



ABSTRACT BOOK

THE 8TH INTERNATIONAL CONFERENCE ON NIGHTLIFE,
SUBSTANCE USE AND RELATED HEALTH ISSUES

May 28-30, 2013



— INTRODUCTION —

CLUB HEALTH SAN FRANCISCO 2013 IS THE 8TH INTERNATIONAL CONFERENCE ON NIGHTLIFE, SUBSTANCE USE AND RELATED HEALTH ISSUES. THE EVENT MARKS ALMOST 15 YEARS OF INTERNATIONAL CLUB HEALTH CONFERENCES.

We are delighted that so many experts from a wide range of fields have submitted abstracts on protecting and promoting health in nightlife settings. This abstract book and the conference program contain over 100 presentations representing some of the latest research, policy and practice on nightlife from the USA, Canada, Mexico and South America, Australia, Asia, and Europe.

Nightlife continues to represent major challenges to public health. We anticipate that the collection of knowledge represented by these abstracts and shared amongst attendees at Club Health San Francisco 2013 will help improve understanding about these challenges and build capacity and capability among all groups that have a stake in healthy nightlife – from the public health and government agencies that regulate it, to the club owners, festival organizers and promoters that make it happen, to the participants without whom it would not exist.

Enjoy Club Health San Francisco 2013.

Mark Bellis

Centre for Public Health, Liverpool John Moores University, UK

Stefanie Jones

Drug Policy Alliance, USA

Nathan Messer

DanceSafe, USA

MARCELO ANDRADE
Coletivo Balance de
Redução de Riscos e
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Edward MacRae, Universidade
 Federal da Bahia, Brazil; Adriana
 Prates, Maria Vargens Coletivo
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**A PIONEERING BRAZILIAN EXPERIENCE IN HARM REDUCTION
 DURING ELECTRONIC MUSIC EVENTS: “COLETIVO BALANCE DE
 REDUÇÃO DE RISCOS E DANOS”**

Since 2006, the Brazilian “Coletivo Balance de Redução de Riscos e Danos” has been carrying out harm reduction activities in electronic music events that might last anything between 12 hours and a week, with attendances varying from 400 to 15,000 people. The collective is made up of people with different backgrounds and skills, ranging from health care professionals to lay members of the drug using public. These activities have several aims: 1) to reduce the spread of HIV/AIDS and STD, 2) to inform users and non users of the risks involved in the use of specific drugs, 3) to assist in emergencies related to the use of psychoactive substances. In order to fulfill these

objectives, a series of strategies were developed such as: 1) dialogical workshops, 2) film exhibitions, 3) the maintenance of a stand where information and counseling on drugs can be obtained, 4) condom distribution, 5) substance purity testing for cocaine, ecstasy and LSD, 6) counseling and therapeutic accompaniment, 7) projections with drug information.

Several indicators attest the positive effects of the collective's activities: 1) Organizers of such musical events increasingly request the presence of the collective; 2) Event organizers and health authorities provide financial and other types of support for the collective's harm reduction activities; 3) The experience gained by the collective has led to a constant renovation and improvement of the information campaigns; 4) Several drug users originally contacted by the collective now act as agents in other harm reduction projects; 5) The collective's example is being replicated in other parts of Brazil.

GIOVANNI ARESI
Ala Milano Onulus, Milan,
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**MULTICOMPONENT INTERVENTION TO TACKLE ALCOHOL AND
 DRUG-RELATED PROBLEMS IN A NIGHTLIFE DISTRICT OF MILAN,
 ITALY**

During the last decade some residential areas in the city of Milan have experienced a dramatic growth in the concentration of drinking venues (bars, pubs and clubs). Major problems suffered in these areas are environmental deterioration, litter, noise, criminality and drug-dealing, alcohol related traffic accidents, and other health risks

like underage drinking, DWI and violence. In spring 2012, the city government promoted (a) the constitution of a coalition between stakeholders in one of the major nightlife areas; (b) a risk assessment that collected data through field observations of bar staff propensity to serve underage or drunk patrons, nighttime noise level, policy of the licensed establishments (price, promotions), abusive alcohol selling, and a patron survey about nightlife goers behaviors and risk perception.

The risk assessment results have been used within the coalition to propose a program of interventions more suitable to the specific situation of the area. Policy modification (e.g. opening hours), law enforcement and risk reduction interventions (patron education and Responsible Beverage Service [RBS] training program) have been implemented so far. The risk assessment data collection is planned to be repeated in spring 2013 in order to evaluate the impact of the program on the entire area. The process and outcome evaluation results on the RBS training program will be presented along with a critical discussion about the entire process of program development.

GIOVANNI ARESI
Catholic University of
Milan, Italy

Elena Marta, Giuditta Ciurlia,
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LIVING IN AN AREA WITH A HIGH CONCENTRATION OF DRINKING VENUES: A PARTICIPATORY RESEARCH WITH STAKEHOLDERS, RESIDENTS AND NIGHTLIFE GOERS

Problems suffered in high concentration drinking venues areas are considered by stakeholders (Aresi et al., 2011) as one of the most relevant issues related to nightlife in the city of Milan (Italy). Physical deterioration, litter, nighttime noise, criminality and drug-dealing, alcohol, and drug related health risks are the consequences most associated with the growing concentration of bars, pubs, and clubs in residential areas.

Recently the city government has promoted the constitution of a coalition between stakeholders in one of the major nightlife areas. Alcohol and drug related risks have been assessed, and a program of risk reduction interventions has been implemented as a consequence.

A participatory research inspired by the "Social reconnaissance" model (Martini & Torti, 2003) has been performed in order to support the development of such program in different ways: (1) fostering community members' activation about the issue, (2) gaining information on the impact of nightlife on neighborhood life and on youngsters' meaning, patterns, and motives to go out in the area.

Data collection methods and instruments included field observation, interviews to key informants, a questionnaire administered to a sample of inhabitants of the neighborhood, and an ethnographic component with young nightlife goers. The results presented (e.g. meanings and patterns related to nightlife in the area, residents' perception of nighttime invasion along with the mutual resident-nightlife goers stereotypical image) represent the outcome of a process of discussion with stakeholders and participants that allowed them to share ideas and develop indications for interventions.

REBECCA ASKEW
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TOO OLD FOR FUN? LEGITIMISING RECREATIONAL DRUG USE IN ADULTHOOD

This paper presents findings from interviews with 26 adult recreational drug takers (aged 30–59) conducted for ESRC funded PhD research at the University of Manchester, UK. The research explores how the deviance and criminality associated with taking illegal substances is negotiated by otherwise conforming citizens. It utilises discourse analysis to introduce six narrative frameworks, which participants draw from to describe and justify their drug use. The frameworks include references to: drug choices and preferences, the contexts in which drugs are taken, and how drug use is controlled within adult life. This research provides an insight into the acceptable parameters of drug taking behaviour for these individuals. Deviant substance use is linked to health concerns associated with frequency, function and control. Participants disassociate themselves from this undesirable behaviour in order to legitimise their own drug use. These findings offer a unique insight into the variation of drug taking activity beyond youth culture and outside of addiction research.

AMANDA ATKINSON
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Simon Brandt, Liverpool John
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THE MONITORING OF NEW PSYCHOACTIVE SUBSTANCES (NPS) IN THE UK: CURRENT TRENDS, PRESS REPORTING AND POLICY IMPLICATIONS

In recent years, the production and use of NPS (so called 'legal-highs') has received much academic, media and policy attention. This has resulted in their use being regarded as an emerging public health issue. Once developed purely for scientific means, NPS are now produced specifically for commercial purposes, with the Internet being a crucial factor in the recent and rapid development of the global NPS market. This has resulted in wider media and government attention and a number of NPS being considered for control.

Monitoring current trends in the NPS market is crucial in developing effective, appropriate and efficient evidence-based responses to use and related harm. Although a number of surveys provide useful data on NPS use, difficulties in gaining an accurate and up to date picture of the NPS scene exist. However, alternative data sources such as police seizure and forensic provider data offer a useful method of measuring current trends when combined with the results of epidemiological surveys.

Using data from the EMCDDA's UK Focal Point Early Warning System on NPS, this paper will discuss current UK trends in NPS detection and how this relates to the Night Time Environment (NTE). Consideration will also be given to problems in accurately measuring use and how such data is often used and (mis)represented in the UK press (e.g. Inaccurate reporting and assumed NPS-deaths, overuse of brand names) and the potential policy implications of such press coverage.

EVAN BAILYN
Good Media Co., USA

HOW SOCIAL MEDIA CAN CHANGE THE CONVERSATION ABOUT NIGHTLIFE

People use nightlife for socialization and escape. The socialization part is usually healthy; it's the escape part that poses health and safety risks. What if there were an online community where people organized gatherings that were safer and healthier and addressed the basic need that is currently being addressed by alcohol and drugs? The need in question is a sense of a belonging. The community that would foster it is simple to conceive. In this interactive presentation, Evan Bailyn, bestselling author of *Outsmarting Social Media*, will begin to build this online community before the audience's eyes, demonstrating how people's participation in social media has already given us the platform to change the conversation about nightlife.

MARK A. BELLIS
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Liverpool John Moores
University, UK

LESSONS FROM THE HISTORY OF NIGHTLIFE - FROM MESOPOTAMIA TO MAGALUF

Successive generations can see the health and social issues that nightlife brings as singular to their time. There is often a sense that conflict between ensuring nightlife is a free and fun time for socialising and the need to protect people from their own and others' over indulgence is relatively new. However, nothing could be further from the truth. The mix of nightlife and alcohol, recreational drug use, sexual behaviour and dancing go back millennia; along with the health and social issues they raise and a range of tried, sometimes tested, interventions aimed at improving nightlife health. Regulations on the running of taverns and sale of alcohol appear in some of the first recorded laws – thousands of years ago. Warnings about the dangers of alcohol to sexual health occur across a multitude of cultures including that of ancient Egypt. Health messages on sensible drinking, excessive alcohol consumption at parties and alcohol's relationship with violence and policing are captured even in ancient Greek texts. This presentation will explore themes from the history of nightlife and their utility in creating safer 21st century nights.

ANDREW BENNETT
Go-Public Health
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Mindy Rutherford, Go-Public Health
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ALCOHOL. ALRIGHT? INFORMING AND EDUCATING THE NEXT GENERATION OF DRINKERS

Alcohol is a significant problem for 13 to 17 year olds in many parts of the world, causing a range of problems including alcohol related injuries, involvement in violence and regretted or forced sex. The level and pattern of drinking is also linked to poor educational attainment and a long-term risk to health and wellbeing. By the time young people can legally drink in bars and clubs, alcohol consumption patterns have often become established.

Alcohol. Alright? is an alcohol brief intervention and behaviour change programme in North West England. The intervention aims to help young people rethink their alcohol consumption and related behaviour; improve knowledge about the potential harmful consequences of alcohol use and change their drinking related risk behaviours. *Alcohol. Alright?* includes a range of user-friendly, interactive printed materials; an online mobile game and is supported by training, that enables frontline staff to engage with and provide advice to young people effectively.

Much more needs to be done to promote and protect the health of young alcohol consumers. Established identification and assessment tools do not encourage dialogue with and reflection by young people. The commonly held view that underage drinkers are out-of-control does not help matters either. *Alcohol. Alright?* starts from the premise that whilst young people may drink to get drunk, they don't want to place themselves at serious risk of harm or make idiots of themselves. The presentation will describe the development, delivery and evaluation of the *Alcohol. Alright?* intervention. The most useful and relevant question a practitioner should ask a young person will also be revealed.

FREDERIK BØHLING
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MACHINES OF DESIRE - AN INVESTIGATION OF THE MATERIAL AND IMMATERIAL QUALITIES OF NIGHTCLUBS, ALCOHOL AND DRUGS

In this paper, I follow the idea first proposed by Gabriel Tarde that the main driving force of economies is the generation of passions and affectivity in consumers. I deploy this perspective on the night-time economy by describing nightclubs as 'desiring machines' attracting customers by various means of captivation and fascination. Further, I argue

that nightclubs draw on two especially powerful mechanisms of allure – pleasure and identification. First, nightclubs strive to engage the customers by promising pleasurable aesthetic, sensorial and sexual experiences. Second, nightclubs utilize the basic human need for identification, which, I claim, is not sustained solely by human agents, but equally by nonhuman factors such as music, aesthetics and the general feel or atmosphere of the place. Lastly, I claim that both of these dimensions of the desiring machine are nourished by the power of imagination which works by stirring up anticipation of the night to come. To illuminate the abovementioned theoretical argument, I will draw on fieldwork from an on-going ethnographic investigation of four disparate nightlife environments in Copenhagen, Denmark, the data consisting of observations, video and photo material and in-depth interviews. In the analysis, I show how consumption of alcohol and drugs relates to the abovementioned practices of the night-time economies' desiring machines. In sum, I demonstrate that the use of alcohol and drugs are important factors shaping the experiences of pleasure and the processes of identification, and therefore must be investigated in relation to the variegated social and physical contexts in which they occur.

