ▪ Opportunity for partner agencies to engage with public to reinforce a safer environment and convey wider health related messages. ▪ Cost effective method of incorporating deployment of machines into existing multiagency Policing Plans and potential for funding application via Community Safety partnerships. ▪ Reduction in violent incidents within communities as a result of interagency and partnership approach to combat drug fuelled incidents. ▪ In England, concerns have been raised about the possibility of customers getting a positive reading simply by touching a surface where there are traces of drugs. However, it is possible to detect the difference between contamination and drug use - due to the level of accuracy of the equipment being used.



WEAKNESSES	<ul style="list-style-type: none"> ▪ Capital outlay costs of equipment. ▪ Members of the public require to be made aware of the purpose of the technology. ▪ As with all technologies the equipment may require to be replaced in the future as new methods are identified.
EVALUATION OF THE RESULTS	<p>SCDEA Evaluation report attached.</p> <p>Measurements included:</p> <ul style="list-style-type: none"> ▪ Location visited ▪ Partnerships developed e.g. local police force ▪ Dates of deployment ▪ Number of licensed premises visited ▪ Type of establishment visited ▪ Number of individuals swabbed ▪ Number of individuals searched after positive test ▪ Number of individuals found in possession of illegal drugs ▪ Substance(s) identified
SUSTAINABILITY	<p>Likely to be both sustained long-term and expanded and developed further.</p> <p>Multi-partnership approach will almost certainly be developed for various reasons e.g. positive outcomes from pilot; best possible outcome for populations targeted in terms of access to health promotion material and relevant organisations; ability to spread the cost of the tools utilised between multiple shareholders etc.</p>
REPRODUCIBILITY / GENERALISABILITY	<p>Certainly reproducible as this was a successful pilot study which utilised a technique already deployed elsewhere including England.</p> <p>The partnership approach utilised by SCDEA made this pilot very successful, particularly in relation to how quickly they were able to implement the intervention but also in terms of engaging with the target population in a positive way.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>There is a potential for Licensing Boards to play a part in supporting the project by recommending considerations of amendments to exiting licence conditions incorporating an initiative inclusive of the machines. This is a significant opportunity identified during the evolution of the project.</p> <p>There is current work being undertaken by ACPO forces to develop procedures in support of law enforcement activity to strengthen Proceeds of Crime Act 2002, POCA cash seizure cases. This will see the machines being further utilised in the important developing area</p>

	of police activity to combat serious and organised crime.
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2.1.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO01	Evaluation Report	Evaluation report summary.

2.2. CASE STUDY 02: COCAINE AWARENESS WEEKENDS

 		Code of the project: SCO02
		Name of the project: Cocaine Awareness Weekends
		Promoter organisation: Scottish Government – Know the Score
		Country: Scotland
		Area of intervention: Various locations across Scotland

2.2.1. General context

'Know the Score', funded by the Scottish Government, is Scotland's anti-drugs information and advice campaign and has developed its own free 24 hour confidential helpline and website since it was first started in 2001. Many of the campaigns run by Know the Score are in fact evaluated and the results can be retrieved from the Scottish Government Website at the following webpage: <http://www.scotland.gov.uk/Publications/Recent>.

Under the Scottish Executive, Know the Score ran various advertising campaigns to address drug misuse in general until March 2005 when the campaign was expanded to include a specific cocaine awareness initiative to address the risks and individual effects of this specific drug targeting the most 'at risk' audience, individuals aged 16-24 years olds. The first cocaine advertising campaign ran between November and December 2005 and was delivered through TV, outdoor and radio advertising. In 2006 Know the Score developed an additional approach to tackle cocaine awareness by developing a campaign strategy which took their message out into the settings where people are most at risk, within the bars and clubs themselves.

The Cocaine Awareness Weekends (CAWs) have been run in various cities across Scotland to raise awareness of the health risks associated with cocaine use including heart attack, stroke and mental health. The first CAW was run during the festive season in 2006 and CAWs have since continued

to be promoted annually in various venues including pubs, clubs and student associations across Scotland. The promotional material utilised included 'Know the Score' T-shirts, worn by bar staff, posters, branded drinks stirrers and information leaflets which conveyed the campaigns messages and directed the public toward the services provided by Know the Score.

Unfortunately, owing to the position of the participants approached an Interview was not conducted and Know the Score will not be represented in Phase 3 (Focus Groups). These potential participants are employed as civil servants by the government and felt it would be inappropriate to comment or offer opinions on either the Know the Score campaigns or work undertaken by other organisations. However, an employee at 'Know the Score' who has extensive experience of the cocaine awareness initiative has agreed to share their knowledge highlighting this particular campaign.

2.2.2. The project characteristics

TITLE OF THE PROJECT	Cocaine Awareness Weekends (CAWs)
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	Raised awareness of health risks associated with cocaine use in recreational context (<i>drug</i>) and has been disseminated in a number of urban licensed establishments across Scotland including pubs, clubs and student associations.
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Disseminate information, regarding health risks with cocaine use, to individuals frequenting pubs/clubs i.e. a setting where consumption takes place.</p> <p>Launched in a number of cities across Scotland - in order to increase awareness and allow patrons to make 'informed choice'.</p> <p>Information provided related to risks associated with cocaine use, the services provided by Know the Score, and where users could access further information and advice (website and 24hr helpline).</p> <p>b) Target population</p> <p>The campaign material has been designed with the 18-26 year old age range in mind, as this has been identified as a population group most at risk (irrespective of gender). However, the campaign would be both relevant and accessible to the general adult population.</p> <p>Targeted specifically to raise awareness of the risks associated with cocaine use – irrespective of method of consumption.</p> <p>CAWs have been dispensed in order to reach the young adult population within recreational settings such as pubs, clubs and student associations.</p> <p>CAWs are run during the festive season when more people are likely to try cocaine during the holiday period.</p>

c) Type of intervention set up

The CAWs are just one part of the overall Cocaine strategy which uses traditional 'above the line' advertising as well as partnership led work, such as CAWs. CAWs are an example of a promotional campaign which has displayed messages in venues across Scotland. The campaigns are run around the festive season in order to address cocaine awareness at a time when people are most likely to try/use cocaine.

Each year (since 2006) the messages, whilst essentially remaining the same, have been updated with new promotional designs. Broadly speaking each year the CAWs have expanded to include increasing numbers of venues.

The partnership work involves local pubs and clubs, the Police and the Alcohol and Drug Partnerships. Excellent local PR is generated during campaign period.

2006

This pilot campaign ran and was evaluated. T-shirts and branded stirrers and information leaflets were used in various pubs and clubs to highlight health risks of cocaine use as well as the Know the Score information and advice services.

In Edinburgh over 45 pubs and clubs signed up to the weekend event.

Coincided with the national anti-cocaine TV advertising in the run up to festive season.

2007

Nil data for 2007 – did not run.

2008

Around 200 pubs and clubs across Scotland involved including Edinburgh and Glasgow. Also included Inverness, Renfrewshire, Dundee and Fife.

Know the Score T-shirts, poster displays, branded drinks stirrers and information leaflets.

Know the Score's anti-cocaine campaign message: 'Taking Cocaine Makes You Up to 24 Times More Likely to Have a Heart Attack'

2009

Between 20th Nov and 5th Dec – Glasgow, Edinburgh, Dundee, Perth, Inverness and Aberdeen participated in CAWs.

Venues have displayed the promotional material including T-shirts, posters and beer mats as well as information leaflets which direct people to advice line and website for more information. There were specific gender messages, 'Impotence' in the boy's toilets and 'Nose bleeds' in the girls.

Nearly 200 pubs, clubs and student unions are included this year in Edinburgh, Glasgow, Inverness, Aberdeen, Dundee and Perth.

The message 'You don't know what you are getting with Cocaine' focuses on the spread of health risks which taking cocaine can have.

d) Techniques, methodologies and tools used

Have been developed over the years in terms of the promotional material – different visual aids/designs (see attached).

Essentially the basic method is the same however:

Used information leaflets, posters, branded drinks stirrers and t-shirts worn by staff and licensees in order to get the campaign message across to patrons within venues.

e) Forms and methodologies of communication used with the target population

Visual aids – promotional material.

Further information can be accessed from Know the Score website and 24 hr helpline. [Patrons are directed toward these sources of help through the promotional media]

	<p>f) Personnel involved in the project/service</p> <p>Senior Marketing Manager, Scottish Government – Caroline Thomas (oversaw and led the campaign)</p> <p>Creative agency – The Leith Agency (designed all the artwork).</p> <p>PR agency – Big Partnership (created the partnerships and PR out of it)</p> <p>g) Campaign strategy and social marketing</p> <p>Press release reaching Press, Broadcast and Online news-sites; radio; venues (Social Animal website).</p>
SPECIFICITIES / INNOVATION	No comment.
SOURCES AND STARTING MODELS	<p>The campaign was developed, through a joint partnership approach in 2006, by the Scottish Government and the PR agency.</p> <p>How the campaign develops is based on PR results and feedback from the venues and how it fits into the overall Cocaine Strategy.</p>
DURATION/ TESTING PERIOD	<p>First started in 2006. Runs every year during the festive season.</p> <p>Each 'session' is run over a weekend within a venue</p> <p>Ongoing and likely to continue whilst there is a need and the funds are available.</p>
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	Estimated 'number of footfalls' recently received which estimated numbers in pubs and clubs during 2009 at 160,000 and the PR coverage was estimated at £64,000 worth of coverage.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>There is no set budget for CAWs each year however costs are managed depending on what is deemed as value for money.</p> <p>b) Cost and fares for the users</p> <p>Nil indicated</p> <p>c) Financing organisations</p>

	Know the Score is funded by the Scottish Government
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>Various local partners, which include the Alcohol and Drug Partnership teams as well as the local police and local licensed trades. In 2009 student unions across Scotland have also been included.</p> <p>b) Functions within the project</p> <p>The Scottish Government is the financing organisation. Know the Score work closely with the staff and licensees in order to organise the events within their establishments.</p>
EVALUATION OF THE RESULTS	<p>Evaluated in terms of PR coverage and PR ROI. No formal attitudinal evaluation is done for the CAWs.</p> <p>There is an evaluation framework in place for cocaine advertising that came before the CAWs; documented on the Scottish Government website:</p> <ol style="list-style-type: none"> 1. Cocaine Wave 3 – 2005 Post-Campaign Evaluation http://www.scotland.gov.uk/Publications/2006/06/14152757/10 2. Cocaine Wave 3 – 2005/06 Evaluation Summary http://www.scotland.gov.uk/Publications/2006/06/14152825/0 3. Cocaine Wave 4 – 2006/07: Post-Campaign Evaluation http://www.scotland.gov.uk/Publications/2007/08/03121046/0
SUSTAINABILITY	<p>CAWs have been sustained every year since they were first developed in 2006 (except 2007).</p> <p>The campaign material is however developed on a yearly basis and since the first CAW the numbers of participating venues have also steadily increased.</p>
REPRODUCIBILITY / GENERALISABILITY	CAWs are reproduced in a number of locations across Scotland and it is feasible to reproduce them elsewhere.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	As described above the CAWs are continuously being developed and have already developed to include increasing numbers of participating venues and thereby reach larger percentage of population.

2.2.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO02	Press Release	November 2008. Press release highlighting Scottish Governments efforts to warn about dangers of cocaine use during festive season.
P02_SCO02	Marketing Profile #1	First of two images used in marketing messages during the launch of 2009 CAW campaigns.
P03_SCO02	Marketing Profile #2	Second of two images used in marketing messages for 2009 CAW campaigns.
P04_SCO02	Marketing Design Poster #1	Campaign material placed in participating venues during 2009 CAW campaign. First of four poster designs based on a pack of playing cards. Message 'attack of hearts' alongside 'you don't know what your getting with cocaine'
P05_SCO02	Marketing Design Poster #2	Second of four poster designs with message: 'the king of impotence'
P06_SCO02	Marketing Design Poster #3	Third of four poster designs with message: 'no joke its a stroke'
P07_SCO02	Marketing Design Poster #4	Fourth of four poster designs with message: 'the queen of paranoia'

2.3. CASE STUDY 03: Outreach Services

		Code of the project: SCO03
		Name of the project: Outreach Services
		Promoter organisation: CREW 2000
		Country: Scotland
		Area of intervention: Various locations

2.3.1. General context

Crew 2000⁷ is a leading Scottish Drug Information Project which aims to reduce the harms from substance use through provision of harm reduction advice, information and support services to people who use, or are likely to use illicit substances. The organisation is based in the capital Edinburgh however is known for researching drug issues and monitoring trends in drug use across Scotland. The organisations main philosophy is they:

'neither condemn nor condone drug use... recognise that both legal and illegal drugs have positive and negative aspects in their use.'

Crew engages with people who use drugs recreationally, those experiencing problematic use and also continue to work with addicts attempting to recover from addiction to legal and illegal substances including alcohol and heroin. They offer a range of services which are underpinned by the 'stepped care approach' which is:

'appropriate and proportionate for wherever people are on their drug using careers.'

This approach can be divided into four main stages:

⁷ Web source for further information: www.crew2000.org.uk

1) Information (Peer education) – Production & distribution of culturally credible & factual substance use information; immediate response for communities/populations actively using drugs.

2) Advice (Peer support) – Range of interventions which start to explore hidden meaning/emotions for each individual and provide advice on safer drug use and where to get help or additional services.

3) Support – Services for individuals experiencing problematic use e.g. brief interventions; one-off support; crisis interventions & drug counselling; complementary therapies.

4) Recovery – Familial community support (mutual aid support) for rehabilitation or to stabilise drug use.

Crew was initially set-up by a team of three community workers who developed a peer education approach in response to a new phenomenon at the time: rave culture. At that time misinformation was a major issue e.g. benzodiazepines were recommended to users coming off stimulants however, themselves are highly addictive. Although these community workers have moved on from Crew, the group has continued to develop itself over the years again as a direct response to the needs that it is faced with. The Project has now been underway for 17 years with no sign that drug use is diminishing, in fact, whilst the services are mainly targeted toward young people, the longevity of the dance scene and the increase in popularity and availability of cocaine is resulting in older people becoming substance users. At present the Project receives approximately £400,000 of funding (grown from £250,000, 6 years ago) from a number of financing organisations:

- Local Government – 50%;
- National Government – 12%;
- Trust Funds – 25%;

- Earned Incomes – 8%;
- EU Funding – 8%;

Crew work in partnership with a number of external organisations including: EU Basics Network; Democracy Cities & Drugs European Network; JellineckMentrum (Amsterdam); Lothian Health (NHS Scotland); and Private Sector Event Organisations. Internally, Crew will co-ordinate its efforts through its Board of Trustees which encompasses a variety of skills and is currently divided into two volumes: Staff Work Groups and Volume Operations Group. The whole organisation, including shareholders, plans the annual strategy every year and the operational plan flows from this agreed strategy. Services currently offered by the Project include:

- Peer Education;
- Peer Support;
- Information Communications Technology (ICT) based Information/Advice;
- Person Centred Approaches;
- Cognitive Behavioural Tools;
- Complimentary Health;
- Campaigning for Service Provision;

And the personnel structure is divided as described here:

- 3 – Support Staff (Admin; Finance; Managerial)
- 3 – Drug Counsellors
- 2 – Drop-In Shop Workers
- 2 – Online Self-help with Peer Support (OASIS Project)
- 1 – Outreach
- 1 – Training & Capacity Building
- 50 - Volunteers

Whilst yearly figures vary, in a one year period from 2008 to 2009 Crew reached over 40,000 individuals. The vast majority of these were Brief Interventions with Information dispensed. Less than 200 of these could be described as problematic and 120 received Drug Counselling. As a result of the various services offered by the Project and the closeness to this relatively inaccessible population key personnel at Crew are widely recognised as leading advisors with respect to substance use in the Scottish setting. With their leadership, Crew has developed a number of training programs in relation to harm reduction approaches in working with drug users. These programmes are offered to a variety of professionals e.g. police officers at Scottish Police Training College at Tulliallan; medical students at Edinburgh Medical School; Social Service personnel and youth workers in a variety of local authorities. Furthermore Crew has now been involved in a number of national and international projects including:

- **EU Democracy Cities and Drugs:** multi-country involvement in developing safer cities; in particular helping to produce the 'Safer Nightlife Projects' guide.
- **Projects guide** for public, private and voluntary sector providers.
- **Psycho-stimulant Working Group** member.
- Member of the Scottish Drug Recovery Network now renamed: **Scottish Drug Recovery Consortium.**

As an organisation Crew is constantly monitoring and evaluating its services through both internal and independent efforts. External evaluators have included bodies such as The University of Edinburgh⁸ and Kings Fund and Investors in Volunteers. Whilst Crew continue to balance internal and external evaluations, commissioning outside agencies has proven to be expensive therefore their potential use in the future is not secured (e.g. £10,000 for the University of Edinburgh research). In order to ensure

⁸ Bondi, L; Burston, A; Plows, V; Prior, S; Smith, G (August 2008) *crew drug counselling service: evaluation study. Final Report.* School of Health in Social Science. University of Edinburgh

continued evaluation the Crew working group: 'Measuring Impact Group' is currently investigating different methods of measuring effectiveness.

From their service user's Crew has become familiar with the sorts of quantities and the variety of substances that drug users in Scotland are likely to use. Moreover, the regular contact that Crew have with this population allow them to keep up to date with current street prices of various illicit substances including Diamorphine (heroin). This information is only available to Crew 2000 due to the unique approach they have when treating/advising substance users.

Whilst Crew 2000 operates across the whole of Scotland, both urban and rural, its main working area is in the Central Belt (of Scotland). They will operate in a number of settings including: pubs; clubs; music festivals; super-clubs; free parties & educational venues (not sports venues). Crew does not exclude any population from its service and therefore also work with ethnic minority groups e.g. young Asian men using steroids.

In terms of prevalence, the most common of the poly-drugs which Crew comes across is alcohol. Alcohol is often seen consumed alongside psycho-stimulants such as cocaine. Examples of other specific drugs include Cocaine, Cannabis, Ecstasy and legal drugs. In recent years, there has been an increase in the prevalence of 'legal highs' on the recreational scene. 'Legal highs' is a generic term which is used to describe plant based or synthetic drugs which mimic the effects of illegal drugs e.g. cocaine but are themselves legal. They are now more popular than some illegal drugs and can be more potent than the cocaine currently on the streets of Scotland; common examples include Spice and Methalone.

Injecting is not a big issue in recreational settings as it is more likely to experience tablets (swallowed) or cocaine powder and crystal MDMA (ecstasy) which can be inhaled or 'snorted'. Increased use of gamma-

Butyrolactone (GBL) and other legal highs in these settings has also been seen in recent years and club promoters and venue managers are now asking Crew for information on these. In terms of setting specific trends from what Crew 2000 has observed:

Pubs: Settings with less security; consumers or 'users' will use pubs to 'load up' prior to moving onto dance venues i.e. clubs. However, often observed, consumers will actually become heavily intoxicated whilst in these particular venues and never make it to the dance venues intended.

Super-clubs/clubs: Larger establishments; more security (deterrent effect); often find users will take substances (e.g. swallow tablets) prior to entering these venues – typically just outside venues.

Private premises: Users consume substances within their own homes prior to going out on a night out.

Taxi's: There have been reports by a number of drivers that individuals will use substances, e.g. cocaine, within their taxi's.

Recreational drug use has always been present particularly with respect to alcohol however, the issue has been heightened due to the effects of particular drugs e.g. psycho-stimulants which, when used alongside alcohol, will result in increased aggression and increased adverse health effects e.g. liver damage. In the late 80's and early 90's there was a shift in recreational drug use when alongside the changing dance scene/music there was a shift in drug use toward ecstasy which subsequently became much more mainstream in society. In the late 90's a further change was observed in clubs where there was shift away from ecstasy toward cocaine. In more recent years there has been a shifting trend towards 'legal highs' which are considered better than cocaine with less side effects, this is having an impact on the illegal market.

In the context of increased cocaine use there would have been indicators associated with the less sociable features of this drug i.e. increased violence and different atmosphere observed in venues. Also as noted above decreasing numbers of consumers were observed in clubs as patrons were in fact not making it to these venues. At the same time there were increased numbers of individuals accessing services that Crew offered. For this particular population (i.e. recreational drug users) the majority can be categorised as between 18 to 35 years old although individuals well outside this range, from early teens through to 50-60 year olds, are also seen.

The growing trend in recreational drug consumption can be put down to a number of factors including acceptance in society and increasingly readily accessible and more affordable. These factors combined mean that recreational drugs will be used by all classes in society although there is a pattern between choice of drug and the music venue visited i.e. type of music being played.

In terms of problematic users, there are usually other underlying problems which should be considered e.g. mental/emotional, self esteem or trauma. Problematic use may be time limited or could develop into dependency and addiction depending on a number of factors.