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Stacey Hemmings, Alex Margetts,
Mark Dunn, Central North West
London NHS Foundation Trust, UK

NEW GENERATION, NEW DRUGS, NEW HARMS. TREATING PROBLEMATIC CLUB DRUG USE IN THE UK

Patterns of drug use in UK clubbers have changed significantly over the last 5 years. Newer drugs such as Mephedrone and GHB/GBL have become established, while older drugs such as Ketamine becoming increasingly popular. UK clubbers typically avoid mainstream drug services, perceiving them to be only for heroin and crack problems.

The Club Drug Clinic was established 18 months ago to meet the specific treatment needs of clubbers. Combining drug treatment, sexual health services, LGBT-specific programmes, acute care interventions and outreach to clubs and Universities, the Club Drug Clinic is a unique venture based in Central London. The clinic has seen numerous

harms, including ketamine bladder, mephedrone psychosis and retinal damage from poppers.

Summarizing data from the first 350 admissions, the presentation will describe specific drug-related harms, potential treatments and service models for those using club drugs.

DANIEL BRIGGS
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UK

CAPITALISMO EXTREMO AND THE IBIZA 'DREAM': UNDERSTANDING THE DEVIANT AND RISK BEHAVIOURS OF BRITISH TOURISTS

Working class British holidaymakers are renowned for their deviant and risk behaviours when they go on holiday to Spain. Indeed, the problem affects the local Spanish communities and has attracted a significant amount of media coverage as well as governmental campaigns in order to prevent/reduce the problems which come with this type of tourism revolving around heavy drinking, drugs, casual sex and violence. However, the blame for these behaviours is placed directly with the tourists themselves – it is pathologised – and there is almost no consideration for a) how these accelerated attitudes to 'getting wasted' evolved; and b) the role of the resort, as well as the British people who work there, in the process of behavioural coercion. Using data gleaned from three years of ethnographic research, this paper is about unpacking these issues in greater depth because, after having reviewed the current academic literature on this issue, there seems to be a large gap in knowledge about these issues; especially one which takes an ethnographic, macro-structural yet micro-subjective perspective.

In this paper, I would like to put forward a more detailed case which can provide a better insight into this issue. I argue that for many British youth, the idea of getting wasted on holiday is a socialised process which normally starts through Club 18-30 package holidays. There, young Brits learn what they should be doing on holiday – drinking, taking drugs, having sex and engaging in violence – and here begins the 'holiday career' where they start to learn of the pinnacle of the holiday experience: Ibiza. It is the 'place to be' – even though many don't really know why. Some shortcut the holiday career at a younger age and this, I argue, is what we are currently witnessing – a population of younger Brits who are being wooed by the potential acquisition of social status, which can come from going to Ibiza which is ideologically constructed for them by marketing companies, corporations, travel operators and flight companies and the media. So well functions this ideology, that when people arrive, they are therefore familiar with what they should be doing – spending money they don't have and engaging in various deviant and risk behaviours – only the holiday occasion, away from home routines and responsibilities and with friends who have ambitions for the same thing, means that the excess and consumption takes on a greater pressure. This is what I want to argue is called 'capitalismo extremo', a money-making process concerned only with profit and which takes no prisoners; even if it means significant personal and social loss. It is this which is precisely what creates the impetus for the deviant and risk behaviours of young British holidaymakers.

IRMA BRITO

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BEFORE YOU GET BURNT: HARM REDUCTION DURING FIVE YEARS (2007-2012)

Alcohol binge drinking is recognized as a key enabler of risky sexual practices and various associated problems, such as unwanted pregnancies, regretted sex or even the transmission of Sexually Transmitted Infections (STIs). It is also related with traffic accidents and violence. In fact during student's festivities, it seems that drunkenness is leading to neglect prevention methods such as abstinence, fidelity, condom use or sex with casual partners ("one night stand").

Peer education emerges as a strategy to promote effective health literacy. It is a strategy in which individuals of a social group educates members of the same group, with the aim of positively influencing the values, beliefs and behaviors of them. Thus, subjects like social pressures, substance abuse and sexuality are topics where individuals may feel more comfortable and less defensive talking to a peer than with a specialist.

In Coimbra, since 2007 trained students do peer-to-peer counseling about alcohol consumption and sex during night student's festivities: *Before You Get Burnt*. In pairs, they collect data, talk about limits consumption and teach how to recognize risk and use protection. During five years target-population (n=♂3124;♀1940) shows a critical pattern of behavior:

- Drunkenness during festivities (average) ♂69.2±33.3%, ♀56.3±35.3%;
- Binge drinking (average) ♂10.2±7.5UBP, ♀6.5±5.5UBP,
- Unprotected sex (prevalence&OR) ♂21.8%, OR.562, ♀14.7%, OR.502;
- Accept unprotected occasional sex (prevalence&OR) ♂22.3% OR.520, ♀27.7%, OR1.290;
- Driving under influence of alcohol (prevalence) ♂66.0%, ♀32.2%
- Need treatment because acute intoxication (prevalence): ♂10.1%, ♀7.5%

Using the fact that young people often make use to their friends for information/counseling, peer education can be used to increase health literacy, promote adoption of healthy lifestyles and reduce harm associated with binge drinking.

IRMA BRITO

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Fernando Mendes, IREFREA, Portugal

PARTICIPATORY HEALTH RESEARCH (PHR) APPROACH: THE CHALLENGE OF PARTICIPATION AND CO-CREATION

Health promotion is an interdisciplinary field covering a broad range of research methodologies. The term PHR is now widely used as a way of categorising research that has moved beyond researching "on" to researching "with" participants. Whilst the theory and practice of PHR is complex and diverse, a unifying principle of PHR is the intention to work with individuals/communities, in a research capacity, to reduce health inequalities and improve quality of life. The challenge of PHR is to guarantee participation on research, empowerment and knowledge co-creation. In PHR, people with experience become researchers into their own situations. By providing a natural overlap between research and communities of practice, distance between subjects and researcher are broken down. Co-generation within research process engenders co-ownership of knowledge and embeds change mechanisms as part of the practice of research. Underpinning PHR is, therefore, a set of assumptions that link participation in research to impact. This is one of the distinguishing features of participatory research as a paradigm as opposed to participation as a method.

We will present 7 cases of engagement university students in health promotion by co-creational and participatory approach, according quality criteria for PHR, how evidence is generated and to build reflection on participatory health research as one solution to the problem of knowledge translation. It draws on work of International Collaboration on Participatory Health Research to articulate the specific contribution of PHR to knowledge advancement on health interventions and its contribution to drive in learning within practice.

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Welfare Department,
Youth Counselling,
Switzerland

Mireia Ventura, Energy Control,
Barcelona, Spain

DRUG CHECKING - MORE THAN A SIMPLE CHEMICAL SUBSTANCE ANALYSIS

The first *Drug Checking* services were established in Amsterdam in 1986. Since then, several other countries and cities have also introduced these services in their nightlife prevention offerings. The experience of over thirty years of *Drug Checking* shows that it is an efficient and pragmatic prevention and harm reduction measure. In 2011, the Trans European Drug Information (T.E.D.I.) network was established and funded by the Health Programme of the European Union. It collects, monitors and analyses the evolution of various European drug scenes and reports on them on a regular basis. This information has meant that harm reduction interventions have become more effective

– but the T.E.D.I. network has also done more. A *Drug Checking* service is for many recreational users, their first contact with a social welfare and support system. Due to this unique opportunity, the T.E.D.I. network is also focused on improving personal support to the recreational drug user. This presentation will show not only the range and improved quality of drug content information via T.E.D.I., but also showcase the additional services available to the user to improve his or her health. <http://www.tediproject.org/>

ALEXANDER BÜCHELI
City of Zurich, Social
Welfare Department,
Youth Counselling,
Switzerland

THE FUTURE OF NIGHTLIFE PREVENTION - COOPERATION INSTEAD OF REGULATION

Going-out is the most important collective leisure activity for young European citizens. Different studies have shown that this development provokes not only joy and happiness, but more people also means that more problems related to nightlife are highlighted by medias or policy makers such as noise, dirt, violent behaviour and substance abuse. The most common answers to this are often based on regulation

and repression, like minimum prices for alcoholic beverages, restriction of legal hours, extension of CCTV and more police during the night. Although these measures can have a positive effect, past experiences show that “overregulation” provokes an illegal culture, where control becomes impossible. Such developments increase not only the risk for party goers; it also means that the city doesn't profit from the benefits of the nightlife culture (taxes, attractiveness). For this reason in order for sustainable changes to be implemented in highly regulated countries, cooperative solutions are needed.

Switzerland, especially Zurich, is a highly regulated country and city. There are minimum drinking ages and noise prevention measures fixed in the federal law. Measures against overcrowding and fire exits are regulated on the local level. Actually the success of the city as place to live and as nightlife spot combined with the ongoing gentrification creates a new reality. The nightlife culture is more and more under pressure. Due to this reason, the nightlife prevention and harm reduction work of the youth counselling Streetwork is more and more based on a community development approach. The different stakeholders are defined as partners, the goal is to create an attractive and safe nightlife culture in a cooperative way. One of the first results is the foundation of the “Bar and Clubkommission Zurich” as nightlife lobby and the intergration of the Safer Clubbing idea inside this network. This presentation will focus on the why and how of cooperative work and will be illustrated by our work in Zurich.

KRISTIN BUVIK

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STREET LEVEL ALCOHOL POLICY

Background: According to the Norwegian Alcohol Act, it is forbidden to serve alcohol to people who are clearly under the influence of alcohol. Control authorities have a crucial role in the law enforcement process, and hidden inspectors regularly visit the drinking venues to check compliance with the law. Here the formal norms of the Alcohol Act meet informal norms and a drinking culture that accept and legitimize intoxication. As street-level bureaucrats (cf. Lipsky 1980), the inspectors base their job performance on discretion. How do the inspectors solve the dilemma created by the situation where the law and the informal norms seem to pull in opposite directions? How do they act in this field of tension?

Data: Observation of 26 cases of inspection in Oslo gave ethnographic data from the venues and about the approach of the inspectors. This also included field conversations with the inspectors. The norms and values of the inspectors were identified through qualitative interviews with seven informants.

Results: Important parts of Norwegian alcohol policy is not only implemented but also formed at street-level. The inspectors balance between the rules they are supposed to enforce on the one hand and their own value system and the drinking culture on the other. As street level bureaucrats, they necessarily have discretion and are forced to use it. Their relative autonomy gives room for decisions that sometimes contradict official policy as they try to manage their tasks. They develop standard procedures that focus on deviance, for instance by reacting on patrons that are sleeping or in other ways deviate from the other guests.

THIAGO CALIL

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Angelica Comis, Centro de
Convivência É de Lei, Brazil

RESPIRE AND KIT-SNIFF - PREVENTION MATERIAL AND CARE EXPERIENCES IN SÃO PAULO - BRAZIL

The Brazilian project called "ResPIRE" (Breath), has been working with harm reduction in different party and music events since 2010. This kind of health action that opens a dialogue about the drug use and abuse is really new in the southeast of Brazil, especially in São Paulo where we have many party events. After working as partners with "Coletivo Balance de Redução de Danos" In Bahia, the "ResPIRE" project got the

financing of the Brazilian Health Ministry and started to hand out the prevention material called "Kit-Sniff". This material is aimed directly at users who inhale cocaine. It gives information about a safer use and harm reduction strategies to the cocaine use. The main goal is to encourage an individual's use of the materials, to reduce the spread of Hepatitis Virus and HIV/AIDS and STDs. During the past two years, "ResPIRE" carried out more than 25 harm reduction activities and organizers of different music events increasingly request the presence of "ResPIRE". We have a very diversified team ranging from health care professionals to journalists, biologists, lawyers and social scientists. The project aims to inform users and non-users of the risks involved in the use of specific drugs and assist some emergencies related to the use or abuse of psychoactive substances. To accomplish that, we have several activities such as: workshops, film exhibitions (a presentation of a self-care video produced by "ResPIRE"), information at the info-stand during the events, condom, folders (created by ResPIRE) and KIT-SNIFF distribution and counselling and therapeutic accompaniment.

THIAGO CALIL

Centro de Convivência É de Lei, Brazil

Maria Angelica Comis, Joao Felipe Morel Alexandre, Bruno Ramos Gomes, Centro de Convivência É de Lei, Brazil

RESPIRE PROJECT: HEALTH PROMOTION, EDUCATION AND HARM REDUCTION IN THE ELECTRONIC SCENE IN BRAZIL

The Harm Reduction strategies in Brazil are, until today, focused on the prevention of infectious diseases among most vulnerable drug users, mainly crack users. Harm Reduction projects focused on designer drug users are scarce, sparse and developed by non-governmental groups acting on electronic music festivals but limited to this party context. The objective of the *ResPire* project is to stimulate the participants' reflection, self-care and the knowledge on drug use in party contexts. It aims on health promotion and the prevention of the transmission of diseases like hepatitis.