Individuals trying to purchase drugs for recreational use are more likely to buy from friends or family than from dealers. And of course legal highs are often cheaper to buy and approaching a dealer is not necessary as it is possible to order on-line or go to a head shop. Mephedrone (4-MMC) is currently £16 per gram compared with cocaine (usually low purity) at £40-£50 per gram.

In terms of deterrents or the negative effects of drug use that individuals identify, the main one to identify is 'pay back' which a user will experience as a consequence of drug use. For example Ecstasy is a cheap drug with long-lasting effects however, because of its effects caused by the depletion

of serotonin, users will feel hung over for days after. The decision to use/continue to use the drug will ultimately depend on how willing a person is to put up with the ill effects.

From what Crew has observed the law does not make any difference to a person's decision to take an illegal drug neither does the current classifications. In fact it is often commented that the classification system itself tends to be determined on the basis of politics rather than scientific evidence. An example of this is GBL which has horrendous side-effects but is a lower classification than other drugs which do not have effects that can be described as bad as GBL in comparison.

In order to address the needs of individuals within recreational settings Crew have developed a number of interventions that are dispensed through the Outreach programme which has been summarised in the following table.

2.3.2. The project characteristics

TITLE OF THE PROJECT	Outreach Services Information, Advice & Support to people using substances within recreational settings.
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	Predominantly services for psycho-stimulant use alongside alcohol. Poly-drug use is the norm amongst recreational users and alcohol use is also pervasive. 'Legal highs' are also increasing being used recreationally. Settings where Outreach has been provided are located in multiple locations across Scotland. Typical descriptions include: clubs, festivals, bars, super-clubs, festivals and other music events.
RATIONALE	<p>a) Aims and objectives of the project To reduce the harms from substance use – utilising a variety of methods.</p> <p>b) Target population Mostly young people although the longevity of the dance scene and the increase in popularity and availability of cocaine is resulting in older people becoming substance users.</p> <p>c) Type of intervention set up The interventions set-up within recreational settings are diverse although the tools utilised will often depend on the needs of the expected 'punters' (patrons).</p> <p>Information – production & distribution of culturally credible & factual substance use information.</p> <p>Advice – advice on safer drug use & where to access further help/services</p> <p>Support – Brief interventions, one-off support, crisis interventions, peer support</p> <p>Recovery – first aid support to individuals suffering from acute affects of drug use.</p> <p>d) Techniques, methodologies and tools used There are a number of techniques and tools which Crew outreach staff can utilise at music venues/events. Often the tools used will reflect a number of factors e.g. capacity of a venue; the number of people which are expected to require help etc.</p>

Staff & Volunteer Training – Main and most effective part of outreach service.

Staff will train volunteers and venue staff on all aspects of drug use, risks, first aid etc. [Peer education]

Information table - usually placed in a main corridor e.g. next to cloakroom, where punters are likely to notice it. From this information point staff can provide information about drug related harms and sexual health.

Staff will utilise a number of resources at these information points including info cards, pamphlets, leaflets, drug quizzes (festivals), and access to free condoms.

Bluetooth transmitters - transmit e.g. legal highs messages and contact information for further help/advice. Also use social networking such as twitter, myspace, bebo and facebook to reach people.

First-aid support – when needed will work in conjunction with first aid services available at a site/venue. Provide emotional support e.g. talking someone down that's having a bad trip.

Water Points: Staff will set-up a number of water points where possible and direct punters to these (roaming service). Also provide or hand out cups.

Party Packs: The party packs can be handed out to patrons at venues and contain drugs information and condoms.

Chill out space: As the name suggests this is an area set-up where punters can relax and 'chill-out'. Crew will set-up chairs - for those who wish to sit down and rest for a while. Staff will also hand out blankets and hot water bottles to individuals within this zone. These areas are designated as no alcohol spots and usually well received by patrons.

Crisis Intervention Room: Intended to be utilised with patrons who are suffering acute affects from drug use. Staff will often treat a casualty here themselves (training) but also liaise with

first aiders available at the event/venue.

The support offered at Chill out and Crisis is not just practical but also emotional in the form of brief intervention and peer support. The aim of here would be to encourage drug users who are concerned about their use or displaying problematic behaviours associated with their use to seek further help after engaging with Crew through outreach. This may mean referrals to drug counselling within Crew or signposting them to another service or often just providing them with information about where to go should they decide to seek help.

Roaming services: Again as the name suggests, these are groups of staff/volunteers who will 'roam' or walk round the venue looking for people in crisis and distributing water. This is also used as an opportunity to engage with punters and make them aware of the services on offer at the venue.

Surveys: Run surveys during course of outreach to collect information on emerging drug trends and thus respond to these more quickly and effectively – esp. when compared with other drug services.

e) Forms and methodologies of communication used with the target population

- Peer Education in the Nightlife
- Social Marketing Techniques
- Bluetooth & Social Settings
- Web-based & Social Networking Sites
- Drop-In Shop for Information & Advice
- Outreach to Colleges, Universities and Music Venues
- Articles and Interviews in Press, Radio and Television

f) Personnel involved in the project/service

1 – Outreach
1 – Training & Capacity Building
50 – Volunteers

g) Campaign strategy and social marketing

Various tools e.g. Bluetooth and social networking sites as

	highlighted above. Also locating information desk at prominent locations e.g. at entrance to venues. Various marketing tools.
SPECIFICITIES / INNOVATION	No comment.
SOURCES AND STARTING MODELS	The project was started by community workers responding to new needs which emerged with a new rave culture.
DURATION/ TESTING PERIOD	Ongoing – foreseeable future.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	Potential and actually achieved audience will vary for each different outreach program that Crew carries out. Please see attachments.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project See overview</p> <p>b) Cost and fares for the users Nil</p> <p>c) Financing organisations See overview</p>
PARTNERSHIP	<p>a) Name and description of the partners See overview</p> <p>b) Functions within the project See overview</p> <p>c) Coordination mechanisms Crew staff will usually adopt a shift pattern approach – first team does early shift and late team will be available until venue is closed or event ends.</p> <p>Internal Communications: De-briefing meetings.</p> <p>External Communications i.e. personnel outside team:</p> <ul style="list-style-type: none"> ▪ Actively work with club/pub owners to establish a relationship and gain access to venue for future deployments. ▪ Actively establish relationship with e.g. security staff. ▪ Work jointly with other service providers, first aiders, police etc. Utilised briefings in past to ensure good communications. ▪ Try to establish good relationship with punters by adopting

	an open, friendly and non-authoritative approach.
STRENGTHS	<ul style="list-style-type: none"> ▪ Closeness to the drug scenes ▪ Credibility with users ▪ Small & Efficient ▪ Utilise support from service users & peers ▪ Credibility and trust ▪ Anticipates/responds quickly
WEAKNESSES	<ul style="list-style-type: none"> ▪ Too small to cover whole of Scotland ▪ Sometimes misunderstood ▪ Only ever focussing on part of issue ▪ Can't change structural elements that impact on service users ▪ Constantly looking to finance projects
EVALUATION OF THE RESULTS	<p>The evaluation framework utilised is mainly composed of total numbers of individuals accessing the services provided (see reports attached).</p> <p>Measurements included:</p> <ul style="list-style-type: none"> ▪ Gender; ▪ Numbers of individuals accessing: <ul style="list-style-type: none"> - Crew Info; - Drug Info; - Drug Advice; - Condoms; - Sex Info; - Crisis Intervention; <p>Also make extensive efforts to note: successful or unsuccessful components of the day; feedback from punters; how well received their presence was; unusual events and brief description of particularly high risk affects treated at crisis intervention.</p>
SUSTAINABILITY	<p>Outreach is a sustained project in the current drug-use trends being experienced and there is also potential for the program to be expanded.</p> <p>However Outreach is one programme within Crew which, as an organisation, is sustained by external funding – the largest part of which (75%) comes from public sector funding in the form of service level agreements. In the current economic climate it is</p>

	unclear how much funding will be available after 2010. Similarly discretionary funders such as Trust Funds have been diminished from financial meltdown therefore the organisations current mixed economy of funding is no longer assured.
REPRODUCIBILITY / GENERALISABILITY	Already successfully replicated in a number of venues and different settings, both small and large, across Scotland and has been demonstrated to be reproducible elsewhere: has been successfully replicated in the E.U. and Australia.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>All services offered by Crew are developed to meet the needs of groups within this dynamic scene where drug trends are changing. The Crew team are working toward:</p> <ul style="list-style-type: none"> ▪ Utilising new technologies ▪ Trying to influence Policy ▪ Understanding health effects of new substances ▪ Online self help (OASIS) ▪ Addressing new groups using 'legal highs'

2.3.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO03	Outreach report	EH1 event – 2009 Report
P02_SCO03	Outreach report	Eden Festival – 2009 Report
P03_SCO03	Outreach report	Club Report: Luvely@ Faith 04/07/2009
P04_SCO03	Outreach report	Pub Run 01/08/09
P05_SCO03	Outreach report	Fantazia Report 26/09/09
P06_SCO03	Annual Review (2009)	Overview of Crew 2000 services and opportunities & resources available to access. Clear and concise guide designed to be easily understood and accessible to all readers.
P07_SCO03	Impact Award Brochure	GlaxoSmithKline Impact Awards Brochure from 2008 which contains article highlighting work undertaken by Crew – recognised through successful funding.
P08_SCO03	Quarterly report	2008/09 Period: Fourth quarter report for the Board. Extensive detail provided in this report covering various services that CREW offers: outreach, capacity building, support services, information & training and consultancy services. Measurements included e.g. number & description of sites visited, training offered, individuals seen and number requiring input from services.

2.4. OVERVIEW: Alcohol & Drug Partnership's (case studies #4 - #7)

Drug Action Teams (DAT's) introduced by the Scottish Executive 10 years ago to identify priorities within local regions and coordinate action in relation to drug and alcohol misuse. Following the recommendations of a recent review, in October 2009, all DAT's changed to Alcohol & Drug Partnership's (ADP's). The new partnerships are more outcomes focused and are more accountable via a community planning process and single outcome agreements (SOA's). The SOA's for each ADP can be viewed from The Scottish Government website⁹.

Within each region, ADP's remain the main strategic coordinator of every agency which invests in substance misuse treatment/prevention. Whilst the agencies included within each partnership will vary depending on local organisations, there are a number of key agencies which can be identified:

- Local NHS Services (Health)
- Local Police
- Local Council including social work
- Prison Service
- Voluntary Sector
- Education

Each year every ADP is awarded a set amount of money from The Scottish Government which determines the available budget for each partnership to either fund or develop services within their locality. The funding allocated must be utilised to provide a variety of services in accordance with the needs of the entire local population e.g. young people, adults, alcohol, specific drugs. In many instances the funded services themselves will develop a range of programs to meet these needs.

⁹ Scottish Government Website where Single Outcome Agreement's for all Alcohol & Drug Partnerships are published:
<http://www.improvementservice.org.uk/library/577-single-outcome-agreements/666-phase-1-single-outcome-agreements-2008-2011/view-category/>

In terms of recreational drug misuse, this is an area which includes the consumption of illegal substances and since there is no national policy in place within Scotland it is difficult to justify funding harm reduction methods which address the needs of this particular population. In the current economic climate there have also been cuts in funding and this is a trend which is likely to continue into the future particularly if policy focuses on abstinence rather than harm reduction approaches. Moreover, recreational settings are target settings which, generally speaking, are not a focus for initiatives.

A national policy would allow justification for funding initiatives however, from those programs which are successfully implemented it is very difficult to assess their success since there is little evidence-based research available into such interventions. In order for each ADP to meet the new guidelines there is certainly a need for more robust research with routine indicators (e.g. systematic reviews, randomised controlled trials). One example of a study which investigated the needs of a difficult to reach population within sports settings has been produced by Lanarkshire ADP¹⁰. In terms of the resources that are already in place to tackle recreational substance misuse there is also scope to improve their success using more effective communication means to bring the different programs together and tackle this issue in a more concerted effort. To address substance use before it becomes an issue for local regions school-based interventions would be the most appropriate approach to target a large population simultaneously although their effectiveness to date is questionable from the literature available - this should not however be a barrier to ongoing work.

From the campaigns which have targeted recreational settings, many have been educational initiatives designed to inform users of the potential harms of substance misuse however, in some instances these campaigns have also

¹⁰ Valerie Tallon (May 2007) *An Exploratory Investigation of Anabolic-Androgenic Steroid Use in Lanarkshire*

been linked to existing services that address substance use. It has however been noted that traditional addiction services have developed over previous years with a focus on substitute prescribing with opiate users and detoxification programmes for those with alcohol-related concerns; such services are therefore not necessarily fully equipped with the knowledge and skills to meet the needs of the current recreational drug use trends. Nevertheless these limitations can be overcome with additional training to emphasise more fundamental approaches e.g. basic motivational interviewing; cognitive behavioural therapy; lifestyle changes.

From the 30 ADP's in place across Scotland, 3 were identified which had targeted recreational settings: Edinburgh (case studies 4 & 7), Lanarkshire (case study 5) and West Lothian (case study 6). The population profile for each region is highlighted in table 4.

Table 4: Population statistics for different ADP regions

Area	Estimated population	Persons (per sq. km)
Scotland	5,168,500	
City of Edinburgh	471,650 (9%)	1,788
Lanarkshire (North & South)	635,610 (12%)	284
West Lothian	169,510 (3%)	397

Source: General Register Office for Scotland – 2008 council area data

2.5. CASE STUDY 04: CHEMICAL ROMANCE

		Code of the project: SCO04
		Name of the project: Chemical Romance
		Promoter organisation: CREW 2000
		Country: Scotland
		Area of intervention: Edinburgh City

2.5.1. General context

This 'Chemical Romance' initiative was a joint venture between Crew 2000, Action on Alcohol & Drugs in Edinburgh (now Edinburgh Alcohol and Drug Partnership) and licensed premises in Edinburgh. It was the first mobile phone campaign, to be implemented in Scotland, that targeted clubbers and pub goers with messages related to cocaine use and sources of help and information.

The campaign utilised static transmitter units to deliver messages directly to patrons' mobile phones via Bluetooth. This campaign was also evaluated since it was also an experiment to test how effectively such technology could be used to deliver harm reduction messages to this population. The results from this campaign have been published by Edinburgh Alcohol and Drug Partnership (ADP), in the form of a press release.

Since it was Crew 2000 who took the lead in designing and implementing this particular campaign, the main co-ordinator from Crew was contacted in order to collate the information presented in section 2.

2.5.2. The project characteristics

TITLE OF THE PROJECT	'Chemical Romance' Scotland's first mobile phone drug campaign
DRUGS & ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	This intervention was designed to dispense a harm reduction message, related to cocaine use, around pubs and clubs in Edinburgh. It was named 'Chemical Romance' as it started on Valentine's day in 2008.
RATIONALE	<p>a) Aims and objectives of the project</p> <ul style="list-style-type: none"> Disseminate harm reduction information, regarding cocaine use, to individuals frequenting pubs/clubs in Edinburgh. Test the effectiveness of information technology in delivering a harm reduction message to people's mobile phones. <p>b) Target population</p> <p>All cocaine users or potential users around the settings targeted, although in order to receive the Bluetooth message a suitable mobile phone is required.</p> <p>c) Type of intervention set up</p> <p>Essentially a Bluetooth messaging intervention that was undertaken as a joint initiative run between Action on Alcohol and Drugs in Edinburgh, Crew 2000 and licensed premises in Edinburgh.</p> <p>Used Bluetooth transmitters to convey harm reduction messages directly to mobile phones of 1359 people over a 10 day period starting on Valentine's day.</p> <p>Any Bluetooth enabled phone within a ten metre radius of the transmitter received a message consisting of a striking image, practical tips on keeping safe and sources of help for those experiencing problems with cocaine.</p> <p>Static transmitter units were installed in two city nightclubs over two weekends and another static unit was located in the Crew 2000 shop on Cockburn Street for the duration of the trial.</p>

	<p>Mobile units carried by Crew 2000 outreach workers sent out messages in twenty two venues for short periods of time over the two weekends.</p> <p>d) Techniques, methodologies and tools used</p> <p>Bluetooth transmitters – static and mobile units.</p> <p>The venues where the static units were placed were provided with Chemical Romance beer mats with the message encouraging people to switch on Bluetooth on their phones.</p> <p>Outreach workers who took the mobile units around various sites.</p> <p>e) Forms and methodologies of communication used with the target population</p> <ul style="list-style-type: none"> ▪ Beer mats. ▪ Bluetooth transmitters – mobile and static. <p>f) Personnel involved in the project/service</p> <ul style="list-style-type: none"> ▪ Crew 2000 staff including outreach workers. ▪ Action on Alcohol and Drugs in Edinburgh. ▪ Licensed venues. <p>g) Campaign strategy and social marketing</p> <p>Beer mats acted as a promotion within venues and volunteers wearing themed shirts were also able to stir up interest.</p>
SPECIFICITIES / INNOVATION	First campaign of its kind, in Scotland, which targeted drug consumption in and around recreational settings
SOURCES AND STARTING MODELS	<p>CREW 2000 heard about the idea of Bluetooth campaigns through their work with the Spanish drug information organisation 'Energy Control'. Energy Control use very different messages, however they are transmitted in the same way.</p> <p>Cocaine was the key drug to be targeted and as the campaign was to happen in February the planners decided to model it on the idea of Valentine's day - not letting cocaine 'break your heart'.</p>
DURATION/ TESTING PERIOD	10 days starting on Valentine's day 2008.


POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>Aimed to reach 500 people. Actually reached 1359 people (discounting any who passed on message to friends/family).</p> <p>The first static unit had a 26% acceptance rate, the second unit 20% and the unit in the Crew 2000 shop had a 16% acceptance. The outreach work with the mobile units had an acceptance rate of 13%.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>The cost of the project (which was mainly associated with the cost of hiring the transmitter units) was about £1000. CREW 2000 have subsequently run other campaigns for a fraction of this cost simply by purchasing a transmitter unit.</p> <p>b) Cost and fares for the users</p> <p>It was free and easily accessible to users</p> <p>c) Financing organisations</p> <p>The project was completely funded by the Action on Alcohol and Drugs in Edinburgh.</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <ul style="list-style-type: none"> ▪ Crew 2000 – voluntary organisation based in Edinburgh City ▪ Licensed Venues – privately owned licensed establishments within Edinburgh City. ▪ Alcohol & Drug Partnership for Edinburgh – based in council <p>b) Functions within the project</p> <ul style="list-style-type: none"> ▪ Crew 2000 – service agency that ran the project. ▪ Licensed Venues – partners in allowing us to run the campaign in their premises. ▪ Action on Alcohol and Drugs in Edinburgh – approved and funded the project and promoted it at a wider level through press releases. <p>c) Coordination mechanisms</p> <p>A small working group made up of one or two representatives from the Action on Alcohol and Drugs in Edinburgh and CREW 2000.</p>
STRENGTHS	<ul style="list-style-type: none"> ▪ It was a new and interesting format and this caught the attention of people in bars.

	<ul style="list-style-type: none"> Static units were the best use of this technology as they required no ongoing coordination or manpower and generally worked better. The beermats were a vital promotional tool for the static units and attracted a lot of positive attention. They were also useful for evaluation with the short survey on the back. Venues were interested and generally keen to get involved. The message was easy to produce.
WEAKNESSES	<ul style="list-style-type: none"> Mobile transmitters could be temperamental Without a tool like the beermat's to advise people to switch on their Bluetooth the message would not have been received by so many people.
EVALUATION OF THE RESULTS	<p>Aimed to reach 500 people. Actually reached 1359 people (discounting any who passed on message to friends/family). The first static unit had a 26% acceptance rate, the second unit 20% and the unit in the Crew 2000 shop had a 16% acceptance. The outreach work with the mobile units had an acceptance rate of 13%. (Main measurements: acceptance rate and location).</p> <p>The project also had many other successful outputs:</p> <ul style="list-style-type: none"> Design of campaign. Bluetooth media used. Design of beermat's and questionnaire. Coordination of static units being placed in bars. Coordination of mobile campaign and manpower. T-shirts. Hire of equipment.
SUSTAINABILITY	Sustainable for any organisation that buys the transmitter and software (£450 in total) since the messages are easy to produce and are a great way of reaching large numbers of people.
REPRODUCIBILITY / GENERALISABILITY	The messages have been successfully transmitted on a number of occasions within Edinburgh (see evaluation). Reproducible in a number of settings and the messages can be adapted to meet the needs of various audiences.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	More reliable transmitters for mobile use would be a great development that would aid future projects.

2.5.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO04	Press Release	Press release issued jointly by Crew and Action on alcohol & drugs in Edinburgh. Dated 14 th May 2008.
P02_SCO04	Evaluation Report	Statistics for Bluetooth campaigns Crew have deployed.
P03_SCO04	Marketing Image	Beeremat design image.

2.6. CASE STUDY 05: COCAINE CONCERNED

		Code of the project: SCO05
		Name of the project: Cocaine Concerned
		Promoter organisation: Lanarkshire Alcohol & Drug Partnership
		Country: Scotland
		Area of intervention: Lanarkshire

2.6.1. General context

Lanarkshire Alcohol & Drug Partnership covers the entire Lanarkshire area and holds regular meetings to ensure services in Lanarkshire are continuously developed and new programs are funded with input from all stakeholders. The current services funded by the ADP are presented on the organisations website: http://www.lanadat.org.uk/ladat/CCC_FirstPage.jsp.

There are no super-clubs within the Lanarkshire area although there are examples of clubs with large capacities (e.g. up to approx 1000) in addition to average sized clubs and pubs. Much of the evidence reported here in relation to substance use within these settings is anecdotal. In the past cannabis and ecstasy were the main drugs identified as 'recreational' drugs of choice alongside alcohol however, cannabis and cocaine are now more frequently identified alongside alcohol. The shift from using ecstasy could be attributed to a number of factors e.g. decreasing quality/purity of ecstasy on the market, decreasing price of alternatives such as cocaine.

In terms of population groups – young people (under 30) can be identified as most prevalent users with respect to cocaine & alcohol use. There are however examples of other drugs and an increasing minority of older recreational drug users in their 30's and 40's. Within this older population there will be individuals who have used drugs in the past but perhaps have changed their 'drug of choice' at present. Cocaine and cannabis may not necessarily be used within venues but can be used before and after attending such locations and are therefore still contributors to poly-drug use. Ecstasy and alcohol are typical examples of drugs used within venues.

Injecting is not a big issue in these settings as it is more likely to see tablets which are easily swallowed and powder (e.g. cocaine) which would usually be snorted. Moreover, experience suggests that individuals are more likely to gain access to these substances through friends or peers.

It is widely accepted that most weekends someone is likely to be found in a recreational setting in Lanarkshire using drug(s). There have also been increasing trends in drug consumption particularly at weekends over recent years. This change can be attributed to the increasing availability of drugs alongside decreasing prices which have made them more affordable to increasing numbers of consumers. Whilst the use of drugs tends to be an issue that is always present, drug use within recreational settings became an issue recognised within the 'public body' during the late 80's and early 90's. The initial awareness would have emerged mainly through media attention which highlighted the illegal rave scene of the time; subsequently, police enforcement would have followed before the health sectors became involved.

In terms of the most prevalent drug of choice: cocaine the traditional drug user profile (e.g. unemployed, deprived) is no longer true for this group of users i.e. we see full-time employed individuals who will typically have a disposable income. It is not necessarily just a young person's 'problem'. There are other groups in the population which should also be considered e.g. over 30's (35-44 years). Unfortunately, the scientific evidence available for profiling is often limited to profiles of dependent users who are receiving or accessing treatment/information. Since recreational users are not necessarily receiving such treatment this population remains relatively inaccessible.

Nevertheless, it is possible to infer trends within the recreational population by observing changing trends within the treated population. Accordingly the decreasing trend in ecstasy use has been reflected in the recent stabilisation of figures for addiction/treatment and concurrently increasing numbers of

people have been presenting with problematic cocaine use as its prevalence has increased. Whilst heroin treatment was also observed to increase in the past these figures are now starting to stabilise, although the number of injectors continues to increase significantly.

In terms of deterrents which have been observed within recreational settings there are a few to note:

- **Bouncers – Serve Wise training** (although this is aimed more at alcohol than drugs). It must also be noted that whilst all bouncers may be trained the training itself and its implementation can and often does vary. For example, you may find overall most bouncers will check customers entering venues however it is less likely that a customer will be stopped and searched at a pub when compared with a club.
- **Police Campaigns** – examples in Grampian & Lanarkshire of the drug testing machine which was used to take hand swabs from customers entering pubs/club venues.
- **Health Promotion messages** – can be deterrent for some people whilst for others it is advice.
- **Test purchases** can be a deterrent – affect licensee and staff thereby affecting sales which in turn would affect customer access.

The Cocaine Concerned campaign is one of few programs implemented by Lanarkshire ADP which targeted recreational substance users within the recreational setting context. The campaign was innovative in its approach in using texting and digital media to engage with the target population and was developed following a traditional health care approach in Scotland (figure 3). Moreover, the program was developed to link with the various other services available in Lanarkshire thereby allowing individuals access to

services appropriate to their needs (figure 3). A summary of the campaign has been presented in the following table.

Figure 3: Tier System for NHS health-care programs



2.6.2. The project characteristics

TITLE OF THE PROJECT	<p>'Cocaine Concerned'</p> <p>Ran 2006-2007 in a research and information capacity at a time when there was anecdotal evidence which indicated a clear increase in cocaine use amongst a difficult to reach population.</p> <p>This campaign can be described as one which was run in 'convenience settings'. Such settings are selected because they are 'convenient locations' to implement initiatives whereby you can maximise your impact or exposure to the target population.</p>
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>Targeted cocaine use and related harms in urban areas within Lanarkshire. Public facing advertising took place in three regions: Hamilton, Motherwell and Airdrie. Over the second year this was expanded into large pubs and club venues.</p> <p>The advertising disseminated information, related to harms associated with cocaine use, so that individuals could make an 'informed choice' about using cocaine. This campaign is an example of a 'convenience advertising campaign' since the marketing material was placed where it was most likely to have a captive audience and evidence at the time suggested that the majority of cocaine use locally was found within local pub and club toilets.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>Disseminate harm reduction information, regarding cocaine use, to individuals frequenting pubs/clubs across Lanarkshire area so that individuals could make an 'informed choice'.</p> <p>From second year - provide individuals with contact information if they wished to seek further help/advice with regards to their cocaine use i.e. helpline.</p> <p>b) Target population</p> <p>All cocaine users or potential users in the settings targeted.</p> <p>c) Type of intervention set up</p> <p>Tier 1/2 - point individuals toward treatment</p> <p>First round of the campaign (2006/07): the advertising material, developed specifically for this campaign, was placed in</p>

'convenient' areas such as pub or club toilets, bus shelters and the advertisement boards which can be found attached to lamp posts. However there were little results seen in terms of people accessing the Lanarkshire services.

In the second year of the campaign the advertisement material was extended to include a helpline and further advertising locations.

Worked with CJC media (media company specialises in washroom, bar and main street advertising) to develop material for licensed venues:

- Frames in toilets within venues.
- Irremovable stickers on the systems.
- Stickers on backs of doors.

Over 50 pubs and clubs across Lanarkshire were included and some venues were checked to ensure that the campaign had in fact been implemented.

[Note: Lanarkshire ADP found licensees, by in large, were accepting of this kind of health promotion initiative – perhaps due to the fact that they have a vested interest since they often deal with the aggression which is associated with cocaine use]

Tier 3/4

There was an evening clinic set-up with Harm Reduction support. The evening set-up allowed employed people to access the service which primarily uses cognitive behavioural therapy to work with individuals experiencing 'problematic' use (users who e.g. worked 9-5).

This is a clinic which is still running today, in areas where there is a need, and often times those accessing this service will have heard of it either via word of mouth or through family and friends. This is mainly a self-referral clinic though which in many ways works to its advantage in that people accessing the service are in fact motivated to change their behaviour.

The service works in many ways: CBT mentioned above;

	<p>information related to cocaine related issues and associated harms; links to other services users can access; acupuncture etc.</p> <p>d) Techniques, methodologies and tools used</p> <ul style="list-style-type: none"> ▪ Developed the advertisement material used in campaign. ▪ Advertising media e.g. posters in various locations as described above. ▪ Out of hours service which is readily accessible by people who may wish to access it. ▪ Staff training – COCA. <p>e) Forms and methodologies of communication used with the target population</p> <ul style="list-style-type: none"> ▪ Advertisement material left in 'convenient locations' ▪ Helpline ▪ Out of hours service <p>f) Personnel involved in the project/service</p> <p>Lanarkshire ADAT supported the funding of the advertising campaign. Harm Reduction Team had the lead role in implementing and delivering the service including the Out Of Hours (OOH) Service.</p> <p>g) Campaign strategy and social marketing</p> <p>There was a press launch at the time of the campaign making people aware of the campaign.</p>
<p>SPECIFICITIES / INNOVATION</p>	<p>This project was implemented for the first time targeting hard to reach client groups offering easy access – self referral without having to go through Primary Care Services. The campaign also offered telephone advice to family members/friends and posted out self help materials where appropriate.</p> <p>Although this was the first time delivering this initiative, staff within addiction services in Lanarkshire did receive COCA Training during 2003/2004. At this time it was anticipated that there would be an exponential rise in referrals to services for clients using cocaine. As well as being experienced addictions staff, the staff involved in developing this service utilised the resource pack received on previous training which incorporated a</p>

	<p>cognitive behavioural approach to promote lifestyle change.</p> <p>The OOH clinic developed by Harm Reduction Service also linked with Phoenix Futures who offered additional support (1-1 and Group) to assist recovery and they also offered auricular acupuncture.</p>
SOURCES AND STARTING MODELS	It was started thanks to partnership working in Lanarkshire. As noted above, training had been delivered to staff several years earlier.
DURATION/ TESTING PERIOD	The campaign advertising happened over a two year period. There is very little evidence to suggest that this had an impact on referrals to services. The service is ongoing however this is largely down to partnership working. All cocaine clients presenting at A&E Departments in Lanarkshire are signposted to Harm Reduction service.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>There was potential to reach anyone experiencing issues with cocaine or anyone who is seeking information to support a family member.</p> <p>Attendances at our service are predominately males, usually in employment and the age ranged from 17 to 58 years.</p> <p>In Year 1 72 referrals were received.</p> <p>In Year 2 73 referrals were received.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>There was no additional funding to support our project. As a low threshold service, HRT had this incorporated into the Service Level Agreement and cocaine clients came under the "hard to reach" category.</p> <p>The advertising campaign each year was at a cost of £7,884.25 which was funded by the ADP.</p> <p>b) Cost and fares for the users</p> <p>Nil</p> <p>c) Financing organisations</p> <p>Funded by Alcohol & Drug Action Team</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <ul style="list-style-type: none"> ▪ NHS Lanarkshire


	<ul style="list-style-type: none"> ▪ Lanarkshire ADAT ▪ Phoenix Futures ▪ South Lanarkshire Council ▪ North Lanarkshire Council <p>b) Functions within the project</p> <ul style="list-style-type: none"> ▪ NHS Lanarkshire - supplier of particular service ▪ Lanarkshire ADAT – evaluating organisation ▪ Phoenix Futures – supplier of particular service ▪ South Lanarkshire Council – supplier of particular service ▪ North Lanarkshire Council – supplier of particular service <p>c) Coordination mechanisms</p> <p>No comment entered.</p>
STRENGTHS	<ul style="list-style-type: none"> ▪ Self referrals had a higher attendance and completion rate. ▪ Word of mouth and OOH service appeared to attract referrals to the services. ▪ Accessibility - offered an appointment usually within 5 working days and seeing the client within their locality where possible. ▪ Good partnership working and referral pathways for service users who require additional input. ▪ Service offers wider health promotion/prevention interventions: sexual health, BBV screening and HBV vaccinations ▪ Auricular acupuncture assisted with improving mood, reducing craving and improving sleep.
WEAKNESSES	<ul style="list-style-type: none"> ▪ The campaign did not appear to have a direct effect on referrals. ▪ Referrals from other sources (i.e. not from campaign) had a higher default in attendance rate. ▪ Referrals with poly-drug use problems were less likely to attend appointments and disengaged. ▪ Referrals that were coerced to attend – especially by family members were less likely to engage during sessions.
EVALUATION OF THE RESULTS	<p>Evaluation report (May 2008).</p> <p>Anecdotal evidence: majority of cocaine use locally was found within local pub and club toilets.</p>

	<p>Measurements included:</p> <ul style="list-style-type: none"> ▪ Total number of pubs and clubs which displayed the campaign stickers: <ul style="list-style-type: none"> – Locality checked to ensure campaign stickers were displayed – Number of venues checked within each locality ▪ Total number of toilet panel advertisements fitted: <ul style="list-style-type: none"> – Locality within Lanarkshire checked – Number of panels within male toilets – Number of panels within female toilets ▪ Total cost of campaign ▪ Number of referrals to NHS Lanarkshire Harm Reduction Team: out-of-hours cocaine clinic ▪ Source of referrals to clinic.
SUSTAINABILITY	Out of hours service has been sustained till today – 2 years after the original campaign ceased.
REPRODUCIBILITY / GENERALISABILITY	<p>All addiction services in Lanarkshire now take referrals for cocaine clients. Training was provided for staff to update skills and knowledge of cocaine use and Psychology Services now run an out-of-hours cocaine clinic in South Lanarkshire which will be replicated in the North in due course.</p> <p>As a result of this there has been a reduction in referrals to Harm Reduction Team.</p> <p>There is also potential to use the poster designs in another campaign.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>Expansion of service to North Lanarkshire.</p> <p>Further efforts to raise awareness of out-of-hours service.</p> <p>Use of innovative mechanisms e.g. Bluetooth messaging in nightclubs.</p>

2.6.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO05	Evaluation Report	Evaluation of campaign by Lanarkshire ADP (May 2008).
P02_SCO05	Marketing Design	Poster design for cocaine concerned campaign.
P03_SCO05	Marketing Design	Sticker design for campaign - displayed in buses.
P04_SCO05	Marketing Profile	Photograph demonstrating how advertisements were displayed within venues.
P05_SCO05	Marketing Profile	Photograph demonstrating how advertisements were displayed within venues.
P06_SCO05	Marketing Profile	Photograph demonstrating how advertisements were displayed within venues.
P07_SCO05	Marketing Profile	Photograph demonstrating how advertisements were displayed within venues.
P08_SCO05	Marketing Profile	Photograph demonstrating how advertisements were displayed within venues.

2.7. CASE STUDY 06: THE PINK HANDBAG

 		Code of the project: SCO06
		Name of the project: The Pink Handbag
Promoter organisation: West Lothian Tobacco, Alcohol & Drug Partnership		Country: Scotland
		Area of intervention: West Lothian

2.7.1. General context

The West Lothian Tobacco Alcohol and Drug Partnership (TADP) covers the whole West Lothian area which has two large towns within the locality – Livingston and Bathgate; both of these can be described as hubs of nightlife economy, for example Livingston has two larger nightclubs in addition to a wider range of bars and pubs. Outside these towns, the typical recreational facilities include local public houses, rather than the big chains seen in towns, and there are typically no nightclubs. There have been no festivals or raves which have been brought to the attention of the TADP within West Lothian. Like many other communities in Scotland the TADP has concerns regarding substance use in general, including recreational settings however, the biggest problem faced is alcohol, particularly within the context of excessive or binge drinking, since it affects more people in terms of numbers.

Drug use is not overly prevalent in West Lothian but rather is typical of most Scottish localities. However, with the drugs that do present concerns, in terms of numbers, cannabis is the most widely used drug including within recreational settings. Other drugs of use within recreational settings include the typically described ones in other areas such as cocaine, ecstasy and LSD etc. Amongst the population of drug users, the more problematic users tend to be those who inject or smoke heroin.

Whilst cannabis is the most common choice of drug in terms of recreational use and therefore presents the biggest concern it is not often used within

the settings described above. Rather it is more typically smoked on the streets within the locality of these settings or within the home e.g. at parties (particularly since the smoking ban was introduced in Scotland). In terms of evidence relating to drug use within recreational settings much of the information available to West Lothian TADP is based on anecdotal information rather research.

Anecdotal information suggests that on most weekends someone, typically aged 17-28 years old, can be found in a recreational setting in West Lothian using a substance. Substances more likely to be found within such settings include powders (e.g. cocaine) or tablets. Injecting is not particularly common in recreational settings. Drug use however is not overly visible and if it is happening is likely to be more underground. There is no particular information available to clarify how individuals will gain access to drugs however it is likely to be through friends, known individuals or directly from dealers. In comparison alcohol is however much more accessible and prevalent (in terms of numbers) – consumed every weekend and by wide range of population including a wider age range which includes older people (over 50 years).

Indicators:

Numbers accessing services: it is possible to get an indication of the level of consumption within recreational setting by looking at the numbers of individuals accessing the services the TADP funds. Like many other regions in Scotland, West Lothian will experience a peak during the Christmas period e.g. as a result of parties during festive season. A further peak can be observed during the New Year when people are reflecting on the previous year and making resolutions to change their behaviour.

Accident & Emergency admissions: increase in number of people being admitted due to excessive alcohol use.

Number of police calls: increase usually observed around festive period. Domestic violence calls can be specifically identified – whilst not often linked to alcohol, alcohol can be a factor in many of these cases.

Feedback from local communities: more antisocial behaviour, violence, assault, noise, etc – police statistics can also be used to demonstrate these indicators.

At-Risk Groups:

Age - in terms of alcohol young people are a high-risk group however, alcohol does affect people across all generations. Young people are particularly at risk during early years or as young teenagers (12-13 yr olds). At this age the body is not fully developed and therefore liver isn't fully functioning; moreover, at this age they will not have built up a tolerance to alcohol. Higher risk presents since there are more health consequences, especially long term, as result of their consumption.

Older people - tend to have smaller social circles and will therefore drink alone at home - something could happen whilst they are alone and no-one is due to visit.

Deprivation – can be a factor with respect to both drug and alcohol – particularly due to the health consequences associated with living in impoverished areas.

Of note: see apparent lower incidence of problematic consumption amongst black and ethnic minority communities; this can be inferred from the lower number of referrals amongst these populations. However, it is also possible that this apparent lower prevalence is due to lack of reporting e.g. associated stigma attached to alcohol/drug use/abuse – particularly with certain cultures e.g. Islamic.

Young women – personal safety risks associated with alcohol use e.g. walk home alone after losing friends; increased likelihood of risky sexual behaviour.

Whilst the younger and older age ranges can be identified as most at-risk, alcohol does affect the whole community/population. The majority of people do drink and drinking doesn't just impact on the drinker but also their family, friends and the wider community.

Deterrents within Recreational Settings:

Ultra-violet Lighting: in West Lothian a few pubs have made use of the UV blue lights which deter intravenous drug use since potential consumers cannot see their veins to be able to inject.

Surfaces: some nightclubs have installed toilet tops designed to deter drug use since the surface is too coarse to e.g. line up cocaine and subsequently snort it.

Best Bar None Scheme: police have rolled this out within the area working with the licensed trades. In order to gain an award the licensee holder has to establish specific policies and procedures within their venue to tackle drug- and alcohol- related concerns e.g. demonstrate how they would detect and deal with drug use; how they approach a person suspected of using drugs. All the larger nightclubs in West Lothian are a part of this scheme.

The Tobacco, Alcohol & Drug Partnership

Within West Lothian TADP there are two full time officers who both work jointly although there are a wide range of activities that need covered. In the crudest sense, the workload is split into 'alcohol' and 'drugs/tobacco' although there is a huge remit to cover e.g. funding; outcome commission.

The TADP funds a variety of services which in turn may also develop a range of programs to target specific populations e.g. young; adult; alcohol; drugs; cannabis (currently 7 services funded). Monitoring information is collected routinely from these services although, generally speaking, internal issues would be handled by the management staff employed at each service. In terms of maintaining communications the partners within the TADP hold regular meetings, every 6 weeks which will cover a variety of issues. Moreover, the TADP staff will meet with the services it funds on a daily to weekly basis and have also developed a website for the public to access information¹¹.

Programs Funded:

As highlighted above, a variety of services are funded however, the TADP also strive to fund programs which can demonstrate evidence-based interventions. For example a cannabis service has been funded in order to address the most prevalent drug of use in the region and this service is based on various proven practices e.g. motivational interviewing and enhancement therapy with respect to substance misuse.

The services funded by the TADP also have an outcome based focus; consequently rather than counting the numbers of people accessing the service they will actively assess what happens to someone once they have left. This is achieved by working with an individual for a period of time and then determining what positive outcomes they accomplish e.g. reduced use or complete abstinence; engaged in education; taken up training;

¹¹ West Lothian ADP Website:

<http://www.drugmisuse.isdscotland.org/dat/westlothian/WestLothian.htm>

increased contact with family; coping with debt; housing issues have been addressed.

The TADP has also invested additional financial resources in alcohol services. Currently the West Lothian Alcohol Service provides a lot of 'low-threshold' programs and will work with individuals who don't have serious problems with respect to drug/alcohol use but do need help and support. This form of early intervention work is best placed to head people off before they get to a stage where they will need specialist support.

West Lothian TADP does not currently have plans to fund a new program specifically targeted toward drug use within recreational settings.

Future Developments:

Within the Partnership which has developed the stakeholders involved have been working quite well to address substance use within the West Lothian community. However, for the partnership to continue to work well it is important to ensure all relevant stakeholders are present and feel like they have a voice in order to get a well rounded response to an issue. Whilst there is scope to broaden out to other partners in West Lothian, the core make-up of a good partnership is already present.

Future improvements are dependent on funding available however the TADP must continue to make best use of the resource package which is received from Scottish Government. Should the funding allow it, more services can be developed in the future which are located in a variety of locations in order to make the services more accessible for the West Lothian community.