Methodology: Classes and meetings to prepare the harm reduction staff; preparation of a space within the parties to receive the party participants and inform about drug use and harm reduction on these substances; interface with the parties' medical crew to enhance their care; therapeutic accompaniment on bad trips and psychotic outbreak; distribution of information folders and preventive materials like straws for snorting drugs; distribution of lollipops and water; relax area and video projection.

Results: The project has already acted on 20 events, like electronic and funk parties, academic congress and drug prohibition and harm reduction debates. It is being constantly contacted by party producers, showing a more permanent effect on the context. Short and effective actions during the parties showed good results, like better experiences for the drug users and more self-care among them, avoiding critical situations related to drug use. The project was well accepted among participants and organizers, since the harm reduction speech is close to the participants' reality.

LISA CAMPBELL AND CARVER MANUEL-SMITH

Consultant and TRIP! Project, Canada

COMMUNITY-BASED RESEARCH WITH YOUNG PEOPLE WHO USE DRUGS

Community-based research (CBR) is the process of involving key affected populations as partners in academic research. CBR should involve community in every step of the research, from conceiving the research questions, to developing effective measures, interpreting data and disseminating findings to knowledge users including young people who use drugs, service providers and policy makers. There are many factors that influence data collection and contribute to a lack of accurate data on drug trends amongst youth. If youth are not included in developing research around drug use, terminology risks being out of date and information risks being inaccurate. Due to the criminalization of drug use, many young people are afraid to disclose their drug use to adults and as such do not answer honestly in surveys. As epidemiological surveys on youth drug use are mostly limited to school, prison or treatment centres, many youth who are outside of the system end up not being included in the data. Many times, emerging community trends related to substance use are not documented in peer reviewed journals and are dismissed by the scientific community. As such young people who use drugs must be trained in CBR techniques to gather information from their community in partnership with researchers. This presentation will provide an in depth overview of ethical concerns of involving young people who use drugs in CBR and explore how to improve partnerships to increase the accuracy of research.

LISA CAMPBELL

Consultant, Canada

Brun Gonzalez, Espolea, Mexico;
Julian Andres Quintero, Echele
Cabeza, Colombia; Nathan Messer,
DanceSafe, USA

SAFER NIGHTLIFE IN THE AMERICAS

As dance music becomes popular again in the Americas, party drugs have seen a resurgence among youth. In nightlife environments such as EDM events, nightclubs, bars and raves, rates of polydrug use are higher than the general population and can often lead to an increase of at-risk activities including sharing drug paraphernalia and unprotected sex. Through implementing evidenced-based interventions including peer education, safer drug use equipment, condoms, and drug and sex literature directly in party environments, we can reduce the risk of overdose, as well as the further

spread of HIV and Hep C. By focusing on diverse case studies from across the Americas, this session seeks to explore risky behaviours in nightlife environments and evidence-based interventions in reducing drug related harms for youth in the dance music community. The TRIP! Project (Canada), DanceSafe (USA), Espolea (Mexico), and Echele Cabeza (Colombia) will present their diverse nightlife harm reduction interventions, focusing on providing safer sex and drug information and supplies. By contrasting trends across the different regions, we can gain insights on how to scale up these interventions to reach diverse youth across the Americas. This panel will provide information on the latest epidemiological data on young people who use drugs, including emerging substances, routes of administration and rates of unprotected sex. While these youth-led grassroots initiatives are sprouting, we hope that this data will further put pressure to scale up these interventions through government support, policy change, and increase international collaboration across the Americas and beyond.

RAFAEL CAMPOS

Hospital de Saúde Mental de Messejana, Brazil

Lhana Gadelha, Universidade de
Fortaleza; Hilio Silva, Faculdade
7 de Setembro; Pedro Rodriguez
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BALANCEARA: THE RISE OF A HARM REDUCTION GROUP IN THE ELECTRONIC SCENE OF FORTALEZA-CE, BRAZIL

Inspired and supported by the Collective "Balance" from Salvador-BA, that since 2006 performs Harm Reduction interventions in major electronic music festivals in Brazil, arises the Collective "Balanceara", composed of volunteers habitue of the electronic scene in Fortaleza-CE. The group was born in 2009, mainly due to the need of promoting education and health care among users of multiple substances in the multicultural universe of raves. Since then, around 15 actions of the Collective have already taken place in rave parties in the Ceara, Brazil. This study aims to investigate the emergence of this particular Collective as well as evaluate the impact of its interventions on the

local electronic scene. The method of investigation used consists of data recompilation, gathering of information from group discussions and from interviews with key informants and also of participant observation. The group "Balanceara" has become a reference for care and safety between ravers and rave organizers from the local scene, spreading important notions of self-care among them. The fact that the collective is formed by party goers themselves has proved to be crucial for the approach and appreciation of its work by the public of the rave parties. The interest of local producers was of key importance for the growth of the group. They are the ones who have supported and requested harm reduction actions since the beginning of the collective's work. Today, the group's work is actually requested by the ravers themselves, fact verified in subsequent actions that the group was not present.

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RISK BEHAVIORS IN NIGHTCLUBS OF SÃO PAULO CITY, BRAZIL: AN ETHNOGRAPHIC PILOT STUDY

Introduction: In the city of São Paulo there are hundreds of nightclubs which are visited by thousands of people every day.

Aim: To identify risk behaviors that occur in São Paulo nightclubs.

Methods: A large representative sample survey is being carried out during 2012 and 2013. The pilot ethnographic study consisted of 24 hours of participant observation in three nightclubs, two of them focused on low socioeconomic stratum patrons (entrance fee of US \$5.00) and the other on patrons of high socioeconomic stratum (entrance fee of US \$150). Type and price of beverages and food, environmental conditions, staff-patron relations and drinking behavior were observed. Temperature, humidity and sound level were measured on the main floor.

Results: In all nightclubs, binge drinking was identified among patrons and responsible for signs of alcoholic intoxication, such as vomiting and tottery walking. Episodes of high verbal and physical violence between security staff and patrons were observed at the nightclubs from low social class. Food and snack selling was observed in only one nightclub (low class) and vodka was the most consumed beverage. Fake identification documents were highly used by teenagers (< 18 years old) to allow entrance at the nightclub. Binge drinking using distilled alcohol was identified among adolescents that are not allowed to drink alcoholic beverages by Brazilian law. No difference on environmental measures (temperature, sound level and humidity) was found among the nightclubs.

Conclusion: The understanding of nightclub risk behaviors in Brazil is relevant to develop an adequate prevention program tailored to this population.

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BLOOD ALCOHOL CONCENTRATIONS (BAC) AMONG MEN EXITING GAY BARS IN SAN FRANCISCO: PROBLEM DRINKING AND SEXUAL RISK TAKING

Background and Methods: Prior studies have shown an association between alcohol intake and sexual risk taking among gay men. As part of a structural intervention in four gay bars in San Francisco focused on pacing alcohol intake (PACE study), we assessed pre-intervention period blood alcohol concentrations using handheld breathalyzers (BACtrack-S80) upon bar exit from January through November 2012. We surveyed 402 male gay bar patrons and collected sexual risk-taking data in a subset of 200 of the men.

Results: Ninety-seven percent (97%) of men reported that they were gay or bisexual. Mean time in bar was 78 minutes with mean drinks consumed of 4.1 (range 0-17). Mean %BAC among exiting male patrons was 0.070% (95% CI:0.065%-0.074%) with a range of 0-0.27. 38.8% of patrons said they were done drinking for the night while 66.2% said they would be continuing to another bar. 34.2% reported pre-drinking at home and 40% reported being at a prior bar. 85.6% of study participants scored positive (4 or more) on AUDIT-C measure.

Seventy percent (71.7%) of men reported anal sex with a male partner in the last 6 months, of which 63.4% had sex without a condom. 39.7% of those reporting sex without a condom stated that alcohol use affects their condom use at least some or more of the time.

Discussion: In a convenience sample of male patrons exiting gay bars in San Francisco, we found a high percentage of patrons screening positive for potential alcohol problems in the context of sexual risk taking.

CARISSA CORNWELL DanceSafe, US

PROVIDING OUTREACH SERVICES TO ATTENDEES AT LARGE MUSIC EVENTS

A recognizable brand within the United States and Canadian "rave"-community, *DanceSafe* is a 501(c)(3) not-for-profit which for nearly two-decades has been engaged in grass-roots impact and support of the electronic-music-scene. Guided by -- Peace. Unity. Love. Respect.

More specifically, Carissa Cornwell, her peers and their chapters, have been providing outreach services to attendees at large music events.

Music festival goers have and will continue to be exposed to, and face, certain unique risks. "Hey, we are all here to have a good time; we help ensure this through fostering safety through: smarter substance use; disease prevention; and health awareness."

We supply event attendees with:

- Substance identification tools & street-drug analytical databases
- Free H2O & water bottles
- Free ear plugs
- Free condoms & lube
- Unbiased minds & peer-experts
- Open-ears & big hearts (a friend to puke on)

DanceSafe works directly with event organizers, EMTs and medical staff to help recognize and address general safety issues on site. Getting event promoters to recognize the important health and safety rolls *DanceSafe* can provide remains to be a challenge. Substance testing should be utilized and recognized as a possible life saving tool. Event promoters should provide easy access to drinking water as well as properly regulated venue capacities to help ensure the safety of everyone.

DanceSafe volunteers are acquired from the same Community that it serves. This provides a unique opportunity for volunteers to act as educators to their peers by presenting non-discriminating and non-judgmental information.

JAKOB DEMANT Aarhus University, Denmark

DOOR WORK: SPATIAL-SOCIAL NEGOTIATIONS BETWEEN GUESTS AND THE CLUB

The paper looks at what happens at the door as a way to learn about what happens inside the club. What pleasures are in-place and out-of-place within the club? The negotiations around proper behavior within the night club are investigated from the perspective of the clubbers, the bouncers and the club owner. The data consists of quite unique material of 273 cases where clubbers at a large mid-city Copenhagen night club complain about a rejection at the door or exclusion. This particular club invites the guests to argue their case on email and engages in written discussions with the guests. The individual cases consist of the clubbers' letters to the manager and responses from the manager and bouncers. This paper especially focuses on the cases where the conflict of behavior exists between regular clubbers and the club. The regular clubbers want to take part in the development of the club space as they see it as a "second home". This becomes a line of conflict within the economically driven club. The dialogic model of complaints within the club is however not felt to have been fulfilled by the regular clubbers within this study. The model may however still have potential in producing safer clubs. First, it has the ability to transcend in-situ conflicts into written discussions. Second, it may make clubbers committed towards proper behavior if they feel they have more involvement in the production of the clubspace.

ELLA DILKES-FRAYNE
Monash University,
Australia

SETTINGS AT PLAY: HOW NIGHTLIFE PLACES INFLUENCE YOUNG PEOPLE'S PARTY DRUG USE

It is often taken as a given that particular kinds of licensed venues and music events have higher rates of alcohol and other drug use than others. However, it is worth questioning how these settings influence the alcohol and other drug use that takes place within them. Literature relating to alcohol use has made some progress in recognising how certain factors within licensed venues influence drinking styles and related harms such as violence. In relation to illicit drug use, however, these factors remain somewhat obscure, with little research demonstrating the mechanisms by which particular places mediate people's drug use. This paper presents research which seeks to address this issue by examining the complex ways nightlife settings impact young people's party drug use in Melbourne, Australia. I will describe the preliminary findings of a multi-method qualitative study examining party drug use among 18-24 year olds, and the ways such use is spatially and temporally situated in local licensed venues and music events. The findings indicate how numerous factors work together to establish the conditions in which a young person comes to be using party drugs at a particular time and place. The research highlights the possibility of bringing together numerous diverse elements that are often studied separately, thereby revealing more of the complexity of the situations in which young people are engaged and providing insights into the often subtle contextual features that influence drug use in nightlife settings.

DORINA DOBRE
University of East London,
UK

'OBJECTS' OF DESIRE: THE SEXUALISATION OF WOMEN WORKING IN THE NIGHTLIFE ENVIRONMENT OF IBIZA

Hazel Andrews talks about how, when British female tourists are on holiday, they reflect in resort spaces the ideological gender relations of home life in the night time economy. Because they are part of this commercial scenery, she notes, they consequently become commodified - seen as objects for consumption by the male tourists who occupy the same space (see Briggs et al., 2012). This has implications for not only their treatment and their sense of self but also the way in which they are seen as 'sexual playthings' for which the male tourists must vie and compete. In this poster presentation, I take this notion of female objectification further by examining a similar process in the context of the women who work in resort spaces. Focusing on the resort of San Antonio in Ibiza, I consider how public relations - or PR workers - strippers and prostitutes are seen as 'objects of desire' - much like their female tourist counterparts. I want to draw attention to the way in which these women are portrayed and treated using some images taken from an ethnographic fieldwork project over the summers of 2010, 2011 and 2012.

**ŠPELA DOVŽAN AND
SIMONA ŠABIĆ**

**Association of Drug
Related Harm Reduction -
DrogArt, Slovenia**

HARM REDUCTION APPS AND WEB TOOLS

Use of internet and mobile devices is spreading around the world and Slovenia is no exception. Data shows that the number of internet users in Slovenia is growing (from 47% regular users in 2006 to 58% in 2009) and people search for information on health on the internet (22% in 2006, 32% in 2009).

Is the new era of smart phones, tablets and other devices forcing us to rethink and evolve working tools and methods in reducing harms connected with night life? Association DrogArt follows new trends and is currently developing the following applications:

REDUSER - app for (self)help for dealing with different addictions

WHY? More and more people are searching for help at DrogArt: percentage of on-line counseling grew from 36.02% in 2009 (186 sessions) to 47.47% of all counseling sessions (217 till September) in 2011. People often encounter problems because of their drug use, but do not seek help. 93.2% of users of cocaine in nightlife have not yet sought help. Users seek discretion. Respondents seek information on the internet (50.4%).

HOW? Individually. Input of drug consumption (for the purpose of monitoring), craving, goals, etc. The app is not meant to be the substitution for personal counseling but mostly as an entering tool for personal counseling.

WHERE? It will be available on the internet and on mobile phones with Android and iOS operating systems.

FURAM 0,0 (DRIVING 0,0)

WHY? Alcohol is still one of the leading causes of traffic accidents in Slovenia. The number of alcohol related accidents with fatalities in 2012 rose for 40% compared to 2011.

HOW? The Driving 0,0 app gives the user an informative calculation of alcohol blood level and penalties provided for the user's result. It also encourages the user to choose a safer alternative.

WHERE? It will be available on the internet and on mobile phones with Android and iOS operating systems.

JOACHIM EUL
**Institut für Empirische
und Interdisziplinäre
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Germany**

Sarah Lipke, Rolf Verres, Institut
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ABOUT THE EFFECTS OF VARIOUS DRUGS ON LOVE, SEX AND SAFER SEX - RESULTS OF TWO SURVEY STUDIES

Here we present the results of two questionnaire studies of the influence of different drugs (alcohol, marijuana, ecstasy (MDMA), cocaine, speed (amphetamine), LSD, psilocybine-mushrooms, heroin, poppers, and other substances) on the love and (safer) sex experiences at 1,600 (A) and 700 (B) majority techno party-goers in terms of A) changes (1) in need for love and tenderness, (2) the need for sex, and (3) the sexual performance and B) also in changes in the use of condoms after consumption of these drugs compared to drug-free normal state. In comparison, the best drug in terms of all three parameters (1-3) was ecstasy (with most elevated need for love) followed by marijuana. As shown in the survey B, drug induced "unsafe sex" strongly correlates

with elevated a) social disinhibition, b) need for sex (libido) and c) a maintained sexual performance (male erection) after drug consumption, that all was most elevated after the use of methamphetamine, cocaine or GHB/GBL.

RAJESHREE GOKHALE
 Brihan Maharashtra
 College of Commerce
 (BMCC), India

STUDY CIRCLE - A STUDENT TO STUDENT SENSITIZATION TOOL

India is undoubtedly today in an enviable position owing to its lucrative demographic pattern with more than 60% of its population being under age 35. However, the progress of this nation will depend not only on the ability and strength but also on the health and character of its youth.

Pune, being the educational hub of India, witnesses a great number of fluctuating student populations, and this has created many entertainment avenues for budding entrepreneurs.

The increasing number of clubs in Pune is one of the striking features of this one time city which was nicknamed 'Pensioners Paradise'. There is a need to sensitize this new class of consumers of party culture of the various issues of club safety which often are under emphasized by the entrepreneurs of these facilities. In an attempt to be nouveau chic, many times the youth may fail to understand the implications of the risk factors associated with these new options of entertainment.

One such effort is the role of *Study Circle*, a student association which encompasses different programs like film screenings, visits and discussions and also undertakes surveys with the help of students to spread awareness of issues of youth concern like drug abuse, alcohol and hookah to name a few.

Academicians must understand the importance of the need of educating their student population of these risk factors. On one hand, there is a need to create this awareness by open discussions, and on the other, a more prominent need to create more proactive socialization options for the students.

BRUN GONZALEZ
 Espolea, Mexico

A MAP OF THE UNIVERSE OF DRUGS

We have identified a general lack of information and knowledge about what is the definition of drugs and how they are embedded in every level of our society. This creates a biased approach both to the debate as well as the personal choices people make regarding drugs and drug use usually leading to wrong decisions both political and personal.

Latin America is having a major increase of drug use that is now moving away from the traditional and locally produced drugs and is moving towards the newer synthetic "designer-drugs", and there's a gap in the information available throughout the region.

We have developed a poster which represents visually the distribution of around 75 different substances, including the ones that are socially accepted and usually labeled as non-drugs, such as caffeine and betel nut, and places them according to their family (stimulants, depressants, etc.) showing their interrelationship through color gradients and position. Of course, it also includes the most traditional and illegal drugs and places them accordingly to their effects.

This tool helps to broaden the debate on how and why should drugs be regulated, which drugs are perceived as such and which aren't, and it also helps in providing an objective reference for parents, counselors, therapists and advocates to see a broader spectrum of the different substances that are being used now around the world. This works in breaking the stigma that is usually imprinted in the word "drugs" and opening an objective discussion around the broader context of psychoactives.

BRUN GONZALEZ

Espolea, Mexico

YOUTH-FRIENDLY HARM REDUCTION INTERVENTIONS FOR NON-INJECTABLE DRUGS IN MEXICO AND LATIN AMERICA

Latin America has developed drug consumption patterns more oriented towards non-injectable drug use. A clear lack of friendly and accessible information has been reported in the region for crack cocaine, methamphetamine, MDMA and alcohol and their different linkages with sexual and reproductive health and rights, especially amongst young people.

Mexico City and the surrounding areas have seen a steady increase of drug use for the past decades that is now becoming a major problem and it's most visible in the nightlife environments or amongst young people living in the streets.

A whole campaign to address each substance providing a general perspective on its effects, implications, administration routes, risks and a series of points that are based on harm reduction and respectful of human rights, including gender perspective and HIV prevention strategies has been produced. The campaign has been served to enter cultural events, rave parties, schools, parenting groups, universities and rehabilitation centers, both public and private, with great feedback and interest from the different audiences.

This kind of information and intervention strategy is very cost-effective, doesn't need many funds to be replicated and has a major impact in terms of prevention and adoption of harm-reduction-best-practices amongst young people who are already using drugs. Besides empowering young peers and we provide them with materials and training so that they can reproduce the whole model in different places, countries or regions and so that they are better prepared to advocate for drug policy reform and make significant changes through community-based peer-to-peer intervention.

KATHRYN GRAHAM

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THE MOTIVATIONAL AND SOCIAL CONTEXT OF SEXUAL AND OTHER AGGRESSION IN CLUBS

Aggression and violence among adults occur more frequently in and around licensed premises than in most other locations. The effects of alcohol explain some of this aggression but most appears to be attributable to the culture of drinking and the characteristics of people who drink in bars, clubs and pubs.

This presentation will focus on two aspects of that culture: (1) motives for aggression and (2) sexual aggression and harassment. Two sources of data are used for the study: (1) analyses of observational data in 118 large capacity bars/clubs (>300 people) in the city of Toronto, Canada originally collected as part of a randomized control evaluation of the Safer Bars program during 2000-2002; (2) data collected in a study of young adult bar-goers in Windsor, Ontario, Canada conducted in 2012. Our observational research identified asserting social identity and responding to a grievance as key issues in severity of male aggression in bars; the study of male and female bar-goers further elaborates self perceptions of these motives in the relationship with aggression. Observational data and self-report data from female bar-goers suggest that young women are frequently subjected to predatory and opportunistic sexual aggression and harassment in bars and clubs. In this presentation, I will describe the effects on and responses by women who are targeted and the relationship of sexually aggressive and harassing behaviors with intoxication of the perpetrators and targets. Finally, I will discuss the implications of these findings to prevention and policy.

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CEOS AND CORPORATE HOES: DO THE MIXED MESSAGES OF THE NTE MAKE IT A USEFUL SPACE FOR ADDRESSING SEXUAL VIOLENCE?

The NTE is one arena which can, and has, been used to promote messages around sexual violence, sexual consent and the boundaries which associate the two. Such messages focus on the actions/knowledge women and men should engage in/hold for the purposes of reducing such violence. Whilst these messages have long focused on female behaviour, increasingly, campaigns have aimed to educate men on issues of consent, including the legal reality that a woman must retain the capacity to consent, in order for that consent to be valid. Capacity is easily eradicated when intoxicated by alcohol, an issue which could intuitively be addressed within the NTE, in light of many alcohol-related sexual offences originating in interactions that commence there. However, NTE spaces have been criticised for their promotion of sexism and the reinforcement of misogynistic constructions of gender and sexuality (Kingsley, 2012). It can be argued that such messages undermine/confuse any related attempts to address sexual violence. They also stand in stark contrast with recent proposals by the Metropolitan Police Force's Sapphire Unit to reduce sexual violence by targeting, and closing, licensed premises seen to generate high levels of sexual assaults (Laville, 2012). It is therefore timely to further consider the usefulness of the NTE in countering the problems of sexual violence, through reference to related debates and preliminary findings from the evaluation of a sexual consent campaign that ran in the NTE in Liverpool, England in 2012. This paper aims to engender debate and explore the issues around problematic mixed messages.

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ALCOHOL IN POPULAR MUSIC: CHANGES IN THE UK MUSIC CHARTS 1981-2011

Background: Music and alcohol consumption often go together in nightlife environments, with musical preferences likely to influence a patron's choice of venue or event. With such widespread consumption of music, debate exists as to the effects of lyrical content on listeners, particularly when heard while dancing or partying. Research suggests that hearing alcohol-related lyrics may lead to increased alcohol consumption, either through the connection of lyrics to certain traits, goals and stereotypes, or the normalisation of hazardous drinking, modelled behaviour and subsequent imitation. This study explored changes in reference to alcohol in popular music in the UK over four decades.

Methods: The most popular songs from the official charts in 1981, 1991, 2001 and 2011 were analysed for references to alcohol and alcohol consumption.

Results: The proportion of top ten songs containing reference to alcohol increased sharply between 1991, 2001 and 2011. In 2011 almost one in five (18.5%) singles referred to alcohol and one in eight (12.6%) to heavy drinking. Alcohol was negatively framed in only 15% of alcohol-containing songs from 2011. Multivariate analyses suggest that this increased prevalence can be accounted for by an infiltration of music from the USA, either directly through the inclusion of more US groups/artists in the charts, or indirectly through the increased popularity of the R&B genre.

Conclusions: The inclusion of brand references and the positive valence often attached to alcohol-related content implicates popular music as a ubiquitous means of alcohol advertising and promotion that is increasing in prevalence.

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ENVIRONMENTAL FACTORS ASSOCIATED WITH CUSTOMER DRUNKENNESS IN BARS IN FOUR EUROPEAN CITIES

Introduction: The physical and social environment in bars and nightclubs, and the behaviours of staff, can contribute to levels of alcohol consumption and alcohol-related problems. Understanding the relationships between such factors and intoxication is critical to developing appropriate interventions.

Methods: 237 covert observations were undertaken in 60 bars in four European cities: Liverpool (UK), Ljubljana (Slovenia), Palma de Mallorca (Spain) and Utrecht (Netherlands). Using a structured observational schedule, researchers recorded characteristics of the bar environment and rated customer intoxication levels.

Results: All characteristics of the physical bar environment showed significant associations with intoxication in bivariate analysis. After controlling for confounding factors, significant independent associations were identified between intoxication and: use of plastic glassware, promotion of non-alcoholic drinks (often energy drinks), permissive environments, poor washroom facilities, the presence of a dance floor, customer sexual activity/competitiveness and later observational time.

Conclusions: Efforts to prevent intoxication and alcohol-related harm in drinking environments should focus on raising and enforcing managerial standards in bars. While measures such as plastic glassware are often promoted for high risk bars, these are insufficient to address public health concerns.