One future program which is currently being developed is based on an early intervention approach. The pilot will be implemented over the next 2 years to address alcohol consumption in 3 distinct communities where alcohol presents particular problems: Armadale, Knightsridge and Addiewell. The

key aim is to reduce alcohol consumption in these three geographical areas by targeting the whole population within the communities rather than focussing on 'problem groups'. This project will not however simply design and dispense messages within the community; instead the team want to develop a more proactive approach with this population and engage with these communities from the outset. It is hoped that the communities will create their own messages and change the culture of consumption 'themselves'. The developers are hopeful that programs such as these alongside key national policies (e.g. reduced licensees) and improving information will overcome the barriers to affect cultural change.

Another example of a campaign where user involvement was actively sought was the "The Pink Handbag". West Lothian TADP successfully launched this campaign in 2007 to target young women, aged 16-30 years old (approx 15,000 individuals), and educate them about their alcohol consumption and the associated harms. The campaign has achieved national recognition and won several awards since it was first launched. Further details are presented below.

2.7.2. The project characteristics

TITLE OF THE PROJECT	'Everything you need to know for a good night out' (also known as 'The Pink Handbag')
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>Targeted excessive alcohol consumption and related harms amongst young women aged 16-30 years old. This was at a time when the national media in Scotland was highlighting the 'ladette culture' and drink spiking (across Scotland).</p> <p>The leaflets and posters developed were dispensed in a number of settings across West Lothian including pubs and clubs as well as youth agencies and health fairs.</p>
RATIONALE	<p>a) Aims and objectives of the project Disseminate harm reduction information, regarding alcohol use, to young women (20-30 years) frequenting pubs/clubs/youth agencies across West Lothian area so that individuals could make an 'informed choice'.</p> <p>b) Target population All young women consuming alcohol.</p> <p>c) Type of intervention set up Information Leaflets which were designed specifically for this campaign. During design phase young women were consulted about the language that they felt was eye-catching and would influence their behaviour.</p> <p>d) Techniques, methodologies and tools used Developed information media after initial consultation phase.</p> <p>e) Forms and methodologies of communication used with the target population Media Advertising – information leaflets.</p> <p>f) Personnel involved in the project/service</p> <ul style="list-style-type: none"> ▪ West Lothian Drug Action Team partner agencies including West Lothian Drug & Alcohol Service ▪ NHS Lothian Health Promotion Dept ▪ Lothian & Borders Police



	<ul style="list-style-type: none"> ▪ 360 degrees Communications <p>g) Campaign strategy and social marketing</p> <p>There was no structured planned strategy. The target group for the leaflet was young women who were part of the local club scene so marketing efforts were channelled to local pubs and clubs.</p>
SPECIFICITIES / INNOVATION	Very innovative in terms of the language and approach used to engage the target population. The design was in fact very successful and has been sold onto other organisations. The leaflet was also adapted for the Swedish market.
SOURCES AND STARTING MODELS	<p>The concept and context of the leaflet reflected the current alcohol trends in relations to young womens' drinking at the time of its inception. The idea was unique, although the context was national.</p> <p>The leaflet was not replicated from another source.</p>
DURATION/ TESTING PERIOD	The project was launched in 2007 and we are still disseminating the leaflets. It took about six months from inception to final production.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	Unfortunately WLDAT did not quantify the reached target, however, if you mention "The Pink Handbag" to young women in the Lothian area they know what it is.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>£4,500 as well as workers' time given in kind from their own agencies.</p> <p>b) Cost and fares for the users</p> <p>Nil</p> <p>c) Financing organisations</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>West Lothian Drug Action Team partner agencies including West Lothian Drug & Alcohol Service, NHS Lothian Health Promotion Dept, Lothian & Borders Police and 360degrees Communications</p> <p>b) Functions within the project</p>

	<ul style="list-style-type: none"> ▪ West Lothian Drug Action Team funded the leaflet. ▪ West Lothian Drug & Alcohol Service came up with the graphic concepts and provided content. ▪ 360degree Communications designed the leaflet. ▪ NHS Lothian Health Promotion Dept provided health information for content. ▪ Lothian & Borders Police provided legal information <p>c) Coordination mechanisms</p>
STRENGTHS	<ul style="list-style-type: none"> ▪ Needs Led ▪ A multi agency development ▪ Funny clever graphics ▪ User friendly ▪ Good information
WEAKNESSES	<ul style="list-style-type: none"> ▪ Limited shelf life? ▪ Some partners took more responsibility and larger role than others.
EVALUATION OF THE RESULTS	No formal evaluation however there is available anecdotal evidence which suggests that the campaign was well received by the target population.
SUSTAINABILITY	Leaflets are still relevant and being used until stocks are depleted. Whether it will be sustained will depend on the needs of the West Lothian community at that time. Resources will be channelled accordingly.
REPRODUCIBILITY / GENERALISABILITY	<p>As previously indicated the campaign design was successful and sold onto to other organisations.</p> <p>'A male equivalent leaflet was produced later called 'The Adventures of Beerhead''</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	The male equivalent leaflet was developed as a result of this campaign.

2.7.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO06	Marketing Design	'The Pink Handbag' leaflet design
P02_SCO06	Marketing Design	'The Adventures of Beerhead' booklet design (male version produced after initial campaign).
P03_SCO06	Press Release	West Lothian Drug Action Team press release to highlight the campaign in local press.
P04_SCO06	PowerPoint Presentation	Presentation produced by Hilary Smith to highlight the Campaign (from conception through to implementation) and the success it achieved with its target population.

2.8. CASE STUDY 07: BOOZY BETTY

 		Code of the project: SCO07
		Name of the project: Boozy Betty
Promoter organisation: Heriot-Watt University and Edinburgh ADP		Country: Scotland
		Area of intervention: Heriot-Watt University, Edinburgh

2.8.1. General context

Edinburgh Alcohol and Drug Partnership

The Edinburgh Alcohol & Drug Partnership includes representation from the following agencies:

- City of Edinburgh Council
- NHS Lothian
- HMP Saughton (Edinburgh Prison)
- Lothian & Borders Police (Local police authority)
- Procurator Fiscal's Office (Officers appointed as public prosecutors in Scotland who investigate and report to the Crown Office)
- Voluntary Sector

Edinburgh City, being the capital of Scotland, is a large city with varying recreational facilities including pubs, clubs, music festivals, super-clubs and other organised events – small and large scale. As the capital, the city is also a vibrant hub which attracts an international population therefore presenting the challenges in meeting the needs of a global population. In terms of prevalence, the most common substance of use is alcohol although often times this is consumed in conjunction with others e.g. psycho-stimulants.

In Edinburgh, whilst the ADP is hosted by the City Council, it is itself still independent with a dedicated staff compliment of three members who are organised into three separate posts: Research & Information; Strategy &

Implementation and Office Administrator. However, due to the small staff compliment and the workload presented to them, the staff regularly work to support each other in these roles. Edinburgh ADP will utilise its allocated budget to either fund relevant projects within the area or to both fund and actively be involved with such projects e.g. many of the NHS services currently available in Edinburgh are part funded by the ADP. Relevant projects can be identified through a number of methods e.g. discussion within partnership, funding applications or communication strategies. In order to maintain open communication the ADP staff will hold a series of meetings with project staff and the local partnership representatives.

Further information about Edinburgh's ADP can be obtained from their website (**currently undergoing redesign*):

http://www.actionalcoholdrugsinedinburgh.org/aade/aade_dt_display_home.jsp?p_applic=CCC&p_service=Content.show&pContentID=61&

It is worthwhile to note that whilst the ADP is funded, staff can and have in the past spent time on successful projects which did not have full funding in place. Despite the enormous challenges to overcome, the team have achieved success through their dedication and the unique opportunities/resources which are available to them through the partnership and its collaborators – one such campaign which targeted female students was run in collaboration with Heriot-Watt University (*see case study 7*).

Boozy Betty is an example of a campaign which had a specific target population of female students however, the ADP funds a number of other services in order to meet the varying needs of the Edinburgh population. In order to fund these services it is important to understand the problems that Edinburgh is currently facing. Traditional specialist services can provide information in relation to tackling problematic substance use, however individuals who use substances recreationally do not ordinarily access these traditional services and are therefore a more difficult population to access.

Indeed, the main source of intelligence relating to recreational substance use within Edinburgh is the voluntary agency Crew 2000.

Historically, Edinburgh's specialist services developed in response to a large health care issues tackled in the past e.g. AIDs and injecting drug users who have presented e.g. prostitution sector. However, in the past 10-20 years alcohol has increasingly become the main target for health care programs. The increasing trend in alcohol consumption can be attributed to a number of changes which have influenced culture in Scotland e.g. increased affluence, cheaper costs, more readily accessible and licensing laws. Over time increasing alcohol consumption has become normalized into Scottish culture where "the focus is on alcohol, not life". With these different factors to contend with, long-term change in Scotland presents a difficult problem as "culture is focussed on drinking rather than socialising". This trend seen in alcohol has also been reflected in the recent trends related to recreational drug use. Psycho-stimulants are now often seen alongside alcohol and in an older generation of between 30-40 years rather than the traditionally younger audience. There has also been a recent emerging trend of using 'legal highs' which can easily be accessed through head shops or online sources.

The issues are further complicated by the changing population in Edinburgh City itself e.g. currently there is a large Polish population recently moved into Edinburgh and presenting cultural and language barriers to services. In addition, there is still a stigma attached to the traditional services which are offered and is made more complex with a 'hierarchy' now seen within drug users e.g. depending on drug of choice and method of ingestion. Despite the large number of barriers to overcome there are a number of services in place in Edinburgh to address substance use within recreational settings and receive funding from the ADP:

Crew 2000 – voluntary agency that has developed a number of services within Edinburgh but also worked on international stage e.g. recently, in

conjunction with other European agencies, developed a series of guidelines for European settings.

Fast Forward – Young person centered voluntary agency operating in Edinburgh. Adopted peer support method to help young people with substance misuse issues through education and support.

GP Services – can provide various services including mental health support and addiction services e.g. methadone prescription.

Boozy Betty – Research project, led by Heriot-Watt University which was developed in line with the needs identified through active engagement with target population.

Looking forward the ADP has identified a need for further information provision but with educational messages which are more sophisticated and holistic – incorporate health and lifestyle; especially since the factors which influence likelihood of problematic use include mental health and life and social circumstances. These messages need to be targeted and implemented “in the right place and right time” in order to maximise their impact.

There is also scope to improve the services that are currently offered in Edinburgh:

Web - better online information developed. Collect current intelligence e.g. chat forums to monitor trends and inform future policy and develop needs-based services.

Link Companies- since substance misuse affects those leading ‘functional’ lives as well worthwhile exploring methods of introducing information to the working population through employers. However, the approach here is important – has to be subtle e.g. linked into general health message.

Sign-posting – improve access and up-take within services already in place since there are already drug counsellors available to the Edinburgh population. Although it would be important to ensure the right services are sign-posted as well – with drugs for a young person an organisation such as Crew is more appropriate whereas with older population services linked with GP may be more appropriate.

Availability – Services should be flexible and available to meet the clients' needs. Increasing availability at 'low-threshold' services such as drop-in would be a good starting point to engage with this population but also a route to further services if needed.

Heriot-Watt University – 'Boozy Betty' Campaign

At the start of the academic year in 2006 Heriot-Watt held 'Fresher's Week' to welcome the new first year students to the University. Like many other Universities across Scotland Fresher's Week is planned to be a packed week for new students with a whole host of events and parties planned over the week and is usually accompanied by the consumption of large quantities of alcohol. In response to concerns raised by excessive alcohol consumption most Universities, including Heriot-Watt already have Alcohol Awareness initiatives in place to educate their students of the risks. Despite these measures however the Welfare Forum Committee at Heriot-Watt raised concerns following Fresher's Week about the levels of alcohol being consumed by their students and, within the context of high profile national and local press coverage about binge drinking by young adults in general, the Welfare Team at Heriot-Watt were prompted to take action.

Lead by the Director of Student Support Services Christine Johnston, the first step in addressing the concerns raised was to determine and quantify what the actual issues facing the student population were. Christine

contacted a number of Drug Action Teams in her initial research and the multi-agency partnership developed from there to eventually include:

- Heriot-Watt University
- Action on Alcohol & Drugs in Edinburgh
- Edinburgh Community Safety Partnership
- Action on Drugs & Alcohol BORDERS

Having identified that much of the literature produced was male focussed and very simplistic the partnership initially worked toward developing a series of focus groups which could be used to research the needs of the female student population. Based on the outcomes from this research, a range of campaign material was developed which was designed in-line with the recommendations from the target audience and called 'Boozy Betty'.

The Boozy Betty campaign went on to be extremely successful within Heriot-Watt in its own right however, also led to the development of further services:

- **Academic Leaflet** – for staff, student wardens and other university personnel. Information leaflet intended to provide information and allow staff to intervene where they identified an issue but in a supportive and helpful way.
- **Drop-In Service** – developed through Edinburgh & Lothian Council for Alcohol (ELCA) and run weekly by a volunteer.
- **Short-film-** produced by a young student going to the settings where students likely to visit and presenting safety information related to alcohol consumption but in a 'fun' way.

Perhaps surprisingly one of the main outcomes from the research conducted at Heriot-Watt was the lack of knowledge amongst the student population about excessive alcohol consumption however the research also identified that messages related to health did not have an impact with this group

either. Boozy Betty was successful in overcoming this barrier by presenting the information in a credible way that could impact student behaviour – relating the alcohol consumption to what students would notice e.g. weight, studies and finances.

Since Boozy Betty was developed its success has been recognised by a number of other organisations including other universities, colleges and Police Authorities. Within Heriot-Watt Boozy Betty is still effectively used as a platform for the range of services that the Welfare Team provide including:

- Developing **policies** and access to **training** e.g. alcohol and mental health.
- Maintain **Licensing Standards** – serving policies within Union bar on campus.
- Maintain relationship with **Community Police Liaison Officer** – together with data from GP build on information and improve services but also identify individuals at-risk.
- **GP Practitioner** on campus with **CPN** (Community Psychiatric Nurse) – also link alcohol treatment into other services e.g. smoking cessation clinics.
- **20 Wardens** – frontline staff based within halls of residence and available out of hours. Position to offer emotional and practical support to students.
- **Monitoring Process** – All incidents in halls must now note if alcohol was involved. Findings suggest that alcohol is only noted in a third of incidents reported.
- Continue to run **Alcohol Awareness campaigns** at Fresher's Week but now follow-up at the 5-6 week period with the **Catch-Up Card** developed through Boozy Betty.

The details of the Boozy Betty Campaign are presented more fully below and in the attached documents.

2.8.2. The project characteristics

TITLE OF THE PROJECT	"Boozy Betty" (This title is a spin on the current TV series named "Ugly Betty" – Broadcast Channel 4 and popular with the age group targeted within this initiative)
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>The initiative was prompted by concern, voiced the Welfare Forum Committee at Heriot-Watt, about the level of alcohol consumption at the time around 'Fresher's Week' (first week of university for new students – introduction). However, this was also within the context of high profile press and media coverage (local and national) about the binge culture amongst young people in general.</p> <p>Concerns about student welfare prompted the Heriot-Watt Welfare team to take a proactive approach and research and quantify the extent of the problem in the first instance before determining how best to address the actual issues identified from the research. The lead for the project at Heriot-Watt was Christine Johnston who contacted the local Alcohol Drug Partnership's (Drug Action Teams at that time) as part of her research. From here the partnership developed and the 'Boozy Betty' initiative was developed.</p> <p>It must be stressed that whilst the information presented here focuses on events at Heriot-Watt, the culture within the University is not unique in the sense that it is similar to that found in other Universities across Scotland. The unique aspect of this case study is the initiative itself – research process, design of marketing and how it was implemented.</p> <p>The Boozy Betty material was dispensed around Heriot-Watt (main and borders university sites) including: recreational areas e.g. Union (has 1 bar), halls of residence, reception, academic buildings etc. The information was also been dispensed in Induction Packs handed out to new students.</p> <p>It is interesting to note from the research conducted by the team that the bar within the Union was actually one of the safer places for students to consume alcohol owing to the serving policies in</p>

	<p>place and the presence of security staff who will intervene to keep safe or help those in need of assistance e.g. first aid and help getting home safely.</p> <p>Excessive alcohol consumption was more predominant in halls of residence themselves – it was identified this was due to the accessibility of cheap alcohol. This cheap alcohol was not necessarily purchased from the shops within the local vicinity (which have responsible licensing policies in place) but was often purchased online from major supermarkets running promotions and then delivered to the halls via home shopping services.</p> <p>Excessive alcohol consumption has also been linked to promotions being run venues within central Edinburgh. The availability of a bus link into the town from Heriot-Watt makes it possible for students to commute from the city and back relatively quickly and the marketing within the town itself has also shifted toward targeting students rather than professionals. Like many other towns in Scotland, pubs and clubs in central areas will run cheap promotions specifically targeted toward students – this is reflected in the numbers of students drinking to excess whilst these promotions are being run – Saturday, Wednesday and Friday nights.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>The initial aim of the project was to conduct the research to both quantify and identify what the concerns were in the first instance. The research itself had a number of outcomes which are more extensively described in the attached material. In summary however it was found the available information material was mainly targeted toward males but also difficult to relate to for this population and therefore achieved very little impact.</p> <p>From the research carried out the 'Boozy Betty' initiative was conceived and the specific objectives included:</p> <p>Make female students think about their drinking and to bring about changes in drinking behaviour</p> <p>Provide materials and sources of help for those whose drinking may be affecting their studies, finances and health.</p>

b) Target population

All female students were the target population in mind whilst designing the campaign material although the messages would apply to males as well and this has been reflected in the feedback from students.

During the focus groups conducted at research phase, female students aged 18-20 years were represented by participants. This was also supplemented by the questionnaires completed by 700 students – male and female.

c) Type of intervention set up

Primarily an information and awareness service although did direct target population to services which could help. The students were targeted via a number of methods highlighted in part d below.

From the original Boozy Betty marketing campaign there were also a number of other developments

i) Developed an academic leaflet for staff – raise awareness and provide advice on how they could help students but in an informal and supportive way.

ii) In conjunction with ELCA (Edinburgh & Lothian Council for Alcohol) a drop-in service was initially developed but has since ceased to continue as it was not well used.

It is worthwhile mentioning however, that Heriot-Watt do still have a number of services available to students including Welfare department, in-house GP (doctor) and CPN (community psychiatric nurse) as well as 20 wardens who are based within the halls of residence themselves.

iii) There was a short-film made recently by a young person visiting a number of local recreational venues and presenting study and safety tips to the audience within the setting context itself.

This short-film is due for release in the near future.

d) Techniques, methodologies and tools used

From informal discussions the welfare department had determined existing materials on this subject were found to be culturally inappropriate, irrelevant and unappealing to students. In order to determine how future material should be designed a series of six consultations/focus groups with female students (aged 18-20) were carried out in February 2007, totalling 70 female students. To supplement this, a questionnaire was also completed by 700 students, both male and female.

Participants were asked about specific issues related to their drinking consumption and environment. Existing resources were reviewed to establish their usefulness and students were questioned on imagery, content and language. The research phase itself successfully collected a significant amount data in itself including patterns and issues specific to a student population (see evaluation documents).

From the data collected and the priorities highlighted by the students more suitable campaign material was designed – see section e. This campaign material itself was designed with a 'pop art' theme in order to generate the initial interest from the target population but furthermore, the wording used was carefully selected so that it did not focus on traditional sensible drinking messages but rather presented information which student's themselves had stated they were interested in (over the course of the research phase). The team also developed an academic leaflet to provide information for staff in terms of recognising the signs when someone may be experiencing problems with alcohol but also provide information about how to engage with their students in a positive way.

Further steps taken by the team included:

Targeting licensed premises – requesting to Edinburgh Licensing Forum that all Universities be reminded of their obligations under Scottish Licensing Act 2005 and reiterate staff responsibilities. Request that Licensing Standards Officers meet with relevant licence holders and bar managers.

Outreach work – ELCA developed and started the drop-in

service on the Edinburgh campus - source for additional advice, support and information for students (weekly basis).

Approximately one year later an evaluation was carried out to review how successful the Boozy Betty campaign material and the drop-in service had been. Included feedback from 29 female students who rated the campaign overall quite positively. 10% of those questions stated 'the resources would prompt them to reduce their alcohol use' and 7% stated they 'had actually changed their behaviour..and reduced their alcohol use as a result' (please see attached evaluation for full findings).

e) Forms and methodologies of communication used with the target population

The tone of the campaign had a 'pop-art' feel and the campaign material was designed to resemble club flyers. Campaign material included:

Leaflet – credit card size fold out leaflet which contained 'harm reduction' tips and contacts for sources of help on alcohol, sexual health, rape, debt and welfare issues.