**DUSTIN HUTH AND
BRETT BANFE**
Bus to Show, Inc., USA

BUS TO SHOW: REDUCING INTOXICATED DRIVING BY CREATING A FUN, COMMUNITY-INTEGRATED, ECO-FRIENDLY AND FINANCIALLY-ACCESSIBLE BUS SYSTEM

Background: The consumption of substances, including alcohol, which are known to impair an individual's ability to drive is commonplace at many concerts and sporting events. It has recently been observed that a community-integrated, financially-accessible, event-specific, non-profit bus service may significantly reduce the amount of intoxicated driving associated with these events. A program like this has been developed by non-profit, Bus to Show, Inc.. The results of their Boulder, Colorado chapter are reported here.

Results: Founded in 2007, Bus to Show is a non-profit dedicated to reducing intoxicated driving to and from high-risk events by organizing fun, eco-friendly, community-integrated, and financially-accessible bus transportation. Since its inception, DUIs in Boulder, CO have declined drastically, steadily and indirectly corresponded with the number of riders for whom it has organized service. According to Police Crime Statistics, DUIs in 2006 were at 1048 and were on an upward trend, but every year since then have dropped, resulting in only 671 DUIs in 2011 (latest data available).

Conclusions: Although other factors may also have contributed to the decline in DUIs, the main social change has been an avid and ubiquitous promotion of safe transportation through the organization's media outlets, as well the steady increase in the actual number of riders that the organization has transported.

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LISA JONES
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EXAMINING THE IMPACT OF HEAVY DRINKING EPISODES: THE APPLICATION OF NEW METHODS FOR CALCULATING ALCOHOL-ATTRIBUTABLE FRACTIONS FOR ACUTE CONSEQUENCES

A culture of heavy drinking has come to typify nightlife settings in the UK, with research identifying routine drunkenness among patrons and the risks of drunkenness increasing later into the night (1). It is now well-established that heavy drinking episodes contribute to acute consequences, particularly accidents and injuries (2). In England, alcohol-related indicators based on alcohol-attributable fractions (AAFs) are used to measure the impact of alcohol consumption on local communities and nationally, and to inform alcohol policies. Previous AAF estimates for acute consequences, such as road and pedestrian traffic accidents, were taken directly from Australia and Canada studies (3, 4) conducted decades ago. Since then, new methods have been developed by Taylor et al. (5) for calculating AAFs related to injury, which take into account average consumption and occasions of binge drinking. We used data from a national survey of alcohol consumption to determine average consumption in the English population and the proportion of current binge drinkers. The risk associated with average consumption and binge drinking were modelled separately and combined to determine overall AAFs by age and sex categories. AAFs were then applied to mortality extracts and hospital admission episodes to determine the acute impacts of alcohol consumption on population health and health service use in England in 2010. This presentation will explore the impact of these new methods on the calculation of AAFs for England to inform national indicators and discuss the implications for national policies on alcohol consumption.

JANINE JORDAN
 Electronic Music Alliance,
 USA

GREENING ENTERTAINMENT HOSPITALITY RIDERS

The Electronic Music Alliance (EMA) would like to see the greening of all entertainment hospitality riders. We believe this will be a trend that will grow throughout the next decade as awareness of health continues to increase. Clubs will see the value in eco-efficiencies and artists will appreciate healthy choices.

Greening an entertainer's hospitality rider is about the health of the artist and the health of the environment. A greened hospitality rider identifies healthier options for both the food and beverage requested as well as more eco-friendly options for other potential products. Environmental impact is also considered through strategies of reducing and recycling waste. A greened hospitality rider can not only improve the health of the artist but it can inspire habit changes in the club/event staff that help fulfill the rider. Small actions create the mindfulness that lays the groundwork for a healthy world and sustainable future.

The greening of the rider can come from both the artist side as well as the club side. We believe that clubs that are early adopters of a green policy will have a competitive advantage over clubs that do not.

EMA has assisted the Grammy nominated band, The Crystal Method, with the greening of their hospitality rider, implemented in 2009 for both their DJ sets and their live sets. We have seen the positive effects of the rider both nationally and internationally over the course of the last 3 years.

JAMES KEBLAS

Seattle Office of Film and
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SEATTLE NIGHTLIFE INITIATIVE

The Seattle Nightlife Initiative is a comprehensive approach to managing Seattle's nighttime economy. Its three critical goals are increasing public safety, growing the local economy and improving urban vibrancy. The Seattle Nightlife Initiative arises as

a new approach to an age-old issue in Seattle. It aims to ensure that neighborhoods are livable, support a vibrant nightlife industry and leverage the economic contributions that nightlife brings to the City.

This initiative sets out to develop a proactive and strategic approach to managing areas of nighttime activity in order to reduce antisocial behavior, noise, public disturbances and other problems. It emphasizes integrated action across local policies and activities, reducing costs and allowing for responsible growth in the nighttime economy. This plan envisions a full suite of actions that together provide a balanced approach: they require nightlife establishments, patrons, the City and residents to all play a role in creating and supporting a safe and vibrant nightlife within Seattle. The components of the plan work together, and each is necessary for the success of this effort. While making public safety the highest priority, we will take advantage of the economic and social rewards nighttime businesses bring in making Seattle a destination city. The City can use its resources to facilitate cooperation among stakeholders and strive for economic, employment and social benefits, while minimizing public-safety risks and other problems for urban residents.

BRIAN KELLY

Purdue University, USA

MEPHEDRONE AND SYNTHETIC CANNABINOID USE AMONG YOUNG ADULTS IN US NIGHTLIFE SCENES

Brooke Wells, Mark Pawson, Amy
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Background: The emergence of novel psychoactive substances has been reported in clinical studies and recent studies of users. The use of these substances in European nightlife scenes is well documented. Little research has been done to identify the prevalence of these drugs among young adults active in U.S. nightlife scenes.

Objectives: We focus our sample on socially active young adults to gain an understanding of the prevalence and demographic factors associated with past year mephedrone and synthetic cannabinoid use.

Methods: This study reports on the results of a field based survey of 1,740 patrons at nightlife venues in New York City.

Results: Gay and Bisexual men reported higher prevalence of mephedrone use. Latinos reported higher prevalence of synthetic cannabinoid use. Multivariate analyses indicate age, sexual identity, and ethnicity are associated with the use of novel psychoactive substances in various ways.

Conclusion: The findings suggest the use of synthetic cannabinoids and mephedrone among adults in U.S. nightlife scenes remains relatively low in comparison to other drug use.

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James Trimarco, Mark Pawson, Amy LeClair, Center for HIV Educational Studies & Training, USA

**SYMBOLIC BOUNDARIES, SUBCULTURAL CAPITAL, AND
PRESCRIPTION DRUG MISUSE ACROSS NIGHTLIFE SCENES**

Prescription drug misuse among young adults has surged over the past decade. Yet, the contexts surrounding this misuse remain unclear, particularly subcultural contexts. Many urban young adults participate in youth cultures. This paper describes the subcultural contexts of prescription drug misuse within youth subcultures. Drawing on ethnographic data collected over 12 months from different youth cultural scenes, the authors describe the subcultural bases of prescription drug misuse. The symbolic boundaries and subcultural capital inherent in these scenes shape the ways youth think about drugs and behave accordingly. While young adults are often lumped together, ethnographic data show considerable variation across these subcultures with regard to what may enable or inhibit prescription drug misuse. The broader subcultural ethos in each scene, as well as attitudes towards other types of drugs, frame the ways that prescription drugs are perceived and used within each of these scenes. In this regard, the findings highlight the role of symbolic boundaries and subcultural capital in drug use among young adults by shaping their routine practices. These data highlight that education campaigns about prescription drug misuse should account for the variability in youth cultural scenes to maximize the efficacy of these messages aimed at young adults.

DANIELLE KELLY
Liverpool John Moores
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Daniel Briggs, University of East London, UK

**BRIDGING THE RESPONSIBILITY GAP FOR HEALTHCARE IN AN
INTERNATIONAL TOURIST RESORT**

Introduction: Ibiza is a globally notorious nightlife resort, attracting an influx of British tourists every summer who often engage in excessive drinking and substance use. Consequently, drug and alcohol related illness and injury place a major burden on Ibiza health services.

Method: Ethnographic observations and interviews took place over a one week period in the Ibiza resorts of San Antonio and Playa D'en Bossa in June 2012 with tourists, casual workers, healthcare providers and local authorities exploring the utilisation of health services for alcohol and drug related illness and injury.

Results: The Ibiza tourism industry is under pressure to meet the demands of young British tourists who arrive on youth package holidays expecting uninhibited partying, including access to the best nightclubs and cheapest drinks. Additionally, many tourists arrive with the intention to use illicit drugs in dance music related environments. This leads to increases in alcohol and drug related illness and injury over the summer period of May to September.

Public health clinics in Ibiza are operating over capacity and many facilities are not equipped to deal with anything more than basic health provisions due to lack of funding and infrastructure. The complexities faced in providing sufficient healthcare for tourists are further exacerbated by the increasing use of private healthcare clinics, which charge large sums of money for treatment. As a result, tourists often lack access to affordable and efficient healthcare.

Conclusion: After consideration of the findings, it is suggested that relevant and responsible stakeholders from each country must be identified in order to improve harm reduction measures for young UK citizens in Ibiza.

MATEJ KOŠIR
Institute for Research
and Development “Utrip”,
Slovenia

ENVIRONMENTAL PREVENTION STRATEGIES AND SUBSTANCE USE IN NIGHTLIFE SETTINGS

Environmental prevention strategies are becoming more common and popular in the field of substance use, especially in the field of alcohol and tobacco policies (Burkhart, 2011). Those strategies are defined as strategies that aim to alter physical, social and economic environments (e.g. drinking environments). It is a fact that many nightlife problems result from inconsistent implementation of policy measures by responsible authorities (e.g. police, inspectorates, public administration bodies, which are responsible for permissions and licences for organising events). The Club Health project study conducted in 2010 and 2011 shows that the consistency in policy implementation in many European countries is rather low, especially in the field of alcohol policy (e.g. selling alcohol to underage youth and drunken patrons). The situation is improving significantly in the field of tobacco policy due to very strict common European measures, but nightlife venues still remain exceptions regarding smoking ban in public places in several countries. The study recommends that a large size (or share) of harm related to youth risk behaviour in nightlife could be reduced by more consistent implementation of policy measures. It shows that environmental strategies could be successful if they are implemented frequently and targeted the broadest possible geographical area. The study also introduces several good or promising existing effective policy measures to achieve the improvement of situation which will be shortly presented at the conference. Results of the Club Health project study regarding substance use will be presented in details and several controversial policy measures will be discussed as well.

MATEJ KOŠIR
Institute for Research
and Development “Utrip”,
Slovenia

SOCIAL NETWORK (PARTYADVISOR) AS A PROMISING EXAMPLE OF USING ICT IN NIGHTLIFE-RELATED PREVENTION

In autumn 2012, the Institute Utrip (Slovenia) started to develop a social network called PartyAdvisor as a web tool to improve situation in nightlife with help of modern information and communication technology (e.g. internet, mobile apps etc.). PartyAdvisor is planned to be launched in April 2013 at the latest and the conference is excellent opportunity to promote it in Northern America as well. The main objective of this specific web tool is to become the largest web database of nightlife venues (indoor and outdoor) with possibility of patron's assessment of different health and safety standards in and around venues. Website includes also several tools developed by Club Health project (e.g. NightSCOPE, training of staff manual, health and safety standards for nightlife venues etc.). A part of the project is also the development of mobile application which gives opportunity to the patrons (or partygoers) to respond immediately (quick assessment of the venue) and also to find the best venues according to selected search categories and preferences.*

*This information (abstract) is confidential until PartyAdvisor® is officially launched at <http://partyadvisor.info>.

JACQUELINE KROUWEL

Jellinek Prevention,
Netherlands

UNITY: PARTY FRIENDS WILL SPREAD THE WORD

In 1996 Unity started as an Amsterdam based peer project which was aimed at providing information to the dance public about recreational drugs. It has grown into a national intervention on dance events in The Netherlands with six regional departments and

attends approximately 170 dance events per year.

Unity is systematically applying available knowledge, both theoretical and empirical, on how to influence behaviour. The intervention evolved from good practice to best practice and theory based by doing research and was written down in guidelines so it could be implemented by others.

Over a hundred trained peer-educators who are recruited from the dance scene provide oral and written information on alcohol and drugs and their effects aiming to reduce drug related harm. Unity works through an infostand. But there is more. Unity provides information online through a website, Facebook and other social media.

A new peer reduction target group has emerged: partyfriends. Unity launched a campaign aiming to create an awareness among groups of friends that taking care of each other, when problems take place because of the use of substances, is important. Another goal is to discuss and change social norms in groups of friends about drug use where needed.

Peers were trained as fieldworkers in group dynamics skills to engage groups of friends, who are for example chilling at a festival, in a conversation about drugs and social norms.