'Catch-up card'- for students who felt their partying was starting to get out of hand. Card contained contact information for services which could help. Very effectively used at 5-6 weeks after start of term – time when students may be starting to feel the impact of drinking on their studies, finances etc.

Poster – based around 'Boozy Betty's Week' Theme. One side of the poster described Betty's drinking over a week - at home, taking advantage of promotions, in clubs and pubs. The other side described the impact on Betty – missing lectures and deadlines, being sick, putting on weight, taking personal risks with her safety, having her bank card refused, looking rough.

The materials were introduced for the academic year September 07/08.

Soon thereafter, an academic leaflet was also developed for the staff at Heriot-Watt. The leaflet was not intended as an in-depth

	<p>training guide but rather as an informative piece which would allow staff to deal with the issues surrounding alcohol with their students in an informal and supportive way.</p> <p>f) Personnel involved in the project/service</p> <p>Heriot-Watt University: Christine Johnston involved throughout e.g. research, funded focus groups, dispensing information.</p> <p>Edinburgh ADP (then known as Action on Alcohol and Drugs in Edinburgh): research and funded development of campaign material with assistance from Edinburgh City Council.</p> <p>Edinburgh Community Safety Partnership: Involved in developing research and the Drop-In Service (included volunteers to run service).</p> <p>Action on drugs & alcohol – Borders:</p> <p>g) Campaign strategy and social marketing</p> <p>Internal Launch – staff and students (e.g. e-mail, facebook – students association page).</p> <p>Press Coverage – national and local.</p>
SPECIFICITIES / INNOVATION	<p>New project. Unique in its approach – research project from the outset and therefore developed in response to the actual issues identified by the partnership. Also continued to be developed after initial campaign material was designed – as a direct result of the voluntary efforts of staff involved in this initiative.</p>
SOURCES AND STARTING MODELS	<p>Developed by the campaign team. 'Starting model' would be the input received from students through the research process (please see attached evaluation documents).</p>
DURATION/ TESTING PERIOD	<p>May 2007 – ongoing</p> <p>This is a campaign which has been demonstrated as 'best practice' and therefore likely to continue into the foreseeable future although the visual material may need to be updated in a couple of years.</p> <p>Potential for this campaign to be adopted in other universities/colleges throughout Scotland e.g. via NUS Scotland.</p>
POTENTIAL AND ACTUALLY ACHIEVED	<p>The material was prominently displayed throughout the university which has approx 16,500 students in total (1,600 of</p>

TARGET POPOULATION	which live on campus).
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>Total cost of campaign = <u>£707</u></p> <p>Leaflets (3000) and catch up cards (3000) = £478</p> <p>Posters (3xA0) = £109</p> <p>Posters (200xA3) = £120</p> <p>Other costs involved e.g. research and analysis, visual material development – these are negligible here because so many people gave up time to take part in this project voluntarily.</p> <p>b) Cost and fares for the users</p> <p>Nil</p> <p>c) Financing organisations</p> <p>Heriot-Watt University and Edinburgh ADP provided funding. However, worthwhile to note much of the components of this initiative could only have been possible with the time that many people gave up voluntarily – including from other partners.</p>
PARTNERSHIP	<p>a) Name and description of the partners</p> <p>See 3f.</p> <p>b) Functions within the project</p> <p>See 3f. Responsibilities were quite shared within the partnership.</p> <p>c) Coordination mechanisms</p> <p>Held regular meetings – fortnightly to monthly basis.</p> <p>Co-ordination was good throughout e.g. press release etc.</p>
STRENGTHS	<ul style="list-style-type: none"> • Credibility, appropriateness of material • User participation • Focussed – specific target population • Clear communication within partnership • Shared ethos – ‘getting things done’.
WEAKNESSES	<ul style="list-style-type: none"> • Finance – limited • Pressure – volunteering • Further follow-up: whilst further evaluation would be useful resources do not currently allow for this.
EVALUATION OF THE RESULTS	Six Consultations/Focus Groups (female students; Feb 2007) and questionnaire completed by 700 students (male and female):

- Number of students;
- Campus location (i.e. Edinburgh or Scottish Borders);
- Number of motivations:
 - Who they drink with
 - Where they drink
 - What they drink (provided units);
 - How often
- Views about impact of alcohol on:
 - Health
 - Weight
 - Relationships
 - Studies
 - Finance
 - Behaviour
- Existing resources impact measured:
 - Imagery
 - Content
 - Language.

The evaluation is presented in attached document. In summary the findings indicated the main concerns for the female student population were short-term health concerns and the existing communication reviewed identified several important development opportunities.

POST CAMPAIGN EVALUATION:

Evaluation attached (February 2008). 29 female students participated.

Asked to review the campaign material, availability of drop in advice and the impact on their alcohol awareness and consumption.

Responses received were 'overwhelmingly positive'. The evaluation document highlights the impact of the campaign on several aspects e.g. recognition, change in behaviour, awareness of impact, change in alcohol consumption.

'Overall, 7% of students interviewed said they had actually changed their behaviour and reduced their alcohol consumption.'

See evaluation for full account.

SUSTAINABILITY	<p>The project continues to run at Heriot-Watt and has been sustained since it first started e.g. most recently the short-film has been made (see above).</p> <p>Potential to expand across all universities/colleges in Scotland.</p> <p><i>May need marketing review in future to maintain current material.</i></p>
REPRODUCIBILITY / GENERALISABILITY	<p>The project is transferable and has been implemented elsewhere.</p> <p>NUS Scotland is currently formally promoting Boozy Betty throughout colleges and universities in Scotland.</p> <p>Boozy Betty is also being rolled out at Jewel and Esk Valley College in Midlothian and has been adopted by Lincolnshire Police Authority.</p> <p>Has been further interest in the campaign from abroad.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>As highlighted above the project itself has developed since it first started:</p> <p>Academic leaflet</p> <p>Drop-In service (this however has discontinued)</p> <p>Short-film</p> <p>Whilst the project can be developed and further research can be conducted e.g. quantify impact more, this would however require investment of significant labour time. Therefore whilst there is scope to develop this is unlikely to happen without funding.</p>

2.8.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_SCO07	Evaluation Summary	Female Students and Alcohol – Summary of findings (August 2007). Needs assessment prior to campaign launch (includes copy of focus group outline).
P02_SCO07	Evaluation Summary	Female Students and Alcohol – Summary of the evaluation of resources (February 2008)
P03_SCO07	PR release 1	CIPR Excellence in Communications Awards.
P04_SCO07	PR release 2	Heriot Watt University – includes number of quotes from various organisations.
P05_SCO07	Marketing Design	A4 poster Design
P06_SCO07	Marketing Design	Folded Leaflet Design
P07_SCO07	Marketing Design	Catch-Up Card Design
P08_SCO07	Marketing Design	Academic Leaflet Design
P09_SCO07	Summary Letter	Summary of Findings

2.9. Concluding Remarks

From the seven case studies reported:


- Six refer to initiatives which have been trialled or developed for the first time in the regions targeted (exception Crew 2000 - Outreach).
- All seven have a multi-agency or partnership component.
- Two referred to pilot projects which made use of new technological approaches in Scotland:
 - Mobile drug testing equipment
 - Bluetooth transmitter
- Five describe the development of marketing materials for specific substance user profiles:
 - Cocaine Awareness Weekends (young cocaine users)
 - Cocaine concerned (all cocaine users)
 - The Pink Handbag (alcohol amongst young women)
 - Boozy Betty (young female students)
 - Chemical Romance (all cocaine users)
- From the five marketing campaigns two of the organisers contracted private communication agencies to develop the campaign material:
 - The Leith Agency (Know the Score)
 - 360degree Communications (West Lothian TADP)
- The three organisations which developed their own marketing material included:
 - Crew 2000 (various materials e.g. Bluetooth messages, information leaflets etc)
 - Lanarkshire ADP (marketing designs: poster & sticker)
 - Boozy Betty (marketing design developed by designer at Edinburgh Council – through ADP partnership)
- From the seven case studies presented, five were evaluated:
 - SCDEA – Project Alliance
 - Crew 2000 - Outreach Services
 - Crew 2000 – Chemical Romance and various other Bluetooth deployments

- Heriot-Watt University and Edinburgh ADP – Boozy Betty
 - Lanarkshire ADP – Cocaine Concerned.
-

3. THE DANISH CASE STUDIES

Here below are presented the 5 Danish case studies. As in the Italian and Scottish case studies every case study analysis is structured in a first introductory part which describes the general context the studied project is inserted in, the second part is the case study analysis itself with a common analysis grid that analyses the relevant dimensions the project is constituted of and the third part where the documentations and the selected materials collected for each case are briefly listed and codified.

3.1. CASE STUDY 01: *Byens Natteliv Aarhus*

Code of the project: DK01 Name of the project: City Nightlife in Aarhus Promoter organization: The municipality of Aarhus		
	Country: Denmark Area of intervention: The City of Aarhus	

3.1.1. General context

Aarhus is the second largest city in Denmark, with approximately 300.000 inhabitants, whereas 90.000 of them are between the ages of 13-25 years. Half the population is below 40 years of age, which emphasizes view of Aarhus as an educational city.

The project in Aarhus is inspired by the Swedish "state model," as many other Danish initiatives are as well. The project is a product of a political decision, and therefore it does not start from an experienced issue.

The title "Safe City Aarhus" is an expression of this attitude. The project-coordinator relates that if the project was named "Safe Nightlife in Aarhus," one would be assuming that the nightlife in Aarhus wasn't safe. During the work, two actors have been used, called Nightwoman and Nightman, who represent the project at various arrangements and parties. They have

represented the project at the opening, on the webpage, at the "Party Week" in Aarhus and similar happenings. In the project, the knowledge on "social exaggeration" is used actively, and e.g. how the assumption that everyone carries a knife can turn into reality.

The project has existed in the interview-phase for one and a half years, and at the time, the work was concentrated around networks and certification of the clubs and the club owners. It is a crucial part of the STAD concept. The project doesn't dictate HOW the club owners should do it, but it does dictate that the club owners must have a "*Strategy for prevention of sale and consumption of illegal drugs*," and also have a "*visible drug-policy on the homepage*." *These are some of the demands that the club owners must fulfill to be certified.*



Safe surroundings means secure surroundings, and therefore at Broen we have a very clear-cut policy regarding violation of Danish legislation – It is not tolerated! To ensure our guests the most enjoyable experience, we do not accept any and all kinds of rows, trouble or disorder at and around M/F Broen. Any signs of trouble or fights brewing, results in an immediate expulsion from the club. All kinds of consumption or possession of euphoriant drugs will be reported to Aarhus Police, and will also result in a life-time ban from M/F Broen.
www.mf-broen.dk

The co-director of M/F-Broen, Nicolai Hommelhof, is a part of the network surrounding the city nightlife in Aarhus. He runs discotheques for the youngest audience, meaning those between the ages of 18-25 years. He was also the first club owner who was certified. As shown above in the cutout, the policy regarding intoxicational remedies is quite clear; zero-tolerance is the deal at MF-Broen. It has been this way since Nicolai and his colleague assumed ownership of the discotheque. In cooperation with the "Specialpatrol" at the police, the doormen are allowed to confiscate drugs

from customers. These confiscated remedies are then handed over to the police. Drugwipes are executed at the discotheques, and drug-sniffing dogs have also visited. As such, the project has not had the intent to further such initiatives. It is the responsibility of the individual club owner to manage and enforce the drug-policy at the club.

The age-criteria at many of the discotheques is set to 21 years of age. This is one of the reasons why there haven't been any problems with people below the age of 18 having sneaked into pubs and discotheques. There are some discotheques who have set the young as their target group, with MF-Broen as the largest of them. Every once in a while, parties are even held for people between the ages of 13-17 years. In that context, the young are asked to take an alcoholmeter-test, and guards patrol in front of the discotheque to ensure that there aren't any bottles of liquor hidden outside. Also, a call is made to the home, when young show up drunk at the party. And there is money in these "young" parties. Nicolai Hommelhof explains this with the customer-grounds, seeing as there are around 17.000 young at the ages between 13 and 17 years in Aarhus.

In connection with Aarhus "Party Week," people pour into the city, and the same tendency was registered to apply to the young under the age of 18.

At MF-Broen parties have been held for the young in this particular age-interval. It has been insisted that no alcohol would be served for this clientele, as it would be a violation of the Danish legislation regarding club owners. If the party is private, e.g. a upper-secondary school party, alcohol is allowed to be served. This is highly frustrating for the club owners, seeing as so much alcohol is consumed at these schools. Rumor has it that the young choose their upper-secondary school, based on who throws the best parties. This is one of the reasons why the principals aren't motivated in doing an intoxicational remedy-policy/drug-policy.

3.1.2. The project characteristics

TITLE OF THE PROJECT	Aarhus sikker by (Aarhus Safe City)
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>Many Danish cities follow the "STAD-concept," meaning cooperation between municipality, club owners and police. Politically, it was decided that Aarhus should follow this concept as well.</p> <p>An investigation from "Counseling Sociologists," showed that many young people were afraid to wander the nightlife. Another investigation done by "Counseling Sociologists APS" showed that the young are afraid to walk the nightlife, but it is only a few who experience real violence. The young are afraid of unmotivated violence, but the probability of this happening is greatest on an ordinary afternoon in a local area, and not in the centre of the city.</p> <p>The project is aimed at Aarhus centre.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <ul style="list-style-type: none"> • Creating and maintaining a safe nightlife in Aarhus centre, where safety should be viewed as the individual "partiers" subjective experience. • Harmful effects on the youth, caused by intoxicational drug-use, must be reduced • The accessibility by the youth to intoxicational drugs/remedies must be reduced • The use of intoxicational drugs/remedies by young must be reduced • Methods, to support the young in the handling of intoxicational drugs/remedies in the surroundings and culture they are a part of, must be introduced. <p>b) Target population</p> <p>Those between 13 and 25 years of age. According to Danmarks Statistics, 100.000 people in that age-interval live in Aarhus municipality. The catchment area is quite large, just as there are several music-places where people travel from afar to be.</p> <p>c) Type of intervention set up</p>

	<p>The project was introduced with an examination of the experiences by the young of the night- and party life in Aarhus (the "Young in Aarhus" investigation 2008)</p> <p>The project is still in the preliminary phase, seeing as the project has only existed for a year. The first years of the project have primarily involved working with networks between the different people involved in the nightlife: the municipality, the clubs and club owners and the police.</p> <p>These people are abundant in the nightlife, and potential conflicts will become a part of the future work area for the project. Furthermore, the work will be aimed at creating collaborational structures based on control, dialogue and a common goal for the businessmen, associations, law and power-actors as well as prevention-actors</p> <p>In 2009, the following was in action:</p> <ul style="list-style-type: none"> • A certification arrangement has been developed • A network has been consolidated • A campaign for the "Party Week" in 2009 was developed and carried out. <p>d) Techniques, methodologies and tools used</p> <p>A lot of work has been put into the network, meaning the collaboration between municipality, the club owners and the police. Furthermore, the collaboration between municipal authorities has also been furthered: Children-and-young, Health-og-Care og the Mayor's Office and the Social Services Department.</p> <p>Secondly, work has been done on initiatives for the young below 18 years of age. These are labeled as "cultural alternatives."</p> <p>Videos on the web/homepage, homepage and actors (Nightwoman and Nightman), who move about the city during e.g. the "Party Week," and become living icons of "Safe City Aarhus."</p> <p>e) Forms and methodologies of communication used with the target population</p> <p>Some examples of communication used are:</p> <ul style="list-style-type: none"> • Homepage • Nightwoman, Nightman as interactive icons who can be talked to in regards to the "Safe City Aarhus" concept. • Focusgroups where the young have shared their
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	<p>experiences in the nightlife with others.</p> <p>Networks that promote initiatives meant to make the nightlife safer, such as the certification arrangement.</p> <p>f) Personnel involved in the project/service</p> <ul style="list-style-type: none"> • Head of project (½ time) <p>In the second part of the work, this staff member has done fieldwork. Among other things, her job has been to participate in the “control-group meetings” in regards to the consolidation of the network, but Hanne Dam has taken care of the superior coordination of the entire project.</p> <p>The head of the project has been attached to a project-group with representatives from the health staff, the Youth-centre (social services department), SSP, and the East-Jutland Police Force. These have also been directly involved in the phasing out of the project.</p> <p>The project has on the superior level referred to a control-group on a manager/boss level, but on a daily basis they referred to the head of Health-House for Young, supplemented by the intoxicational drug coordinator. Hanne Dam is the intoxicational drug coordinator, and she is also responsible when it comes to coordinating the project with the other relevant intoxicational drug and youth efforts/projects in the municipality.</p> <p>Peter Poulsen is an SSP, and he is also a part of the project.</p> <p>g) Campaign strategy and social marketing</p> <p>The project was started at a special opening, where Nightman and Nightwoman were present with Mayor Wammen, three counselors and the East-Jutland Police Force. This has resulted in a lot of PR.</p> <p>The use of Facebook network to propagate campaign-points and information about a photo-contest on the homepage.</p>
SPECIFICITIES / INNOVATION	<p>The special thing about the “Safe City Aarhus” project, is that initiatives for the young under 18 years of age are in focus. That has not been seen in any of the other cities with the “STAD-concept.”</p> <p>Furthermore, the effort made by the city suggests that it is a wide-spread effort meaning that it is paid for by a very broad part of the municipalities efforts/pool</p>

SOURCES AND STARTING MODELS	<p>Aarhus City Council decided, in August 2007, upon a general policy for Aarhus municipality regarding young and intoxicational drugs and remedies. The policy would be implemented in 2012.</p> <p>The starting point was found in the governments plan of action – “The fight against drugs” from 2003, which recommends an all-round coordinated effort divided into 6 areas of effort, whereas one of these is the party-environment.</p> <p>The party-environment is where the intoxicational drug/remedy culture thrives – there are several conflicts here, and some of them are:</p> <ul style="list-style-type: none"> - The presence of minors - Aggressive marketing - Serving of alcohol - Sale and use of illegal intoxicational substances/drugs/remediums - Conflicts - Violence - Discrimination - “Gray-area” prostitution and sexual assaults.
DURATION/ TESTING PERIOD	<p>The project began on the 1st of March, 2008, with a project-period of 1 year. This period was then extended until November 2009, where the control-group must be presented with a proposal on how to run it in the future under the auspices of the intoxicational substance/drug/remedy policy until 2012.</p>
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>The observed target group is the same as was expected. In the project-period, the network has been consolidated, as well as the certification lines. One of the secondary objectives was to create the club owner network, which has succeeded with 14 club owners now a part of the network.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project € 91,000 2/3 wage costs (For the 1½ year)</p> <p>b) Cost and fares for the users None</p> <p>c) Financing organizations Different municipal authorities in Aarhus municipality. Also received 35.000 from Aarhus municipalities Integration Council.</p>

PARTNERSHIP	<p>b) Name and description of the partners</p> <p>The Mayor's municipal authority (wages, IT, HR)</p> <p>The Social Services Department (special tasks, children, young and families)</p> <p>Children- and young (disabled/handicapped, the Children- and Young Council)</p> <p>Health and Care (among other things, addiction)</p> <p>East Jutland Police Force</p> <p>b) Functions within the project</p> <p>.</p> <p>The different partners have primarily participated by sharing the expenses. The police have participated with their employees.</p> <p>c) Hanne Dam is a central person in regards to the intoxicational effort in the city – e.g. spr. 5. Central in regards to "Safe City Aarhus" is the control-group, which consists of the Social Chief, the head of Children and Young, the head of the Health Department and the legal boss in the Mayor's Department. The latter has presidency in the control-group.</p>										
STRENGTHS	<ul style="list-style-type: none"> ■ The strong commitment by the police 										
WEAKNESSES	The outer areas of the city haven't been included.										
EVALUATION OF THE RESULTS	<p><i>Evaluation schedule</i></p> <p>We haven't gotten that far yet.</p> <table border="1" data-bbox="564 1352 1366 1794"> <thead> <tr> <th data-bbox="564 1352 836 1442">Variables to verify</th><th data-bbox="836 1352 1366 1442">Indicators</th></tr> </thead> <tbody> <tr> <td data-bbox="564 1442 836 1659">(A) Efficiency of the service</td><td data-bbox="836 1442 1366 1659"> <ul style="list-style-type: none"> • Target characteristics • Organizational level • Number of operators • Monthly amount of hours per operator </td></tr> <tr> <td data-bbox="564 1659 836 1794">(B) Efficacy of the service</td><td data-bbox="836 1659 1366 1794"> <ul style="list-style-type: none"> • Target satisfaction • Number of person that used the service </td></tr> </tbody> </table> <p><i>Indicators of the efficiency of the service</i></p> <table border="1" data-bbox="612 1883 1353 1973"> <tbody> <tr> <td data-bbox="612 1883 1254 1924">Number of operators</td><td data-bbox="1254 1883 1353 1924"></td></tr> <tr> <td data-bbox="612 1924 1254 1973">Monthly amount of hours per operator</td><td data-bbox="1254 1924 1353 1973"></td></tr> </tbody> </table>	Variables to verify	Indicators	(A) Efficiency of the service	<ul style="list-style-type: none"> • Target characteristics • Organizational level • Number of operators • Monthly amount of hours per operator 	(B) Efficacy of the service	<ul style="list-style-type: none"> • Target satisfaction • Number of person that used the service 	Number of operators		Monthly amount of hours per operator	
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	<table border="1"> <tr> <td>Number of contacts with the subjects of the network</td><td></td></tr> </table> <p><i>Indicators of the efficacy of the service</i></p> <p><i>Number of person per intervention:</i></p> <table border="1"> <tr> <td>First contact and information</td><td></td></tr> <tr> <td>First meeting with the person</td><td></td></tr> <tr> <td>Orientation of the person to the services</td><td></td></tr> <tr> <td>Number of people that weekly used the service</td><td></td></tr> <tr> <td>Total</td><td></td></tr> </table> <p><i>Technical tools:</i></p>	Number of contacts with the subjects of the network		First contact and information		First meeting with the person		Orientation of the person to the services		Number of people that weekly used the service		Total	
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Total													
SUSTAINABILITY	<p>The idea of the network that the control-group represents is that it is autonomous. The whole education of the club owners must also be able to run by itself, with a watchful eye from the Board of Grants of course.</p> <p>It is important to be aware of the rumours that arise between young, and that they might influence their way of thinking of each other and the world around them. E.g. the rumour that everyone carries a knife, or that there are frequent assaults in the centre of Aarhus.</p>												
REPRODUCIBILITY / GENERALISABILITY	<p>We have had meetings with pubs and discotheque owners from Copenhagen, who were very much in doubt, as to whether or not it was possible to carry this through in Copenhagen. Perhaps it is something unique in our city, and would only be possible in a city of the same size and history of Aarhus.</p> <p>What is very special about Aarhus is: We have no problem with denying service to bikers or minors. Our close collaboration with the police and the fact that the project is supported by so many different municipal authorities, (Makes us capable of denying service to these groups)</p> <p>Currently we are considering inviting Technology and Environment. The idea of "Broken Glasses" in regards to the mess that is present after a night in town, would fit with our concept.</p> <p>Broken Glasses: There has been investigations that showed that people react different whether their surroundings are clean and</p>												

	new, or not. If the environment/surroundings are dirty and messy, then people will have a tendency to destroy, steal and vandalize to a higher degree.
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<ol style="list-style-type: none">1. Certification of more establishments.2. The Board of Grants in collaboration and coordination of the effort in regards to aggressive marketing at the youth education institutions.3. In a cooperation with Aarhus Hospital on local statements of intoxicational poisoning in Aarhus municipality as well as collaboration between region and municipality on promotion of help-opportunities where it is necessary.