This presentation will give an overview of the working method and results of the partyfriends campaign as a new working method in peer-education.

SAMANTHA KULINSKI

DanceSafe, USA

KNOWLEDGE IS POWER: THE GROWING NEED TO EDUCATE YOUNG ADULTS ON HARM REDUCTION

Starting this past summer (and continuing) Dance Safe has been surveying festival and concert goers on their health, nightlife habits, and knowledge of various aspects of the nightlife scene. Topics surveyed include physical, mental, and sexual health, drug use, and more. One startling discovery was that nearly half of those surveyed had consumed a substance that they were unsure of what it was. A large majority also didn't know that one can contract Hepatitis C from sharing snorting straws. With the EDM/nightlife scene growing faster by the day, it is imperative that we provide readily available, non-biased, factual information to as many people as possible. As a peer mentor for Dance Safe, I feel that young adults (like me) are one of the best ways to reach the younger crowd that the nightlife scene is drawing because not only have I been trained properly to educate others on harm reduction, but I am able to connect with, and in turn, be trusted by the younger generation. With the results from our ongoing surveying, we are able to discover what topics need to be addressed. After this, our greatest challenge is determining the most effective approach to reaching our audience.

TOBY LEA
National Centre in HIV
Social Research, The
University of New South
Wales, Australia

ARE GAY AND LESBIAN BARS AND CLUBS RISKIER DRUG USE ENVIRONMENTS THAN STRAIGHT BARS AND CLUBS?

This paper will explore whether same-sex attracted young adults are more likely to use alcohol and club drugs in bars and clubs catering predominantly to lesbians and gay men than in bars and clubs catering to predominantly heterosexuals. The study was a cross-sectional, mixed methods design, including in-depth interviews with 20 participants and an online survey with 572 participants. Participants were lesbian, gay, bisexual and same-sex attracted young adults in Sydney, aged 18 to 25. Interview participants noted the high visibility and acceptance of drug use in gay venues, particularly in clubs. Many interview participants were regularly exposed to illicit drugs because they perceived few alternatives to bars and clubs for socialising with other same-sex attracted people. Survey participants who attended gay venues at least weekly were more likely to report hazardous alcohol use and recent club drug use than participants who attended straight venues at least weekly. There was no relationship between venue attendance and club drug dependence. While young men surveyed were more likely to report use of a number of club drugs in gay venues than in straight venues, young women were no more likely to use club drugs in gay venues than in straight venues. The findings suggest that club drug use is more normalised in gay venues than in straight venues, at least among young men. Harm reduction information and education initiatives may benefit from focusing on young people who regularly attend lesbian and gay bars and clubs

NICOLA LECKENBY
Centre for Public Health,
Liverpool John Moores
University, UK

NIGHT-TIME ASSAULTS: USING A NATIONAL ACCIDENT AND EMERGENCY MONITORING SYSTEM TO PREDICT OCCURRENCE, TARGET PREVENTION AND PLAN SERVICES

Karen Hughes, Mark Bellis, Centre
for Public Health, UK

Background: Emergency Department (ED) data have the potential to provide critical intelligence on when violence is most likely to occur and the characteristics of those who suffer the greatest health impacts. We use a national (England) experimental ED monitoring system to examine how it could target violence prevention interventions towards at risk communities and optimise acute responses to calendar, holiday and

other celebration-related changes in nighttime assaults.

Methods: A cross-sectional examination of nighttime assault presentations (6.01 pm to 6.00 am; n = 330,172) over a three-year period (31st March 2008 to 30th March 2011) to English EDs analysing changes by weekday, month, holidays, major sporting events, and demographics of those presenting.

Results: Males are at greater risk of assault presentation (adjusted odds ratio [AOR] 3.14, 95% confidence intervals [CIs] 3.11-3.16; $P < 0.001$); with male:female ratios increasing on more violent nights. Risks peak at age 18 years. Deprived individuals have greater risks of presenting across all ages (AOR 3.87, 95% CIs 3.82-3.92; $P < 0.001$). Proportions of assaults from deprived communities increase midweek. Female presentations in affluent areas peak aged 20 years. By age 13, females from deprived communities exceed this peak. Presentations peak on Friday and Saturday nights and the eves of public holidays; the largest peak is on New Year's Eve. Assaults increase over summer with a nadir in January. Impacts of annual celebrations without holidays vary. Some (Halloween, Guy Fawkes and St Patrick's nights) see increased assaults while others (St George's and Valentine's Day nights) do not. Home nation World Cup football matches are associated with nearly a three times increase in midweek assault presentation. Other football and rugby events examined show no impact. The 2008 Olympics saw assaults fall. The overall calendar model strongly predicts observed presentations ($R^2 = 0.918$; $P < 0.001$).

Conclusions: To date, the role of ED data has focused on helping target nightlife police activity. Its utility is much greater; capable of targeting and evaluating multi-agency life course approaches to violence prevention and optimising frontline resources. National ED data are critical for fully engaging health services in the prevention of violence.

LE LIU
DanceSafe, USA

ELECTRIC DAISY CARNIVAL IN LOS ANGELES AND ITS CONTRIBUTION TO HARM REDUCTION

Electric Daisy Carnival (EDC) is an annual electronic music festival which originated in Los Angeles. In June 2010, the event took place at the L.A. Coliseum, attracting an estimated 185,000 fans over the course of two days and generating millions of dollars in revenue for the local community. Reports of disorderly crowds, drug and alcohol-related emergencies, and the fatal ecstasy overdose of a 15-year-old girl raised the question of whether these large-scale "raves" deserve a home at the Coliseum, a state-owned venue.

In the months following EDC – under the pressure of tremendous criticism from the local news media – a resolution was designed by a task force led by L.A. County Department of Public Health and consisting of a range of experts from the fields of law enforcement, harm reduction, event production, and other specialties. In practice, the set of recommendations they produced – which was unanimously passed by County Supervisors – acknowledged medical response, patient management, and education on safer methods of drug use as necessary strategies, signifying a revolutionary shift in thinking within the context of U.S. drug policy.

EDC has since moved to Las Vegas, Nevada. We will discuss the impact of the L.A. task force on the role of harm reduction today at EDC and other American electronic festivals. The research from this presentation is part of a production for an upcoming documentary called "After EDC."

MARIA DE LURDES LOMBA
Escola Superior de
Enfermagem de Coimbra,
Portugal

João Apostolo, Escola Superior de
Enfermagem de Coimbra, Portugal

RECREATIONAL NIGHT LIFE. CAN IT GIVE RISE TO VIOLENT BEHAVIOURS?

Aim: to determine the prevalence of violent behavior associated with alcohol and drug consumption and participation in recreational nightlife activities of Portuguese young people.

Design: Quantitative, descriptive-correlational study.

Sample: 1346 clubbers of both sexes with a mean age of 22.49 years selected by Respondent-driven Sampling across 10 Portuguese cities at nightlife leisure settings.

Results: young people have regular habits of going out at night, especially on weekends. The most used substances are alcohol, cannabis, cocaine and ecstasy. Last year, in nightlife venues, 2.76% carried weapons, 8.55% were threatened/injured with a weapon and 8.17% were involved in fights. There's a positive correlation between how often they were in fights or were threatened/injured and alcohol and drug consumption, and with their engagement in recreational activities. Males and young people with lower education most often adopt the studied violent behaviors. Young people from a lower socioeconomic status carry weapons more often than those of an upper-middle status, but these latter get involved in fights more often or are threatened/injured more often. Younger people are the ones who fight most often.

Conclusions: the influence of psychoactive substances and other risky determining factors should be taken into account on young people behavior who attends night recreational settings. Results from this study point towards the need for harm reduction programs which consider recreational settings as an environmental factor for violence and alcohol and drug use and also specific measures addressed to young people as the suggested "motivational interview" to reduce personal risk behaviours.

**CARVER MANUEL-SMITH
AND LISA CAMPBELL**
TRIP! Project and
Consultant, Canada

Lori Kufner, Greg Khaymov, Sid
Loomer, TRIP! Project, Canada

**DRUG TRENDS IN TORONTO'S DANCE MUSIC COMMUNITIES:
KETAMINE, RESEARCH CHEMICALS AND AMPHETAMINES**

Health workers must keep up with information on current and emerging substance use trends to educate the public on how to minimize risks. This is difficult as research is slow, funding for research is even slower, and the media often misinforms the public. The TRIP! Project is a peer-based project providing information and supplies to Toronto's electronic dance music (EDM) community through online and in-person outreach. People who use drugs and service providers are first to know what's on the streets. Communication between these groups, other agencies and healthcare

professionals is crucial to gather trends into larger clusters of data.

TRIP! has gathered data from several surveys and research studies, including the Toronto Youth Drug Survey (n=308) in collaboration with AIDS Committee of Toronto. This presentation will compare the substance use trends between youth involved in the EDM communities with those that aren't. We will also discuss poly drug use, use of research chemicals, perceived risks and harms surrounding substance use and the media's role.

CARVER MANUEL-SMITH
TRIP! Project, Canada

PEER EDUCATION AND OUTCOMES FOR VOLUNTEERS

TRIP! is a diverse, youth-led initiative focused on reducing harms around drug use and sex in Toronto's electronic dance music (EDM) community through peer education.

Trained volunteers and peer workers distribute harm reduction supplies and information through online and in-person outreach, encouraging their peers to educate themselves and make fact-based decisions. TRIP! does outreach at EDM events and runs workshops for high schools, youth groups, community agencies and sits on a number of panels and committees.

TRIP! has done two outcomes surveys (2009 and 2011) and has recently (Dec 2012) conducted a survey online and at an EDM event to gauge opinion on the work that TRIP! does. Response was almost unanimously positive with the main outcomes being: access to harm reduction supplies, improved understanding of safer drug use practices and access to work experience. One interviewee even commented that their employment with TRIP! allowed them to find stable housing.

Out of the trained volunteers since 2010 (n=96), the majority of them feel that their harm reduction knowledge has increased from what they knew before the trainings and that they would share knowledge with friends. Additionally, peers say they have experienced benefits such as "...being a peer to others, counselling tactics and the importance of anti-oppression."

We will discuss the importance of community engagement in the form of peer education, not only as it benefits the community members, but how it impacts the peer workers. The session will also discuss strategies for further developing peer benefits in projects.

ERIN MELUSO
**RADD (Recording Artists,
 Actors and Athletes
 Against Drink Driving),
 USA**

**RADD® REWARDS: A VIBRANT TOWN, GOWN & HOSPITALITY
 PROJECT**

RADD®, in partnership with the Regents of the University of California (UCI Health Education Center), conduct the California College DUI Awareness Project through promotion of the RADD Designated Driver/Alternate Transportation (AT) Rewards program at 17 college campuses in California grouped around six (6) hospitality zones (Sacramento, SF Bay, LA, Inland Empire, Orange County, San Diego County) supported by over 250 licensed establishments that serve as RADD partners to reward designated drivers in their venues. The project combines university and community outreach through campus-led DUI prevention efforts. The goal is to use environmental and marketing strategies to reduce alcohol-related motor vehicle deaths and injuries among individuals 18-34 years of age throughout California. The project is funded by a grant from the California Office of Traffic Safety (OTS) through the National Traffic Safety Administration (NHTSA.) Visit www.collegeisRADD.org

FERNANDO MENDES
IREFREA, Portugal

WORKSHOP. TRAINING OF STAFF IN NIGHTLIFE PREMISES: FIRST AID

Rosario Mendes, Irma Brito
 IREFREA, Portugal

The project CLUB HEALTH — Healthy and Safer Nightlife of Youth includes a training programme for staff and managers in nightlife premises to promote preventive strategies and raise awareness of strategies to reduce health and safety problems associated with the recreational context. Although staff and managers can often intervene in critical situations that happen in nightlife settings, this often does not

occur in the most appropriate way. Critically, knowledge of first aid is not always effective and attempts can sometimes worsen the situation. FIRST AID is the provision of initial care for an acute illness or injury. It is usually performed by a non-expert, but trained, person on a sick or injured person until definitive medical treatment can be accessed. Certain self-limiting illnesses or minor injuries may not require further medical care past the first aid intervention but this decision should be taken carefully because some (apparently) simple situations could become serious. FIRST AID generally consists of a series of simple and in some cases, potentially life-saving techniques, that an individual can be trained to perform with minimal equipment.

The main aims of first aid can be summarized in three key points: (1) Preserve life; (2) Reduce harm; (3) Promote recovery. This workshop is aimed at training First Aid techniques. We'll present some situations in which trainees are asked to solve (Choking or suffocation, Stabbing or knifing, Cardiac arrest, Fall, Heroin Overdose, Alcohol Overdose, Haemorrhage by glass cut and Rape), exposing their knowledge. After discussing solutions, we'll present and demonstrate the correct procedure and inform about the consequences of incorrect procedures.