3.1.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_DK01	Homepage	http://heltsikkert.nu/videoer/
P02_DK01	Homepage/ flyer	http://www.aarhusfestuge.dk/en/about
P03_DK01	certificering	Criteria for certification
P04_DK01	report	Analyse af behov og udfordringer i byens natteliv, Århus (Analysis of needs and challenges in the Nightlife of Aarhus)

3.2. CASE STUDY 02: Narko ud af byen

			Code of the project: Dk02
			Name of the project: Narko ud af byen
			Promoter organization: Vejle Kommune
			Country: Danmark
			Area of intervention: Indre vejle by

3.2.1. General context

The municipality of Vejle covers an area of around 106.617 hektars in size. Approximately 105.000 people live here, making it the 6th largest city in Denmark. Vejle lies centrally in the so called "Triangle-area" and also it is the Jutlandic town with the greatest growth currently.

In the period between 2004 and 2007 the National Health Service ran a project called "Drugs out of the city." One of the target areas were the party-environment. Some of the "model" municipalities were experimenting on creating a certain consequence for those who were apprehended with drugs in their possession in the nightlife. In the beginning of 2007, this was also the case in Vejle. They wanted to do something about the youth's drug-abuse. Every once in a while, some particularly violent, aggressive and above all destructive young individuals were noted, who were especially hard to detain and reason with. Some of them ended up in brawls, or have charges of attempted rape pressed on them. They were truly making the city an unsafe place to be. The Board of Grants, the Police and the municipality then sat down in unison, to consider how to solve this dilemma. Having been inspired by the project "Drugs out of the city" they determined that the best course of action was to introduce a "zero tolerance" policy in Vejle.

The project was officially initiated on the 1st of October 2007, when the webpage was opened. Only five days later the city is under control, with the Board of Grants and the police watching to make sure that the establishment-owners keep the agreements that they made with the Board of Grants. About six months later, 17 have been quarantined, and 2 years later 60 have been quarantined for two full years. Whereas other city had difficulties with the commitment exhibited by the establishment-owners, in Vejle is has been the complete opposite. The establishment-owners are almost lining up just to be a part of the project. The explanation for such enthusiasm lies in the fact that those who get quarantined because of drugs, are also those who wish to fight and be aggressive. This will naturally scare other costumes away, and that is bad for business. Even the bowling-alley and the stadium have come to us, to avoid certain unwanted elements ending up on their premises.

The initiative in Vejle is considered as prevention. The aim of the project is to help the young to consider the consequences of doing drugs, or of bringing drugs with them when they go out, and thereby stop doing drugs. The phrase, "You will be excluded from the community" is written on the webpage. The wish expressed by the coordinator, was to give those who have been quarantined an offer. This offer could then through long-term treatment help them out of their drug-issues, which the project in itself has no intent of doing.

The coordinator sits as the secretary of the Board of Grants, meaning that she coordinates the efforts and keep a close watch on how much the establishment-owner report regarding drugwipes and such. Once in a while, the Special Patrol of the Police visit the different establishments, and search people who might have drugs in their possession. If an individual is caught under the influence of drugs, or in possession of the same, this results in two-year quarantine.

The test using drugwipes always takes place in a remote room, and the procedure is the following. First off the individual is told why they are being tested for drugs. The impression given by the police as well as the

coordinator is that it is held in high regard and it is thought of as a good idea. Generally, they are all favorably disposed towards the initiative. That includes guests from the outside, like those at the stadium, as well as local citizens. Some respond by admitting that they are under the influence of drugs, and that there is no need for a test to check this.

The doormen have a close cooperation, where they exchange the names of those who have been quarantined, and who to keep an open eye on. Furthermore they support each other when it comes to bikers and their biker-candidates. If it is the police who have quarantined the individual, they are free to pass their name and their civil registration number on to the establishment-owners.

The project is described appealingly and in present day language on the webpage. Furthermore facts on drugs, why the young do drugs, the project diary and of the number of quarantined are all written on the webpage. The coordinator also explains that she has registered that there are many who regularly check the webpage on Mondays, to see if anyone was quarantined over the weekend.

The project in Vejle is carried by an enthusiastic coordinator, who is close to the Board of Grants and has an excellent cooperation with the Special Patrol.

The contemporary strengths and weaknesses have been noted, and the next initiative is to change the target group for the younger, meaning the youth educations and the 14-16 year olds. The method though, will remain the same.

3.2.2. The project characteristics

TITLE OF THE PROJECT	Drugs out of the city
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL	When drugs are consumed in the nightlife, it becomes an unsafe environment, because those who do drugs become unstable and attempt to rape, start fights, and create havoc etc. In the police department it was noted that fights involving many people could often be linked to the fact that one or more participants had done

SETTING CONTEXT	<p>drugs at the time. Even the very serious cases of violence could be connected to the use of drugs.</p> <p>Drugs are considered to be a pretty easy element to remove from the nightlife, and the number of conflicts can be decreased if these substances are banned.</p> <p>The effort is primarily done in the city centre, aimed at the taverns that have licenses to stay open for business until 05:00 in the morning.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>The aims and objectives can be summed up as follows:</p> <ul style="list-style-type: none"> - Limit the availability of illegal drugs - Reduce young people's use of these illegal substances - Limit commotion and violence in the nightlife - To establish a permanent and binding collaboration between the organisations; the youth educations, Vejle Police and the Board of Grants with the intention of creating a party-environment, educational environment and soccer-environment that are all sound, good and sustainable. <p>b) Target population</p> <p>Those in the age between 18 and 23</p> <p>c) Type of intervention set up</p> <p>The Board of Grants (the municipality), the police and the establishments-owners have started collaborating to reduce the amount of aggression and violence in the nightlife. The drugs must be removed from the city, and the quantity of alcohol must be limited to a reasonable level.</p> <p>The Board of Grants makes sure that licenses aren't handed out to those who can't make a living of selling alcohol, because that will leave them with no other choice than to sell the alcohol for almost no gain at all. The municipality also has a set of demands that the establishments must fulfill if they are to get/keep their license to serve alcohol until 05:00 in the morning. These demands range from something like cameras, to demands regarding staff and doormen and so on. A proper policy regarding alcohol must be present to avoid over-aggressive marketing.</p> <p>Also, the municipality wants the establishment-owners to conduct drugwipes and contact them on a regular basis to report how the control is going. Compared to the model in Århus, the police are there ASAP when it comes to drug possession.</p>

The extended opening hours are only given out with a two year limit, to constantly keep the establishment-owners from stepping away from the good and compliant behavior they have right now. The project is primarily about this "zero tolerance" policy when dealing with drugs. No second chances are given, even though this might be to the great vexation of the young. This policy has brought along a whole line of establishment-owners who have all been interested, because not one of them want to have a costumer that has been quarantined elsewhere.

d) Techniques, methodologies and tools used

Drugwipes – if anyone seems under the influence of drugs when standing in line, they are noted and then pulled aside. In a room next door the test is conducted, and if it proves positive, the individual is quarantined for a period of two years from every pub/inn/tavern in town.

The police – they are able to quarantine if anyone has committed acts of violence in the city. The information on the individual is then passed on to the establishments using civil registration number. Taverns with a license to be open until 05:00 in the morning all lie at the heart of town, and in close proximity of each other. They have been obligated to have camera surveillance outside of the establishment, and must have a strict alcohol-policy when it comes to the staff of the establishment.

e) Forms and methodologies of communication used with the target population

The initiative has been promoted several places on the educational institutions.

Posters have been made, that hang around in visible places

Worked in cooperation with the media, and also many press announcements have been made.

A webpage where, among other things, the number of those quarantined is posted.

f) Personnel involved in the project/service

One person from the municipality, who is the central coordinator
Also several from the police are involved, but aren't named in particular

g) Campaign strategy and social marketing (Posters, web-page see appendix)

SPECIFICITIES / INNOVATION	It has been implemented in an entire city
SOURCES AND STARTING MODELS	The project was inspired by another initiative/project called "Drugs out of the city" which was from Sønderborg. The project was the work of the Danish National Health Service and it took place in the period of 2004-2007. The model that you see here is the product of a decision made in unison by the police, the Board of Grants and Marianne Andreassen. There was some debate, and then it was agreed that this was how it should be done.
DURATION/ TESTING PERIOD	The project was initiated in the beginning of 2007, and is still ongoing. Though it should be said, that it is no longer a project, but is now made into a permanent effort
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	It was the same target group that was expected. Some individual guests were a bit older than anticipated, but otherwise this was the group that we had imagined would be the main target. The reason for this, was that the group that we found was that which experimented with drugs.
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project No funding or similar has been necessary. The municipality gave an amount in the beginning, and after this it also sponsored around 2000€ to pay for materials and such. The establishment-owners have also contacted some of their acquaintances and had them make T-shirts for the project. The costs have actually been rather few.</p> <p>b) Cost and fares for the users No cost for the young. The establishment-owners who have a license to serve until 05:00 are obligated to fulfill certain initiatives, but they have themselves seen the point in taking these initiatives, and as such it has been acceptable.</p> <p>c) Financing organizations Vejle municipality and the establishment-owners in Vejle.</p>
PARTNERSHIP	<p>c) Name and description of the partners The Municipality(The Board of Grants) The Establishment Owners The Police Marianne Andreassen,project coordinator</p> <p>b) Functions within the project</p>

	<p>The Board of Grants makes sure that no more licenses to serve at nighttime are given out, without proper economical cause for such. Furthermore they take a look at how the licenses are spread around the city, to see whether the distribution seems reasonable.</p> <p>The establishment-owners must conduct drugwipes, have a strict and reasonable alcohol-policy and finally follow the instructions that the municipality give in connection with the project.</p> <p>The police support the project greatly, and do drugwipes and such. Furthermore they do "house-calls" on the stadium and do searches and the like in connection with the project.</p> <p>Marianne Andreassen is the coordinator on the project, and has been assigned this job apart from her regular job, She coordinates the effort, and has an intimate cooperation with both the police and the Board of Grants. Also she writes to the establishment-owners and dictates how they should behave.</p> <p>c) Coordination mechanisms</p> <p>There hasn't been any management group or establishment-owner network.</p> <p>The coordinator is the one pulling the strings, and the one who keeps the project whole</p>										
STRENGTHS	That the discotheques are situated so close to each other										
WEAKNESSES	That the establishment-owners are allowed to register those with quarantine with their name and a photo of how they look.										
EVALUATION OF THE RESULTS	<p><i>Evaluation schedule</i></p> <table border="1"> <thead> <tr> <th>Variables to verify</th><th>Indicators</th></tr> </thead> <tbody> <tr> <td>(A) Efficiency of the service</td><td> <ul style="list-style-type: none"> Target characteristics Organizational level Number of operators Monthly amount of hours per operator </td></tr> <tr> <td>(B) Efficacy of the service</td><td> <ul style="list-style-type: none"> Target satisfaction Number of person that used the service </td></tr> </tbody> </table> <p><i>Indicators of the efficiency of the service</i></p> <table border="1"> <tbody> <tr> <td>Number of operators</td><td></td></tr> <tr> <td>Monthly amount of hours per operator</td><td></td></tr> </tbody> </table>	Variables to verify	Indicators	(A) Efficiency of the service	<ul style="list-style-type: none"> Target characteristics Organizational level Number of operators Monthly amount of hours per operator 	(B) Efficacy of the service	<ul style="list-style-type: none"> Target satisfaction Number of person that used the service 	Number of operators		Monthly amount of hours per operator	
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SUSTAINABILITY	It is, but it is fragile, and if either the municipality or the police are struck by a lack of resources, it will spell disaster for the project.												
REPRODUCIBILITY / GENERALISABILITY	Very much so. Even now an application to initiate a similar project is under evaluation. It is to take place in Valencia, in Spain. Some representatives that had heard of us, visited and expressed their wish to implement the same initiative in their own town.												
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	Next in line are the youth educations and the 8th, 9th and 10th grades. They are a part of the network, we just haven't had them prioritized yet. It just boils down to going out there one day when there is a party, and bring some drugwipes and check the results of these.												

3.2.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_DK02	plakater	Posters which have been used to advertise for the project
P02_DK02	kontrakt	A contract between the project and the establishment-owners.

3.3. CASE STUDY 03: The Night Owls

			Code of the project: DK03
			Name of the project: the Night owls
			Promoter organization: Fonden for socialt ansvar
			Country: Denmark
			Area of intervention: 235 locations in Denmark

3.3.1. General context

The danish founder of the Night Owls, Erik Thorsted, was originally hired as a director of the insurance company Skandia. In the intimate collaboration with the Swedes, he was inspired by their different way of investing their money. Skandia then also began an initiative to use their money otherwise, and so the term and idea of Corporate Volunteering came to be. And so in connection with the new way of using money, the first Night Owls were put on the street in Helsingør,(Elsinore) 1998(in short terms, Corporate Volunteering means that employees are given time off, when participating in voluntary work.)

Skandia was radically changed in 2004, and the time for a departure with the old ways were necessary, which is why the Social Responsibility Fund was founded in 2004, with its own independent board. The fund is sponsored by large, international Danish companies, such as FALCK, TRYGFONDEN, DSB and CARLSBERG. Sitting in the board, are well-renowned profiles in society . Apart from representatives of the companies involved, a police commissioner, a pop-singer, a member of CongressFolketinget and a journalist are members.

The Night Owls is one of the initiatives maintained by that Fund, and so also an initiative that was created even before the making of the Fund. The Night Owls have been in work since 1995 in Norway, and since 1987 in Sweden. The Night Owls in Sweden and BNorway ,however have covered

areas a bit different from the Danish version of the Night Owls. Thorsted borrowed the idea from Sweden, and implemented it with a few changes for it to fit the Danish structure and “national character”. E.g. one is only obligated to be a member of the board for one year.

The local Night Owl sections are created and built upon volunteering. There has even been talk of a sort “Franchise-like” prevention concept in regard to children and young, that is made available to anyone able to gather a bunch of people in their neighborhood. Of course, helped and supported by a professional secretariat.

The concept is quite simple, but also vitally important:

Always stay together in packs of 3 people, preferably men and women, and with a mixture of ethnicity. Never take action when it comes to conflicts, but stay visible and observant. The Night Owls move in the public space, and are always clad in the characteristic yellow raincoats. The typical Danish Night Owl has shown to be a craftsman, and many of them in their 40'es.

The deal is not to give the young advice, or otherwise give them counsel, but to listen to their problems and issues. The Night Owls are representatives for the parents that aren't present. Therefore the Night Owls must be adequately anonymous, but still be present and clearly visible in the nightlife, so the young experience a sense of safety, and that adults are available for a talk, or just a laugh. The Night Owls always carry sweets and condoms in their pockets.

The Night Owls must represent “harmless adults,” that the young are free to talk to, without risking any consequences. If a Night Owl estimates that a child/young individual has great issues to deal with, the Night Owl asks for permission to send a so called “worry-blank” to the SSP. In other instances, information is passed on without the need to ask for permission, e.g. when a boy of 12 said that he couldn't stay in the house at the time, because his mother was using the flat as a brothel.

Evaluation of the project does not exist at this time. “Some things can be measured in “value added” and some things are measured in “value in itself”. The issue in the modern day society cannot be measured in “value

added.” He has calculated, that the effort being made by the volunteers roughly corresponds to a value of around 2,9 million €

The Night Owls have had the luck to over the years involve known politicians, actors and others to attend the annual meetings, and give speeches,

Even though the responsibility carried by the parents seems absent at the time, many are prepared to make a serious effort to help the parents reclaim it. On the occasion of the Night Owls 10-year anniversary, Erik Thorsted describes the fundamental idea of the Fund and the Night Owls.

“The Night Owls are the proof, that when each individual claims responsibility for the others and vice versa, then we have made a leap towards a safe society.”