NATHAN MESSER
DanceSafe, USA

**THE CLUB, THE LAW, THE SCIENCE: HARM REDUCTION CHALLENGES
 IN NOVEL DRUGS AND EMERGING MARKETS**

Malakkar Vohryzek, DanceSafe; Todd
 Le, Moontribe, Green Sector, USA

Three speakers will discuss, in turn, the phenomenon of the novel recreational drug market, with emphasis on the novel stimulants and hallucinogens. Nathan Messer will share information from the user-based harm reduction community, Malakkar Vohryzek will review how policy and prohibition creates the feedback loop that drives

this exploding market, and Todd Le will explore the biochemical similarities and differences between members of the classes of these new drugs.

NATHAN MESSER

DanceSafe, USA

DANCESAFE - HARM REDUCTION OUTREACH FOR RECREATIONAL DRUG USERS IN THE US

Nathan Messer, a 12-year volunteer with DanceSafe, will share the vision and mission of DanceSafe as part of a panel presentation of Harm Reduction organizations for recreational drug users in the Americas along with TRIP! Project, Espolea, and Echela Cabeza. Established in 1998, DanceSafe has been working within the electronic music community to empower individuals to make informed choices with regards to their health and wellness on issues ranging from hearing loss to club drugs to safer sex and relationships. As part of their mission, DanceSafe conducts outreach and adulterant screening at electronic music parties, clubs, and festivals. DanceSafe also sponsors EcstasyData.org, the only service in North America that allows anonymous users to test their drugs in a licensed laboratory and publishes the results several times a month.

MOLLY MOLONEY

Institute for Scientific Analysis, USA

IDENTITY, COMMUNITY AND NIGHTLIFE: FILIPINO AMERICAN MEN NAVIGATING THE GAY CLUB SCENE IN SAN FRANCISCO

Geoffrey Hunt, Ralph Meneghetti,
Sharmeen Morrison, Institute for
Scientific Analysis, USA

The San Francisco nighttime economy has a long history of diversity and a reputation for attracting an eclectic mix of attendees. Asian Americans comprise a sizeable group of consumers in this fluid and dynamic landscape. Like others in this urban market, Asian Americans participate in a variety of ethnically, sexually, and aesthetically defined nighttime scenes, including the gay scene. There, promoters who once marketed events exclusively to Asian Americans and 'their admirers' are now dispensing with identity-specific labeling of their events, yet continue to attract large numbers of Asian

Americans. However, one wonders how local trends that discard racial-specificity resonate with broader realities in gay culture. Asian American gay men remain absent or marginalized within mainstream gay politics. Anti-Asian racism and stereotypes grounded in notions of hegemonic masculinity and white privilege often characterize Asian American men as feminine or submissive. Yet, these corporeal representations are not limited to cross-cultural relations. Further stratifications exist within communities of Asian American gay men, with some groups privileged and others stigmatized due to ethnicity, skin color, social class and other culturally assigned attributes. This paper examines issues of nightlife, identity, and community for one group that sits in the nexus of these social phenomena: a sample of young Filipino American gay men in San Francisco. In this qualitative study, we focus on issues of inclusion and exclusion, meanings of place, and spatial transformations they have witnessed and experienced in the club scene in recent years.

JACOB MONTGOMERY
Edmonton Police Service,
Canada

EDMONTON - LARGE EVENTS (NEXT STEPS)

Over the past few years, Edmonton, AB has experienced a large increase in Electronic Dance Music (EDM) Events. These events often take on an "After-hours" format, operating until 6:00am. EDM Events can take the form of a large two day festival, attracting thousands of attendees, to a much smaller event hosted at a night club.

EDM Events feature fast-paced electronic music, accompanying light shows, and are said to encourage the use of a wide variety of drugs (used both to enhance users' sensory perceptions and increase their energy levels so they can dance for extended periods of time). Statistics suggest these events have a high number of medical related occurrences associated to drug use; however, these risks can be somewhat mitigated through proper planning and communication between Civic Services, Promoters and the Venues.

In April 2012, a large two day EDM Event was held in Edmonton, AB. EPS and other Civic services were provided minimal notice and left scrambling to ensure appropriate resources were available; as a result, Edmonton City Council directed EPS to consult with local stakeholders and develop a strategy to deal with upcoming large events in Edmonton.

Over the summer of 2012, EPS consulted with Promoters, Venues and Civic Services/Regulatory Agencies. Nine recommendations were developed for moving forward, with large events in general.

In November 2012, Edmonton City Council supported the nine recommendations. Civic Services, Promoters, and Venues will now be working together to ensure the City of Edmonton has ample time to plan for upcoming events, ensuring a safer experience for attendees.

SIMON MOORE
Cardiff University, UK

MANAGING NIGHTLIFE HARM AND ITS EFFECTS ON HEALTH SERVICES

Marjukka Heikkinen, Cardiff
University and Cardiff & Vale
University Health Board, UK

Alcohol-misuse and related harms, including violence, are typically clustered at certain times and in response to particular events. A significant proportion of those misusing alcohol and suffering harm require medical attention and, in so doing, attract ambulance, Emergency Department and other resources. This sudden increase in patient numbers can cause bottlenecks in ED and reduce ambulance capacity in the

community. These additional attendances cause overcrowding in ED and therefore multiple effects for all patients: it places patients at greater risk, prolonged pain and suffering, long patient waits, patient dissatisfaction, increased ambulance handover times, decreased physician productivity, increased frustration among staff and violence. Alcohol misuse therefore has a general effect on health service provision such that the whole community is affected. This paper considers the spill over effects of alcohol misuse, substance misuse and violence on the community generally and describes how services have been reallocated to meet these challenges in the UK. Specifically, the effect of an innovative pilot of an Alcohol Treatment Centre is on capacity and services generally is presented.

SIMON MOORE
Cardiff University, UK

OVERCOMING BARRIERS TO PROVIDE ROBUST EVALUATIONS OF NIGHTLIFE INTERVENTIONS TO REDUCE ALCOHOL-RELATED HARM

Providing robust evidence of “what works” to reduce alcohol-related harm in night time economies is essential if policies are to be designed appropriately and work effectively. In nightlife settings, where the levels of alcohol-related harm can be considerable, there are very few robust effectiveness studies. This paper considers some of the barriers to such studies in this context. Drawing on experience in the UK, and an ongoing national trial specifically, consideration is given to the processes involved in initiating, conducting and evaluating interventions in this context. Attention is given to practitioner-academic partnerships that can facilitate studies, measures of effectiveness, understanding change, value for money and study design.

DEMETRI MOSHOYANNIS
Folsom Street Events, San Francisco, USA

“CREATING SAFE, SEX POSITIVE SPACES” FOLSOM STREET EVENTS

The mission of Folsom Street Events is to create world-class leather and fetish events that unite adult alternative lifestyle communities with safe venues for self-expression and exciting entertainment. Our events raise funds to sustain San Francisco-based

and national charities. We value sexual freedom, diversity, and volunteerism.

Folsom Street Events is a non-profit 501(c)(3) organization. Each year, the organization creates seven major fetish events including parties like Bay of Pigs, Magnitude, and DEVIANTS as well as street fairs such as Up Your Alley and Folsom Street Fair. Attendance at our events ranges from 800 people to over 400,000 people. We communicate and reinforce our values and expectations at the events that we produce.

Below is a helpful list of suggested questions that your organization may want to ask and address as it plans to stage a sex positive event:

- How have you acknowledged and addressed the public that your event provides a sex positive environment?
- What are your organization's values and how have those values been communicated?
- What are your expectations for behavior at your events? How have those expectations been communicated and enforced?
- What kinds of educational opportunities are present for behaviors around sexuality and/or alcohol and other drugs?
- What resources, supplies and/or materials are you providing to your patrons in order to help keep them safe? How are they presented?
- What are the ramifications to breaking the rules? Who monitors behaviors? And, what kind of training and support do these folks get?
- What is your plan to address the Security and Medical needs of your attendees?
- What is/are the mechanism(s) by which you receive, process, and incorporate valuable feedback into your future events?

For more information, please contact Folsom Street Events at info@folsomstreetevents.org.

BROOKE NAPIER AND BRIAN GILBERT

The AMPLIFY Project - Students for Sensible Drug Policy, USA

THE AMPLIFY PROJECT: BRIDGING THE GAP BETWEEN DRUG POLICY REFORM & HARM REDUCTION

The AMPLIFY Project is a side project of Students for Sensible Drug Policy that is working to bridge the gap between advocating for drug policy reform and practicing harm reduction through on-site education and services at concerts, festivals and other events. We coordinate SSDP and DanceSafe chapters to promote for partnered artists, festivals and promoters in exchange for table space at events to promote local and national drug policy reform initiatives, spread harm reduction educational materials & supplies, pass out Know-Your-Rights information and to encourage others to join the growing drug policy reform movement.

In 2012, we expanded our work into providing harm reduction services for festivals and events in cooperation with DanceSafe. In the Summer our volunteers set up booths at countless large to small events such as Summer Camp Music Festival, Rootwire Music & Arts Festival, Desert Rocks and others distributing our newly created Festival Safety Guide, free water, factual drug info, ear plugs, condoms, 5-HTP, Himalayan Rock Salt and other supplies to keep concert goers safe & informed. At several we also worked with on-site medical staff to provide "Cool-Down" areas, assist in crisis intervention and provide psychedelic emergency counseling all to prevent unnecessary off-site medical transports with great success.

During our presentation we plan to discuss our work & hands on experience over the past two years, our plans for the future, as well as ask conference attendees for help in growing & expanding our Project.

JUDITH NOIJEN Jellinek Prevention, Netherlands

CREATING GOOD PRACTICE STANDARDS FOR PEER EDUCATION INTERVENTIONS IN NIGHTLIFE SETTINGS

Peer education has, since it's been initiated in the 90s, been an increasingly fashionable harm reduction strategy, especially in the nightlife settings of Europe and North America.

The different peer education interventions all work in different (cultural) settings with different aims, methods and strategies. In the course of the Nightlife Empowerment & Well-being Implementation Project (NEWIP) project minimum good practice standards are being developed. The aim is to improve and standardize existing European peer education interventions and to facilitate their transferability and implementation (taking into account various factors such as (sub) cultural and political and financial differences).

The development of quality standards on EU level, without damping creativity, is an ambitious challenge. The whole process requires the involvement of a wide range of stakeholders and experts from the field to ensure that the standards are theory and practice based and gain support and acceptability.

To create a set of standards which are practice based and applicable, 31 peer education projects working in 18 different countries in Europe completed an online questionnaire. During this presentation the results will be presented. They give an interesting overview of their background and experiences, aims, working methods and contextual factors. In a field where evidence based strategies are scarce, sharing experience and learning from best practice in the field has a very valuable role to play in the development of standards.

KATHLEEN PARKS
Research Institute on
Addictions, University at
Buffalo, New York, USA

R. Lorraine Collins, Department
of Community Health and Health
Behaviour, University at Buffalo;
Kristine Levonyan-Radloff, Research
Institute on Addictions, University
at Buffalo, New York, USA

ENVIRONMENTAL AND INDIVIDUAL RISK FACTORS FOR BAR-RELATED SEXUAL ASSAULT

Bar-related sexual assault remains largely understudied. Our two decades of research on women's bar-related sexual assault has sought to understand individual differences and behaviors that are associated with increased risk for victimization (e.g., Parks & Miller, 1997; Parks, 2000; Parks et al., 2012). The current study replicates and extends our earlier work on bar-related sexual assault by focusing on the antecedents of specific events. For the current study, 286 young, female, weekly, bar drinkers participated in a comprehensive interview about their usual drinking and socializing in bars and their experiences with bar-related sexual assault. The majority of women (64.3%) had experienced some form of bar-related sexual aggression; 41% of which involved attempted or completed rape. We used hierarchical linear regression to assess those variables that place women at greatest risk for more severe bar-related sexual assault. These included variables specific to drinking in a bar (e.g., frequency, usual intoxication, social activities) and variables specific to the individual (e.g., history of abuse, psychological symptoms). Six variables accounted for nearly 25% of the variance (Adjusted R² = 24.8) in severity of bar-related sexual assault. They included: more childhood sexual abuse, greater anxiety, greater sex-related expectancies of enhancement and disinhibition when drinking, talking to and interacting with more people at a bar, and a history of having consensual sex with a man just met in a bar. These findings extend our previous work by including more nuanced measures of social activities in bars and individual characteristics that increase risk for bar-related sexual assault.