3.3.2. The project characteristics

TITLE OF THE PROJECT	The Night Owls
DRUGS AND ALCOHOL CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>A large amount of money is being used to “repair” both people, and the injuries caused by and to them. But seen in both a humane and a financial perspective, the conclusion is that prevention is a far better business.</p> <p>The Night Owls are basically a reaction caused by the lack of involvement exhibited by the parents, towards the young’s substance-abuse.</p> <p>The project is implemented in local environments, where it is possible to create an union. The local setting is the spare-time life of the children/young, meaning after 12o’clock on work-days, and at night in weekends. How the local offers are arranged depends on the member-count of the local union, and how to make the plan work.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>The plan is to make a broad effort of prevention, based on the local presence. Furthermore, it is the plan to market responsibility on all areas, be it private or public affairs.</p> <p>Create Quality of Life, Integration and safety.</p>

	<p>Care for the young in the nightlife</p> <p>b) Target population</p> <p>Those we want to keep safe are those in the ages between 10-20 years</p> <p>c) Type of intervention set up</p> <p>The Night Owls are volunteering adults, who walk the streets at night. They can be considered as the “long arm” of the parents. If the young are drunk, and in need of help, then the Night Owls are on the spot, and will pick up the phone and call the parents. The Night Owls consider it the parents’ responsibility and encourage the parents to assume this responsibility as parents.</p> <p>d) Techniques, methodologies and tools used</p> <p>There are five golden rules:</p> <ol style="list-style-type: none"> 4. The Night Owls are visible, and observe, but never take action physically 5. The Night Owls always work in groups of three 6. The Night Owls always frequent the public space 7. The Night Owls listen to and talk to the young, if the young so wishes, but the Night Owls do not give actual counseling to the young. 8. The Night Owls are glad to help wrecked children/young, but do not lend money out to anyone <p>The more help, offers, care, visibility and interest the young experience, will result in more responsibility taken by the young.</p> <p>e) Forms and methodologies of communication used with the target population</p> <p>The Night Owls travel in packs of three, preferably a mix of men and women, and also with mixed ethnicity.</p> <p>They never intervene in a conflict actively, e.g. violence, vandalism and such, but observe it instead. Also they do not tell the young what to do, but instead listen to them. They are in an open dialogue with the young, and must be an alternative to the “adults, that might present a risk”. These are a risk because they are public employees, and the information therefore might be passed on.</p> <p>The Night Owls always carry sweets and condoms in their pockets.</p> <p>f) Personnel involved in the project/service</p>
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	<p>Within the Secretariat, 7 employees participate, all who are being paid for their efforts. In the country as a whole, the members count 7000 volunteering adults, who work for free in 235 local unions.</p> <p>Since the creation of the Night Owls, 18000 adults have been a Night Owl.</p> <p>g) Campaign strategy and social marketing</p> <p>The best method is the mouth-to-mouth strategy. In Norway, a few years back, there was a nation-wide campaign, with no result whatsoever.</p> <p>On special occasions in towns, e.g. Cultural Night in Aarhus, Night Owls from the whole country travel there. Meaning that yellow "Night Owl coats" are all over town. These kinds of initiatives really have an effect.</p> <p>Erik Thorsted, the head of the Secretariat, is a true believer in the project, and has good connections within the private business life, where he himself has been a director. He is supported by several large financiers, with great amounts of money available. This has meant that within the board sits directors of several different enterprises and funds, a police commissioner, a representative from Folketinget, a psychologist, a singer and a journalist..</p>
SPECIFICITIES / INNOVATION	<p>In a society where the tendency is to pay oneself out of responsibility for doing an effort, it is innovative to think up such an offer that truly encourages social responsibility.</p> <p>The concept in question is a franchise-like initiative aimed specifically for the children/young. It is offered by a non-profit fund, available for all in the world of volunteering, who want to work for free in the local district with caring for the young while preventing violence, vandalism and substance-abuse. The fund is greatly supported by a professional secretariat, and is backed up by successful and rich companies.</p>
SOURCES AND STARTING MODELS	<p>Erik Thorsted is an ex-director of an insurance company, Skandia, and was assigned the task of changing the name of the enterprise. Basically, he is of the opinion that the more responsibility that people assume themselves, the cheaper it gets, because it costs a fortune to make a name-change. Another option was considered, and therefore all eyes were adverted towards Sweden, to see how they had gone about doing it. The Swedes have used their money on projects and initiatives that</p>

	<p>are useful to society and to the younger generations. The individuals with the ideas that are useful to society, rarely have the economical means and expertise to implement their ideas. Therefore, Thorsted created the Fund for Social Responsibility.</p> <p>The Night Owl-project was the first of its kind, and originated from Thorsted's own wish to have been able to play a bigger role in his own children's life. That, however, just wasn't possible, without being called needy and fussy.</p> <p>As described above, took a look at Sweden, and saw the volunteering initiatives that were present, he saw that the Night Owls managed to be present around the young, without it becoming neither needy nor fussy. Thorsted took the Swedish model, and mixed it the Danish business life, because it has to be easy to get in and out.</p> <p>The Swedes donated money to the project, and the all that remained was to start the project.</p>
DURATION/ TESTING PERIOD	<p>It started in March of 1998. The first local union was in Helsingør(Elsinore), where Thorsted also lives.</p> <p>The Fund for Social Responsibility was in the auspices of Skandia Insurance until 2003</p> <p>Henceforth it has been as a public utility fund with its own board.</p>
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>The 10-20 years olds.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <p>It costs around 466667€ to run the secretariat each year. The last couple of years the secretariat have run projects in the multi-ethnic environments, and as such, more employees were needed, and therefore the costs at the present time amounts to around 733333€ pr. year.</p> <p>Specifically in the local unions in the Night Owls, the unions must obtain around 1333€ each year, through various donations. All Night Owls are given free passage with DSB, in connection with activities, because DSB is one of the sponsors.</p> <p>b) Cost and fares for the users</p> <p>None</p> <p>c) Financing organizations</p> <p>Trygfonden (The Safety Fund)</p> <p>The Carlsberg Fund</p>

	<p>DSB (Danish State Railways)</p> <p>Falck</p> <p>These are the three permanent partners. Other enterprises, funds and private sponsors, and a few public, give contributions to the project. It would be preferable that this additional funding was not necessary, because it takes a lot of time signing the application for such a contribution, and description of the project and evaluation also is time consuming . What is searched for, is money with a pertaining fellowship of values, caring and responsibility.</p>
PARTNERSHIP	<p>d) Name and description of the partners</p> <p>The Board of the Fund for social Security</p> <p>b) Functions within the project</p> <p>The Fund for Social Responsibility: Collaborates with many different ethnical unions, that have organizational, administrative or account issues with their project.</p> <p>There is not formalized cooperation between the Night Owls and the others, apart from the 4 permanent contributors (Falck, DSB, The Safety Fund and the Carlsberg Fund.) The board members of the fund are consulted in various contexts.</p> <p>Also cooperation is being made with other volunteering organizations in various contexts, with the focus on children/young,, but it hasn't been formalized.</p> <p>c) Coordination mechanisms</p> <p>The board is comprised in such a way to have a contact within art, culture, prevention, the business life, those chosen by the people and some appointed purely because of their commitment to improving society.</p> <p>The five top directors of businesses and enterprises supporting the project are also included, because they are the very foundation of the effort.</p>
STRENGTHS	<ul style="list-style-type: none"> • It is voluntary work – any regular citizen can participate. The spreading of the unions has been constant, with one new starting up every 3rd week or so, since the beginning of 1998. • Both the local safety and responsible behaviour are strengthened • Generally, violence and vandalism are cut in half in the areas the Night Owls patrol, and millions are saved every year in damages to property and vandalism.

	<ul style="list-style-type: none"> Lives are saved each year Erik Thorsted has estimated that the volunteering work alone is worth around 22 million kroner's to the society. 																						
WEAKNESSES	It's about parents' responsibility. In a society where the parents are absent all the time, it might prove difficult to raise enough volunteers.																						
EVALUATION OF THE RESULTS	<p><i>Several analyses have been done, in various auspices of the Ministry of Justice, the University, and the Safety Fund, describing the projects positive influence on the local safety, and the behaviour of the young, but a proper evaluation has not been conducted.</i></p> <p><i>Evaluation schedule</i></p> <table border="1"> <thead> <tr> <th>Variables to verify</th><th>Indicators</th></tr> </thead> <tbody> <tr> <td>(A) Efficiency of the service</td><td> <ul style="list-style-type: none"> Target characteristics Organizational level Number of operators Monthly amount of hours per operator </td></tr> <tr> <td>(B) Efficacy of the service</td><td> <ul style="list-style-type: none"> Target satisfaction Number of person that used the service </td></tr> </tbody> </table> <p><i>Indicators of the efficiency of the service</i></p> <table border="1"> <tbody> <tr> <td>Number of operators</td><td></td></tr> <tr> <td>Monthly amount of hours per operator</td><td></td></tr> <tr> <td>Number of contacts with the subjects of the network</td><td></td></tr> </tbody> </table> <p><i>Indicators of the efficacy of the service</i></p> <p><i>Number of person per intervention:</i></p> <table border="1"> <tbody> <tr> <td>First contact and information</td><td></td></tr> <tr> <td>First meeting with the person</td><td></td></tr> <tr> <td>Orientation of the person to the services</td><td></td></tr> <tr> <td>Number of people that weekly used the service</td><td></td></tr> <tr> <td>Total</td><td></td></tr> </tbody> </table> <p><i>Technical tools:</i></p>	Variables to verify	Indicators	(A) Efficiency of the service	<ul style="list-style-type: none"> Target characteristics Organizational level Number of operators Monthly amount of hours per operator 	(B) Efficacy of the service	<ul style="list-style-type: none"> Target satisfaction Number of person that used the service 	Number of operators		Monthly amount of hours per operator		Number of contacts with the subjects of the network		First contact and information		First meeting with the person		Orientation of the person to the services		Number of people that weekly used the service		Total	
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SUSTAINABILITY	<p>Yes, the project must be declared as highly sustainable. It has been running for 12 years in a row, and the growth in number of unions in Denmark, on the Faroe Islands and in Greenland continues at the same pace. Furthermore, the project has gained a foothold in the multi-ethnic environment.</p>
REPRODUCIBILITY / GENERALISABILITY	<p>Yes, it is.</p> <p>It has been running in Norway since 1995, and in Sweden since 1987.</p> <p>Visits have been made to the Danish secretariat by representatives from all over the world, and the Danish secretariat has contributed to the creation of 9 unions in Latvia and three in Northern-Germany, whom the secretariat remains in contact with. Some adaption was and is required, but the concept remains the same.</p> <p>The project regarding ethnical initiatives that is currently running, shows that other motivational means must be used when dealing with other cultures. The father-group hasn't got the same success, because the young fear their fathers. The young disappear when the father-groups arrive, and so a real dialogue is not established. We have then initiated a dialogue with the father -groups, who now instead participate as volunteer coaches at establishments, and on sports offers. Also we have got ethnical women to participate as Night Owls during the day.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>Vi ønsker at genskabe forældreansvaret hos forældrene.</p> <p>We want to recreate the responsibility carried by the parents.</p> <p>The parents are to attend a parenting class, before they get their child. The course must be mandatory, as it is other places like Sweden and several sites in Latvia.</p> <p>The Leksand-model: All first-time fathers must complete a competence-giving course in how to be a good parent. The parents are paired up with 10 others parents, when they are 6 months pregnant.</p> <p>The course will consist of 6 modules that deal with the "soft values." What is going to happen in your life when the child arrives, and thereafter information and teaching on accounting and setting up a budget, also where to get help if the child has colic etc. The course can continue after birth, and can be expanded to teenage-life, where it is about who's in charge and how to handle drugs/substances.</p> <p>The idea is, among others, that they will feel free to contact the</p>

	system, because previous experiences have been without difficulties.
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3.3.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_DK03	DVD	Description
P02_DK03	Booklet	History and further information
P03_DK03	Book	About corporate volunteering
P04_DK03	Homepage	www.natteravnene.dk
P05_DK03	Flyers	
P06_DK03	booklet	In many languages

3.4. CASE STUDY 04: Safe Night life in Holstebro

			Code of the project: DK04
			Name of the project: Safe night life in Holstebro
			Promoter organization: The Municipality of Holstebro
			Country: Denmark
			Area of intervention: The municipality of Holstebro
			

3.4.1. General context

The municipality of Holstebro covers an area at around 80,000 hectares of land. 57,084 people are citizens in the municipality. Of those 17,000 live in the rural areas while almost 39,000 live in the biggest cities Holstebro, Ulfborg and Vemb.

The project has been inspired by a pilot project in a Disco called Buddy Holly in the autumn 2000. The instigator was the owner of the Disco, who thought the problem with Ecstasy was too big to ignore. The project was called '*it is great to be on*' and lasted half a year to a price at 6667€. At the evaluation one evaluated that the project had been a success, a success so great that the concept ought to be implemented in the whole city. In the year of 2003 the new SSP¹²-coordinator started and he became the focal point of the project named 'Safe night life in Holstebro'.

The coordinator has an education as a kindergarten teacher and the project is placed as a preventive initiative in the municipality. Preventive when it comes to violence, drugs, crime etc. The coordinator or a consultant from the substance abuse treatment centre starts up after summer by telling the students at the upper secondary education how to behave in the night life

¹² SSP (Social service, School and Police)

and how not to. Since long ago Holstebro has had a fort, which means that many young men from all over the country comes to town to do one's military service. Also here there is a job in educating the young men in how to behave in the night life.

The coordinator is not only coordinator by name, but also by function. If a young person is found in the night life either stoned on drugs or he or she are in possession of drugs the police will contact the SSP-coordinator who will contact the school. Street workers working in the SSP-team can call the coordinator if they have seen something in the street and he again calls the police. The contact to the educational institution means a follow up from those you knew you the most.

One of the main ideas in the STAD-projects is the collaboration between the very different partners in the nightlife: the municipality, the police and the restaurant manager. Working on this has been a big part of the project. The first job was to start a network between the restaurant managers which was a challenge considering they are competitors. A steering group has been the decision-making authority. Members of this have been the coordinator, representatives from the SSP-team, representatives from the police, representatives from the authority which has the right to grant supplies and the restaurant managers. The most important learning from these meetings has been to get insight into the other member's job and position in the night life.

Another product of the project has been an education program as in the STAD- concept and as in the Buddy Holly project. The participants were waitress' and restaurant managers. The instructors are members of the police, the SSP-team as well as drug abuse counsellor telling about the effect of different drugs. Ways to handle and avoid conflict if a person is drunk or under the influence of substances is another subject in this to-day program.

From the beginning Streetworkers from the SSP-team as well as Nightowls has been 'taking care of' the streets in the night. Today a private security patrol is considered and the bouncers are networking for real. The challenge as seen today is a growing numbers of probationers with the Hells Angels called AK81. They have a reputation dealing drugs and be rather violently. Another challenge is the lack of responsibility from the adults around the teenagers, that is in schools as wells as the parents. These considerations are told by the expert witness' the SSP-coordinator and the head of the restaurant managers network.

3.4.2. The project characteristics

TITLE OF THE PROJECT	Safe night life in Holstebro
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>'Voldssekretariatet' (The Secretariat for Violence prevention) was advisors on a project on the local disco called Buddy Holly. The initiative to this project came from the Buddy Holly itself. The manager registered how many in the youth was on Ecstasy and called for initiatives. The goal of this project called 'it's great to be on' was to make Buddy Holly a crime free zone – as inspired by the Australian 'Surfers Paradise'. This Buddy Holly was in Holstebro.</p> <p>The project went that well that the thought of expanding the ideas to the whole town made sense. The crime prevention council released 2002 a publication called 'safer public houses for youngsters'. In this report were some descriptions and recommendations about how to make the night life more safe for the youth.</p> <p>To make a project about a safe night life for the youth seems obvious</p> <p>The local setting is the Municipality of Holstebro – the setting is the nightlife in Holstebro</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>(1) The aim is to create a safe and secure setting in the night life, where the adults in the bar and in the door are</p>

	<p>competent and grown up people who are able to guide them and to handle conflicts if necessary.</p> <p>(2) To place the responsibility for the safety and the welfare at the young himself, at the parents or at other adults in the network as well as with the authority and restaurant manager</p> <p>(3) To produce booklets and flyers to distribute among the youth at different educational levels and places</p> <p>(4) To qualify the staff at the Bars in how to handle different thematic in the night life; first aid, ethnic differences, sexual assault</p> <p>(5) Information about the expectation from the authority for the restaurant manager and his staff</p> <p>(6) To make it clear that the restaurant managers is a part of the project and how they try to solve their task.</p> <p>(7) To make sure that the representatives from the authority which has the right to grant supplies is a part of the project and conduct surveillance</p> <p>b) Target population</p> <p>Primarily those between the ages of 18 – 25. Secondary those between the ages of 15 – 17.</p> <p>c) Type of intervention set up</p> <p>First a request to the restaurant manager asking them to take part in the project and making a restaurant union.</p> <p>In the group forming the project was the chief superintendent, two restaurant managers, one projectmanager from the crime preventive council, a representative from the drug counselling in the county of Ribe, a representative for the union called GODA¹³ and the SSP-coordinator in the municipality.</p> <ul style="list-style-type: none"> - Several courses have been made for the purpose of educating the establishment-owners and their respective employees. - Lectures are available for the freshmen of the youth educational institutions. - An introduction is given to the conscripts, mainly because this is a garrison-city - A shared plan on how to deal with those under 18 caught
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¹³ GODA (Gode Alkoholdninger = good attitudes towards alcohol which is a union financed by the danish companies making alcohol – beer and liquor)

	<p>with drugs in possession in the nightlife (legislation in writing)</p> <ul style="list-style-type: none"> - Joint policy regarding remedies causing intoxication - Those restaurant-owners and private businessmen that are involved, will be certified to have a sign hanging in their enterprises, showing that they are a part of the project - Formal cooperation with the Board of Grants - Network and cooperation with e.g. the Night Owls, the Police, the street workers and the SSP. <p>The intention of the project is to create common ground for all too stand upon. In short, the purpose is to create a shared front for all adults in the nightlife with. Also, we have worked with a shared pricing-policy for all establishments, despite the illegality of this.</p> <p>No one under the age of 18 is to be allowed access to any discotheques.</p> <p>Those keeping watch on the street are the Night Owls, and the street workers. In the discotheques, it is the owner and the personnel that keep control, and keep the young from getting more than they can handle. The doormen have started to debate whether or not to create a network between them, and there has been some consideration about putting guards on the streets, to ensure safety.</p> <p>d) Techniques, methodologies and tools used</p> <p>Mutual agreements and obligations:</p> <p>The parties involved have appealed to each other's "grown-up" side of their personality. By demanding an establishment-owner union, it has been the goal to give them the opportunity of finding common ground.</p> <p>The real difficulty was never to agree that drugs were awful and should be banned altogether, but more to reach an agreement on the policies that deal with the consumption of alcohol. The advantage by having a place in this network-group and cooperating, is that the arguments presented, pros and cons and so forth by each member, has given a greater understanding of each other's profession.</p> <p>The technique to deal with the substance-abuse by the young was to prohibit their access to drugs. In relation to the</p>
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	<p>establishment-owners, the case with the young and alcohol has also proved to have an educational beneficial side-effect on the owners. Furthermore it seems that this technique is culture-creating.</p> <p>The goal was to give the establishment-owners other jobs aside from just making a profit off of the young. That part is promoted as both effective and meaningful for the owners.</p> <p>The technique used in relation with the bar-personnel was to properly prepare them for the challenges that are waiting in the nightlife. Summed up, they must be able to handle more than just mixing drinks and remember the change.</p> <p>These assignments that are of a more conflict-solving character, are there to ensure that the mood in the nightlife is good, and give the bar-personnel a bit more energy to handle the costumers.</p> <p>e) Forms and methodologies of communication used with the target population</p> <p>Teaching the establishment-owners and their staff/employees.</p> <p>f) Personnel involved in the project/service</p> <p>The only one involved from the early beginning was the SSP-coordinator and a street worker. About one year later, another street worker joined the group. Others are tied loosely to the project, meaning that they don't work on it fulltime. Some of these might give lectures on the course and such.</p> <p>g) Campaign strategy and social marketing</p> <p>A small folder was made to hand out to the young, containing vital information that they need to read.</p> <p>Posters were put up in clearly visible places, and also they have been hung up on the educational institutions and discotheques.</p>
SPECIFICITIES / INNOVATION	<p>The fact that the establishment-owners have been such a big part of the project. They have participated with energy and enthusiasm right from the beginning, working actively for the cause, and also they hold the project in high regard.</p>
SOURCES AND STARTING MODELS	<p>The Buddy-Holly project received help in the form of counselling from the Secretariat of Violence, who used an initiative that had previously been used in Australia, called "Surfers Paradise. The main idea of the initiative was to lower crime rates, by initiating a focus effort to reduce alcohol consumption.</p> <p>The Discotheque was situated in Holstebro</p> <p>The report "Responsible Serving" is the product of the tasks by a</p>

	commission, where effective, preventional initiatives on how to deal with ill-mannered young in the nightlife were greatly needed.
DURATION/ TESTING PERIOD	The work group was established in January of 2003, and the results reported in the last quarter 2005, around the same time that the report was written. But the project has continued as a natural part of the town's preventional work.
POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	The target group consisted of 5945 young from 16 – 24 år and 900 conscripts(young people liable for military service)
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project</p> <ul style="list-style-type: none"> - 300.000 kroner's were used in the early stages of the project, but that also included the costs of the designing and making of the website. The money were given by the The crime prophylactic counsel; <p>b) Cost and fares for the users</p> <p>The establishment-owners have only had to pay a minimal fee for the courses that their employees attend. The fee sums up to about 16,7 € per employee.</p> <p>c) Financing organizations</p> <p>The crime prophylactic counsel; was the primary funding organisation, and subsequently the Lions Club have been very generous and benevolent in their funding.</p>
PARTNERSHIP	<p>e) Name and description of the partners</p> <p>The Board of Grants The Police The Crime Prophylactic Counsel SSP- Jutlandic Dragon Regiment The youth education institutions The club-owners GODA The Nighthawks</p> <p>b) Functions within the project</p> <p>Everyone involved in project, and part of the project group, have filled their regular jobs. The SSP-coordinator has been just</p>

	<p>what his title says during the entire effort; the coordinator. This though is not a part of his normal service. The Crime Prophylactic Counsel also sponsored the project at the very beginning. GODA has been a part of the management group.</p> <p>c) Coordination mechanisms</p> <p>A management group has been appointed for the effort. The group consists of the vice police superintendent, the SSP-coordinator for the district, five establishment-owners, the chairman of the Board of Grants, the Alcohol-coordinator of the municipality, the SSP-coordinator of county and finally representatives of GODA.</p> <p>Four workgroups were created, each with an individual area to cover. The areas were Development of competences, Collaboration, Safety and a group working towards the goal of establishing a doorman-network.</p>
STRENGTHS	<ul style="list-style-type: none"> Understanding of each others positions Relations and teamwork across professions Shared spirit/opinion despite differences in position All in all this has strengthened the teamwork between institutions, and created understanding
WEAKNESSES	<p>Are the parents involved sufficiently in the project</p> <p>Is everyone really on the same page, that is to say that some might be reluctant to change systems that might affect their income especially during the current crisis on the market.</p>
EVALUATION OF THE RESULTS	<p><i>Only 23 cases of violence were reported, compared to 56 in 2006. Furthermore, lesser numbers of minors have been granted access to the establishments. The places where the employees have attended courses, experience a much lower rate of violence and negative behavior, and a higher degree of responsibility when serving the costumers.</i></p> <p><i>The dialogue between county, police, the Board of Grants and the establishment-owners has strengthened. This in turn will result in fewer charges being pressed against establishments that offend the law of serving where it isn't allowed, and unsuitable marketing will also be reduced.</i></p> <p>Though this does not completely remove every kind of trouble or</p>

troublemakers, but fundamentally the dialogue created can prevent latent incidents before they occur.

Evaluation schedule

Variables to verify	Indicators
(A) Efficiency of the service	<ul style="list-style-type: none"> • Target characteristics • Organizational level • Number of operators • Monthly amount of hours per operator
(B) Efficacy of the service	<ul style="list-style-type: none"> • Target satisfaction • Number of person that used the service

Indicators of the efficiency of the service

Number of operators	
Monthly amount of hours per operator	
Number of contacts with the subjects of the network	

Indicators of the efficacy of the service

Number of person per intervention:

First contact and information	
First meeting with the person	
Orientation of the person to the services	
Number of people that weekly used the service	
Total	

Technical tools:

SUSTAINABILITY

Is it commonly agreed that what is lacking at the present time is a sustainable development aimed both at the young men and women currently under education in the upper-secondary schools, but in particular at the technical secondary schools and the conscripts connected to the Dragoregiment of Jutland Prevention initiatives involving adults taking responsibility and helping the youth to decide upon an opinion regarding how alcohol should be consumed, and what amounts are reasonable, are greatly lacking. That was the conclusion reached in 2005, and

	<p>that remains the conclusion today.</p> <p>As of recent, we have initiated a dialogue with the current director of Holstebro School of Economics with the intention of creating a common alcohol policy there.</p>
REPRODUCIBILITY / GENERALISABILITY	<p>Yes, very much so. The project has already been repeated in numerous municipalities other places in Denmark. The club-owners have also already spotted the good PR value of this concept.</p> <p>The popularity of this project though is not quite as great as in Holstebro. Jon Anders Jørgensen also commented on this fact, partly contributing it to the fact that he's so committed to the cause, and is a dominant figure in all aspects of the project. This in turn raises the concern that when he retires from this function, this will want change and wholeheartedly commit to the cause and take responsibility, will disappear, and the spirit and idea of the project will be diminished and devalued.</p>
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>Establish a so called "black book," an index where all the troublemakers and hoodlums are registered.</p> <p>Visioner</p> <ul style="list-style-type: none"> - - Live surveillance of the city centre - three permanent places for taxis to pick up customers, monitored by cameras to ensure safety - Safe "to and from" transportation and an anti pirat-taxiing campaign (driving without a license to do so, and charge what they think is reasonable) - The making of a common doorman-network including radiocommunication between the establishment - Traffic using automobiles over large bridge, which is closed normally - - Research and development of safer materials primarily regarding plastic - Compulsory courses for all establishment-owners and employees. - Create courses on how to handle conflicts/disputes aimed in particular for smaller inns/pubs - Taking the students/users opinions into regard - Competence development for the youth regarding safe nightlife

	<ul style="list-style-type: none">- Dialogue with the fathers of the youth- Summarized, we want the collaboration to be binding for all parts involved – how to insure that no one quits when the going gets tough? <p>We need to empathize the “good” stories, those where responsibility is as important as having fun in the nightlife.</p>
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3.4.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_DK04	Booklet	Description of the course directed at the restaurant managers and his staff
P02_DK04	Poster 1	Telling the restaurant are taking part in the project
P03_DK04	Poster 2	Telling the rules around substances
P04_DK04	flyer	With the most important telephone numbers
P05_DK04	Report	"Safer Serving for young people" Tryggere udskænkingssteder for Unge /DKR 2002
P06_DK04	Report	Trygt Natteliv/ afrapportering 2005

3.5. CASE STUDY 05: Policy making

			Code of the project: DK05
			Name of the project: Drug Policy
			Promoter organization: Silkeborg Technical School
			Country: Denmark
			Area of intervention: Technical School , Silkeborg

3.5.1. General context

Silkeborg is a city experiencing a growth greater than the average Danish town. 88016 citizens live in the municipality covering an area of 86489 km². The city itself is surrounded by a beautiful nature, and is situated right in the middle of Jutland, with lakes and forests on all sides. The educational opportunities are also good, and students are educated to become both teachers and nurses in the city. The technical school is the largest educational institution in town, with a yearly turnover of around 1466,667 €.

The youth attend the technical schools after graduating from primary/lower secondary school, meaning the students are around 15-16 years of age when they enter the technical school. Some of the students attending the school are older, because they are doing an adult education at the school, and for others this might be their second education or in-service training.

In the primary/lower secondary school, much effort is put into the collaboration between the parents of the students, and the school. The teachers encourage the parents to talk and phone one another to keep contact, seeing as the school also works hard to bring the parents together to give an impression of how the other parents raise their child and live.

This cooperation ends abruptly when the students graduate. The statistics show that the substance-use of young increases dramatically in the time period between they are 15-16 years, and until they are 17-18. Several of

the experts involved in this investigation believe that this “boom” in usage of drugs/substances is caused by their admission into the youth educations, where adults are not able to keep a watch on their behavior, as it had been the case when they were in primary/lower secondary school. Numerous of the expert-witnesses experience a general indifference towards this exhibited by the teachers, and some of the schools are even worried whether or not they will lose potential students to other youth educations, because they throw better parties. Once again, some of the expert-witnesses have the expectation that students attending the technical schools must be academically weak, and therefore more in a risk group than others, of developing a substance-abuse.

The assumption written above was communicated to the director and head of development at the technical school in Silkeborg. He disagreed. In their cooperation with other educational institutions, they got the clear impression that it was the other educational institutions that wanted to make a drug-policy. They did not consider the students to be academically weak. Far from it actually. Choosing a physical profession, here carpenting or “craftsmanship” was a choice, and not a result of another choice not being possible. The development of a true addiction and being led socially astray are more than just products of one’s choice of education. So many factors are a part of this picture, and it just isn’t as predictable as saying if someone was to attend technical school, they would end up a drug-addict. As an educational institution it is the opinion of the School Board that we have an obligation to guide the young, even through the hazy veils of drug-use.

Research, here a survey, done by the municipality of Aarhus in 2000 showed the drug-habits of young between the ages of 16-19 years. As it turns out, most of the young had had previous experience(s) with alcohol and cannabis, and that there wasn’t any difference worth mentioning between the youth educations. But a tendency revealed itself though, and this was that those attending the technical schools had a higher rate of experiences with ecstasy and harder drugs. The investigation, combined with the the teachers experience that some pupils sometimes seemed out of

energy and just sat with their heads hanging, made the opinion that a project to make a drug-policy seem meaningful. Another reason for the creation of a drug-policy was the community home which is an extended part of the technical school, and houses 200 students. A Pedagogic staff is hired to keep a minimal supervision of the community home.

The students seemed very favourable disposed to the idea of making a drug-policy, and in the shaping of this, it turned out that they wanted an even stricter policy than what the teachers had aimed for. The art of it though, was to make a set of rules that allowed some space to move about. The policy as it is today, a few years later is shaped in such a way that all teachers have a part in the policy, and therefore respond to the offences of this.

In the making of the policy, and in the conversations shared with the young, the focus was maintained on the effects of the "drug-intoxication" instead of the intoxication itself. They wish for the young to decide what is acceptable in their own behavior, and learn from the consequences. The fact that the students handle heavy machinery as a part of their education, also has its own weight in this. They need to be clear-headed to handle these machines, and therefore a student still being "groggy" after the drugs, is not acceptable in the education.

At some points in their education, they are paid by their master.

The heads of the project want to empathize the fact that they in no way wish to be a legal institution and the enforcer of laws, but something more in likes of "culture-creators" "If you are going to get dead drunk, then don't do it on Thursdays. Instead, do it on Fridays, so you can maintain focus on school." With this said, some methods being taken into use might seem drastic. An alcohol meter is a way to offer the young a helping hand in deciding if they are fit to handle heavy machinery. The media had a field-day on some of the stories produced by that idea.

Other educational institutions have used drug-sniffing dogs, to track any and all drugs and this method is also currently being considered in

Silkeborg. Urine-tests are also an opportunity on a subdivision of the school. The methods are meant as support for the young, to help them keep their dream of an education alive.

The future challenge, as it is presented by the Board, is that the organized crime has moved closer to the city. The Nearpolice/Local police department is closed at night, and that makes one worry, what is to become of law and order in the city.

Furthermore, spare-time offers for the young are greatly lacking, e.g. a culture center open for all those seeking educations in the city, where the young could go and make connections and friends. Open workshops could be held, and adults from the different educations could visit and perhaps give a lecture on their education and what it entails. It would be a good alternative to just hanging around in the streets doing nothing.

The drug-policy backs up the humanistic view of life that the school has: "spaciousness, openness, tolerance and understanding in dealing with the individual student. The activities must support the self-esteem and self-confidence of the student, with consideration given to the environment that the student is in."

3.5.2. The project characteristics

TITLE OF THE PROJECT	Rusmiddelpolitik på en teknisk skole
DRUGS AND ALCOHOLS CONSUMPTION CONTEXT AND LOCAL RECREATIONAL SETTING CONTEXT	<p>The national tendency in Denmark is that Thursday is in a much higher degree a "go out" evening than before. The consequence of this tendency is of course that students are more than regularly tired on Fridays. This phenomena was not unknown at Silkeborg Technical School.</p> <p>The education on a technical school pertains the handling of both solvents and heavy machinery. Therefore clear-headedness is vital, and that focus is maintained while working. The school is a culture-creating institution, and offers the opportunity for the young to learn how to assume responsibility and asses their own actions.</p>

	<p>The local environment is a technical school with 200 employees and around 1000 full-time students. Also 5000 different students pass through the doors each year. The ages range from 15 and up.</p>
RATIONALE	<p>a) Aims and objectives of the project</p> <p>The young must be assisted in their effort to take responsibility for their own actions, there must be consequences of their actions. They also hold responsibility for the context and environment they work in, this being their friends and the machines/tools they work with.</p> <p>b) Target population</p> <p>Everyone attending the school in any way. Thereby including teachers, and other employees.</p> <p>c) Type of intervention set up</p> <p>In the best democratic manners possible, the young have been encouraged to, in unison, shape and create a drug-policy. The fundamental has always been with the focus on the after-effects of the drugs.</p> <p>d) Techniques, methodologies and tools used</p> <p>The drug-policy has been thoroughly described on the webpage (check enclosed)</p> <ul style="list-style-type: none"> • The young who have doubts about whether or not they are still under the influence, are encouraged to test it with the alcohol meter. In the future this will be arranged in such a way that the student signs a document stating that he/she knows that he/she wants to do the test, and that the information will be passed on to his/her master. • Some youngsters might need a "time-out" during their education. Multiple reasons can be the cause of this need, but to avoid a total drop-out, they can be sent to a production school where they will continue their education, but at a slower rate. If the "time-out" is related to substance-(ab)use then the production school can do urine-tests to make sure that the students are "clean" <p>The reason for being so focused on the after-effects of the drugs, is that it is hoped that through accepting the consequences of their actions, they can learn to take responsibility for their deeds.</p> <p>e) Forms and methodologies of communication used with the target population</p>

	<p>Take responsibility</p> <p>Think of the consequences before acting</p> <p>Communicate personally and with understanding</p> <p>The students are still considered to need some raising, when they are attending a technical school, but the way in which this upbringing is done must be altered, if the school is to see itself as a cultural authority. The young need help to find the way to achieve their dreams, and not just be told what to and what not to do. Neither should they be told that they can decide entirely for themselves.</p> <p>f) Personnel involved in the project/service</p> <p>An external consultant was attached to the project, and this consultant has instructed the twelve "contact-teachers" who have been the primary target group (the teachers). These are the teachers who have in unison with the students, created the drug-policy.</p> <p>g) Campaign strategy and social marketing</p> <p>These are the rules, and the students have been told that it is so. Also they have been told that the rules pertaining the drug-policy have been clearly written on the webpage.</p>
SPECIFICITIES / INNOVATION	<p>As other expert-witnesses have stated, many youth educations are reluctant to relate actively to the drug-policy. Also, many think that the young attending the technical schools are "weak" and therefore in the group with the biggest risk of developing an addiction. The fact that the school assumes responsibility and actively legislates and relates to the young, seems quite innovative.</p>
SOURCES AND STARTING MODELS	<p>In the year of 2000, a boom in the number of young with ecstasy experience(s) occurred. The Danish National Health Service started collaborating with the county of Aarhus regarding project aimed to strike at the ecstasy culture. Consultants were made available for the projects.</p> <p>In both counties 1200 students were asked to answer a lists of questions regarding their substance/drug-habits. The conclusion on the questions reached in Aarhus was that alcohol and cannabis are by far the most used substances used for intoxication. 40% answered yes, when asked if they had every tried cannabis, and every fifth smokes more than two times a month. 6% have tried doing ecstasy, and 1% more have done it 2-5 times within the last month. The willingness to take risks</p>

	<p>seems great, and even though there is no unanimous connection between the youth educations and willingness to take risks, the technical schools peak. Therefore it makes sense that the project should be conducted on Silkeborg Technical School, and they consider it to make sense as well. The initiative on Silkeborg Technical School is seen as a pilot-project (meaning an experiment to see if works.)</p> <p>Therefore, the project makes sense to the board of Silkeborg Technical school. The initiative at Silkeborg has been described as a pilot project, an experiment so to speak.</p> <p>Simultaneously the school began a new form of structure called a "contact-teacher agreement. The main idea of the arrangement is for the teachers to better support the students with their individual plan of education, but also generally support them academically and help them with their social acclimatization.</p> <p>The external consultant directs the project management through these initiatives:</p> <ol style="list-style-type: none"> 1. Plan meeting 2. Knowledge collection through interviews and sets of questions given the 6 "contact teachers" 3. A theme-day concerning drug policies with 2 students and 10 teachers involved 4. Pilotcourse for the 12 contact teachers with the following headlines: <ul style="list-style-type: none"> - Introduction and exercise - Facts on drugs and the signs of risk - A discussion regarding opinions - Roleplay - Introduction to non-violent discussion 5. Qualification of certain key persons, who could, in time be of importance for the rest of the staff. <p>After this, the drug policy will be developed in collaboration between selected students and teachers. The policy will be written on the homepage and continually edited and adjusted.</p>
DURATION/ TESTING PERIOD	<p>The project was initiated in June 2002, and was evaluated a year later. Work on the drug policy has been continued, as it still makes sense, and yields results</p>

POTENTIAL AND ACTUALLY ACHIEVED TARGET POPOULATION	<p>Det er det samme</p> <p>It is the same target group.</p>
COSTS AND FUND RAISING	<p>a) Funding available and actual expenditure for the project Even though the consultant stopped being a part of the project, the work didn't stop. The discussions and the attitudes towards substance-use and the behavior of the young people remain crucial and necessary..</p> <p>b) Cost and fares for the users No costs</p> <p>c) Financing organizations The Danish National Health Service was involved in the project, and the payment for the consultant was paid by the county, but now the project is entirely funded and run by the school.</p>
PARTNERSHIP	<p>f) Name and description of the partners Silkeborg Technical School and the Production School Other educational institutions in the city Substance-abuse consultants, that can be requisitioned.</p> <p>b) Functions within the project Each individual is doing his or her own job, with Silkeborg Technical School and the contact-teacher as coordinators. They keep the young man or woman from dropping out of the school, but also from dropping out of the educational system as a whole. If this is about to happen, then a transfer to a School of Production might be necessary. Another option is to enquire as to the possibility of other schools to take responsibility and "capture" so to speak, the young one and prevent him/her from losing the way.</p> <p>Something important to empathize is that the symptoms of negative growth do not reveal the reason for this. And as such, it could be any number of things. Mobbing, psychological issues, problems with self-esteem, loneliness, issues with the girl/boyfriend, the parents, the subjects and drugs, etc. This problem, whatever it is, might resemble the effects of substance-abuse, and so it makes no sense to judge the student only on amount of absence from school, because this only makes it clear that the student is not comfortable at the school, but not why he/she is feeling bad. The amount of absence from school</p>

	<p>therefore does not mean that the student is going astray, as a result of substance-abuse.</p> <p>The school has, in collaboration with the other educational institutions, arranged a psychologist-system, to be able to offer the young sessions with a psychologist, and through this consultation, remove some of the obstacles preventing the student's education.</p> <p>c) Coordination mechanisms</p> <p>It is Silkeborg Technical School, and more specifically the contact teacher that coordinates</p>										
STRENGTHS	<p>A good method</p> <p>A good educational perspective</p> <p>Everyone is involved – both teachers and students.</p> <p>Starting point in the context – meaning the school culture itself.</p> <p>Qualification of the entire employee staff</p> <p>Continual process</p>										
WEAKNESSES	<p>The implementation of the project might prove difficult</p> <p>Making the project a part of the institution as a whole – incorporating the structure in the existing system</p> <p>Opposing the environment outside, the media in particular.</p>										
EVALUATION OF THE RESULTS	<p>Nej</p> <p><i>Evaluation schedule</i></p> <table border="1"> <thead> <tr> <th>Variables to verify</th><th>Indicators</th></tr> </thead> <tbody> <tr> <td>(A) Efficiency of the service</td><td> <ul style="list-style-type: none"> • Target characteristics • Organizational level • Number of operators • Monthly amount of hours per operator </td></tr> <tr> <td>(B) Efficacy of the service</td><td> <ul style="list-style-type: none"> • Target satisfaction • Number of person that used the service </td></tr> </tbody> </table> <p><i>Indicators of the efficiency of the service</i></p> <table border="1"> <tbody> <tr> <td>Number of operators</td><td></td></tr> <tr> <td>Monthly amount of hours per operator</td><td></td></tr> </tbody> </table>	Variables to verify	Indicators	(A) Efficiency of the service	<ul style="list-style-type: none"> • Target characteristics • Organizational level • Number of operators • Monthly amount of hours per operator 	(B) Efficacy of the service	<ul style="list-style-type: none"> • Target satisfaction • Number of person that used the service 	Number of operators		Monthly amount of hours per operator	
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	<table border="1"> <tr> <td>Number of contacts with the subjects of the network</td><td></td></tr> </table> <p><i>Indicators of the efficacy of the service</i></p> <p><i>Number of person per intervention:</i></p> <table border="1"> <tr> <td>First contact and information</td><td></td></tr> <tr> <td>First meeting with the person</td><td></td></tr> <tr> <td>Orientation of the person to the services</td><td></td></tr> <tr> <td>Number of people that weekly used the service</td><td></td></tr> <tr> <td>Total</td><td></td></tr> </table> <p><i>Technical tools:</i></p>	Number of contacts with the subjects of the network		First contact and information		First meeting with the person		Orientation of the person to the services		Number of people that weekly used the service		Total	
Number of contacts with the subjects of the network													
First contact and information													
First meeting with the person													
Orientation of the person to the services													
Number of people that weekly used the service													
Total													
SUSTAINABILITY	<p>The project is done. It comes together smoothly with our ideals as a school, that is, responsibility and respect. The youth have been very cooperative in the making of the drug-policy, which clearly demonstrates that they want a set of rules regarding substance-use.</p>												
REPRODUCIBILITY / GENERALISABILITY	<p>The model will be suitable anywhere, because the starting point of it all are the schools current policies and cultures. And the main objective is to create a culture where everyone can stay for long, but also a good educational setting, where the students can learn in peace.</p>												
POSSIBLE DEVELOPMENTS AND IMPLEMENTATIONS	<p>The further development of the project is for it to include policies pertaining smoking, diet and an exercise policy. In particular the latter is the idea of the importance of creating "complete" individuals able to do several things and adapt, and not just geeks being clever on one subject.</p> <p>The diet policy has become the project of next year. For instance, some of the young receive one free breakfast meal, because they don't get any before leaving home. Project "Healthy Lifestyle" means charging 0,7€ for a bottle of water, while taking 20 kroners for a coke.</p> <p>It remains of importance to have good alternatives to substance-use and just hanging around of the streets doing nothing, while drinking and as said before, doing drugs. What is needed is a "youth house" with free workshops, pool tables and such. It</p>												

	should be a house that the different youth educations could share.
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3.5.3. The collected documentation

PRODUCTS AND DOCUMENTATION COLLECTED		
CODE	TYPE OF DOCUMENT	SHORT DESCRIPTION
P01_DK05	Report	Report from the project where, among others, Silkeborg Technical School participated
P02_DK05	Article	A newspaper-article from the local newspaper, which mentions alcoholmeter testing on Silkeborg Technical School.
P03_DK05	Rules	The rules as they are expressed on the webpage.

APPENDIX