DORIS PAYER
Centre for Addiction and
Mental Health, Canada

Wende Wood, Ontario Pharmacists'
Association, Canada

NOVEL SYNTHETIC DRUGS: A NEUROSCIENCE PERSPECTIVE

Use of novel synthetic drugs has become popular in nightlife settings. This group of drugs, often designated "legal highs" or "research chemicals," includes synthetic cathinones ("bath salts"), synthetic cannabinoids ("spice"), phenethylamines, and tryptamines. Effects of these compounds are difficult to predict due to constant alterations in chemical structure in an effort to stay ahead of the law; further, given their novelty, little is known about their acute mechanism of action in the brain or long-term effects, and the small available body of research literature is not easily accessible outside academic confines. An understandable summary of the available scientific literature can foster a more intuitive public understanding of these compounds, thereby aiding in the development of appropriate harm reduction measures, abuse prevention strategies, and relevant policies.

The proposed presentation will provide an overview of the most common "classic" substances typically used in nightlife settings (stimulants, dissociatives, hallucinogens, alcohol), and describe their acute mechanism of action in the brain, as well as long-term effects. It will then turn to the more novel research chemicals, summarizing the available (primarily preclinical) data and considering the evidence in the context of the more "classic" substances, with an emphasis on similarities, differences, and potential interactions. Finally, it will outline important research directions focused on these compounds going forward, and how the results could be applied in managing risk and optimizing health and safety strategies associated with the use of these substances.

DINA PERRONE
California State
University, Long Beach,
USA

MAINSTREAM CLUBBING AND HARM REDUCTION

Based on a 2004 ethnographic study, this presentation describes the harm reduction practices of mainstream dance club attendees. These attendees, who ranged in age from 22-33, used multiple drugs (e.g., ecstasy, GHB, Ketamine, cocaine, crystal methamphetamine) while they clubbed in NYC, Miami, and the Jersey Shore. They also used multiple, primarily prescription, drugs (e.g., Xanax, Ambien) to come down when clubbing was over. To ensure that these drug-using attendees were able to meet their home and school responsibilities, these users monitored their and their peers' drug use, obtained online information about the drugs they used, shared safe-drug using practices, and at times, used drugs in moderation. This presentation will provide quotes from the users and field note examples to describe the harm reduction practices.

JIM PETERS
Responsible Hospitality
Institute (RUI), USA

POSITIVE, PROACTIVE AND PREVENTATIVE: THE THREE P'S FOR SAFE AND VIBRANT NIGHTLIFE MANAGEMENT

Nightlife provides an opportunity for people to celebrate, enjoy food and drink, and build relationships with friends and partners. Young adults have a particular proclivity for engaging in risky activities while socializing, such as consumption of mind-altering substances. The prevalent approach for addressing negative impacts to public safety and quality of life is increased law enforcement. However, cities throughout North America have developed unique alternatives that rely instead on changing social norms and shifting policy towards proactive prevention. Edmonton, Alberta, Canada launched an innovative social marketing campaign that incentivized appropriate behavior without detracting from the social experience. The campaigns, "Be a Lover, Not a Fighter", "Night Gone Right", and "Save the Party", catalyzed support for non-violence, disseminated strategies for keeping women safe from physical and sexual assault, and encouraged peer-to-peer support for deescalating conflicts. Shifting the focus of public policy from heavy-handed enforcement towards a compliance framework is also paramount for change. Learn how cities have developed coalitions of diverse stakeholders to communicate a common vision for nightlife as an economic driver, while putting in place the systems to enhance vibrancy, assure safety and plan for people and quality of life.

LINNAE PONTE
Multidisciplinary
Association of
Psychedelic Studies
(MAPS), USA

PSYCHEDELIC HARM REDUCTION AT FESTIVALS

Linnae Ponté will present about psychedelic harm reduction at festivals. Harm reduction spaces function to provide a supportive space for individuals undergoing difficult psychedelic experiences or other psychological challenges in order to transform potentially traumatic experiences into valuable learning opportunities, and to reduce the number of drug-related psychiatric hospitalizations; create an environment where volunteers can work alongside one another to improve their harm reduction skills and receive training and feedback; and demonstrate that safe, productive psychedelic experiences are possible without the need for law enforcement-based policies.

Large art and music festivals already have the ingredients for an intense, mind-expanding experience. For first-timers, who typically represent the majority of guests in harm reduction spaces, a week of ongoing auditory and visual stimulation, physical exertion, and sleep deprivation is enough to propel many to search for solace. Toss in a dose of LSD or psilocybin, and you might be in for an overwhelming experience. In the famous words of Humphrey Osmond, who coined the term "psychedelic" in 1965, "to fathom hell or soar angelic, just take a pinch of psychedelic." Often times, when an individual is having a difficult trip, having someone to talk about what's going on, or simply the presence of another person, can make a big difference.

JOSEPH PRED Burning Man, USA

BURNING MAN: EMERGENCY RESPONSE BEST PRACTICES FOR TEMPORARY MASS GATHERINGS

Temporary mass gatherings have become a specialized area of emergency operations that has increasingly received scrutiny in the media and by policy makers, especially in the wake of fatal accidents and other critical incidents in recent years. As a result both industry and the public sector in the USA are increasing efforts to set standards and regulations. Prior to this increase in public concern, Burning Man was already many years ahead on the frontier of innovating symbiotic systems, community engagement, and harm reduction practices. Black Rock City Emergency Services Department's ongoing development work, in conjunction with community effort and other infrastructure departments is the focal point of this effort.

This presentation is a historical case study of Black Rock City's emergency response system unique operational environment of Burning Man that integrates elements of a traditional municipal style emergency response system with progressive approaches to challenges.

After reviewing and comparing to operations of other large scale festivals, events, parades, and concerts, the recommended model that translates off playa diverges from the more common polarized models in use today.

YOAN PESESSE Modus Vivendi, Belgium

SAFER PARTY LABELS: A HEALTH PROMOTION TOOL INSURING HARM REDUCTION STANDARDS AMONG NIGHTLIFE VENUES

Since the 90's, harm reduction interventions have been developed in party scenes. Ten years ago, the needs of improving safer settings and empowering the nightlife community have been identified. To respond to these needs, four projects have developed local safer party labels, a health promotion tool insuring harm reduction standards among nightlife venues.

Setting:

4 labels have been developed: Q de Fest in Catalunya, Safer clubbing in Switzerland, Quality Nights in Belgium, Fêtez Clairs in Paris. The first target group is young partygoers (16-30 years old), particularly stimulant drug users. The second target group includes peers, harm reduction operators, nightlife professionals and local authorities.

Project: Implementing a safer party label means:

- Building partnership between policy makers and administrations, club owners, health NGO's, partygoers, police force, etc.
- Training nightlife professionals;
- Implementing standards in venues such as access to free water;
- Producing harm reduction leaflets adapted to party cultures;
- Implementing harm reduction interventions.

Outcomes for 2011:

- Harm reduction standards implemented in 148 night clubs and 21 cities involving 500 stakeholders and for a total 1-year capacity of 9 200 000 participants;
- 420 nightlife professionals trained; 95 000 harm reduction leaflets diffused.

Lessons learned:

For club owners, a Label is the recognition of their attention the well-being of clients; for partygoers, the guarantee of a safer setting; for cities or harm reduction projects, a sustainable solution to reduce risks related to nightlife.

Future improvement:

- Peer involvement;
- Structuring partnerships;
- Improving communication and visibility.

ROB RALPHS
Manchester Metropolitan
University (MMU), UK

Charlotte Smith, Chris Fox,
Manchester Metropolitan
University, UK

DRUGS AND CLUBBING IN AN ENGLISH CITY: AN ANALYSIS OF CURRENT TRENDS AND THE IMPLICATIONS FOR A HARM REDUCTION APPROACH

This paper draws on a combination of quantitative and qualitative data collected from over 2,500 clubbers in a large English city. The research team targeted specific nights and venues to reflect different target demographics and musical genres such as trance, techno, drum and bass, hip-hop and house music crowds. The research was commissioned by nightclub promoters with the aim of obtaining an up to date picture of current drug use patterns within their venues. A particular objective of the commissioners was to ascertain the extent of the use of 'legal highs' in club environments which, in recent years, have been at the forefront of both media and drug policy concerns in the UK. The paper reports on prevalence and patterns in substance use, polysubstance use, sources of drugs, problems experienced by clubbers and their support needs. The challenges, benefits and limitations of conducting this type of research will be outlined. The commissioners aim to utilise the findings as part of a harm reduction initiative in UK club venues, and with this in mind, the paper concludes with a discussion of the implications of the findings for the safety of clubbers.

ZILA SANCHEZ
Universidade Federal de
São Paulo, Brazil

Mariana Santos, Solange Andreoni,
Universidade Federal de São Paulo,
Brazil; Silvia Martins Columbia
University, Colombia

PATTERNS OF ALCOHOL CONSUMPTION AMONG NIGHTCLUB PATRONS: PRELIMINARY DATA FROM THE BRAZILIAN "BALADA COM CIÊNCIA" PROJECT

Understanding the patterns of risk behaviors that are taking place in Brazilian nightlife is the first step for the development of preventive actions targeting the exposed population. The main aim of this study is to describe different patterns of alcohol use in the "baladas" (nightclubs) of the city of São Paulo, Brazil from November 2012 to January 2013. A representative sample of São Paulo's nightclubs was drawn and systematic sampling is being used to recruit patrons to answer a three step portal survey: entrance and exit interviews and online interview 24 hours after being in a nightclub. The three questionnaires are answered by the same person and simultaneous ethnographic data on violence and environmental factors of the nightclub are being collected. Patrons' blood alcohol concentration (BAC) is tested before and after nightclub entrance by a calibrated breathalyzer. Preliminary data analysis (N=168) shows an interviewee acceptance rate of 82%. Pre-load, that occurs mainly on streets, was identified among 37% of the interviews (among pre-loaders, 85% were men). Mean entrance BAC was 0.54 mg/L among the drinkers and mean exit BAC was 0.34 mg/L. Almost 30% of the sample left the nightclub with no detectable BAC. 70% of the patrons had consumed vodka, and 38% of them had mixed vodka with energy drinks. The main risk behavior after leaving the nightclub was to take a ride with an drunk driver or to drive a car with positive BAC (52%). Law enforcement must be taken to control drinking and driving among nightclub patrons.

GLENN-MILO SANTOS

San Francisco

Department of Public
Health/University of
California, San Francisco,
USA**ALCOHOL, "CLUB DRUG" USE AND HIV RISK AMONG MEN
WHO HAVE SEX WITH MEN**

Alcohol and club drug use are highly prevalent among men who have sex with men (MSM) and their use has been linked to increased risk for HIV in this population. In this presentation, we will review the literature regarding the contribution of alcohol and different classes of club drugs to HIV risk. In addition, we will present recent data on the relationship between frequency and number of substances used and HIV-related sexual risk behavior from a large study of HIV-negative substance-using MSM in San Francisco. In that study, we found that many substance-using MSM engage in high-risk sexual behaviors which may increase their risk for HIV and observed that those who used greater number of substances and those who used frequently may be most at risk. Finally, we will review the promising interventions that can address this important public health issue.

EMANUELE SCAFATONational Observatory on
Alcohol - Population's
Health and Health
Determinant Unit -
CNESPS - ISS, Italy**RISK BEHAVIOURS IN NIGHTLIFE: THE ITALIAN ACTIVITY FOR THE
PREVENTION OF DRINKING AND DRIVING AMONG YOUNG PEOPLE**

Silvia Ghirini, Claudia Gandin, Lucia
Galluzzo, National Observatory on
Alcohol - Population's Health and
Health Determinant Unit - CNESPS
- ISS, Italy

The aim of the Italian project "the driver" was to raise awareness among young people on the risks related to alcohol use when driving at night to participate in nightlife and to implement the idea of "the driver" in young people's lifestyle.

The methodology of the project consisted of five different events being organized on the Saturday nights of five consecutive weeks, in 5 different discos in the Italian Emilia Romagna region, carried out between May and June 2008. Each evening a group of subjects was selected as "Driver of the discotheque" of the week. To be "the driver" subjects should not drink during the night, be a volunteer driver for friends and fill in a questionnaire. At the end, among the different competitors elected into the planned discos tours, the "Driver of the Year" was elected.

The questionnaire allowed to identify the nightlife drinkers behaviours through a sample of 514 subjects. The mean age was 25.3±5.54 years (Males=49.8%; Female=52.1%). The percentage of subjects who got drunk during the weekend was 15.8% among men and 11.0% among women and it was higher in the youngest age group. They usually drank beer, spirits and wine too. During a typical evening 64.8% of men and 33.7% of women used to consume more than 3 alcoholic drinks. There is a low knowledge of alcohol-related problem to the awareness of the family. The participants gave a positive evaluation for the initiative, but a low percentage of them agree to be chosen as designed driver.

MICHAEL SCHAUB
Swiss Research Institute
for Public Health and
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Robin Sullivan Swiss Research
Institute for Public Health and
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Switzerland

WEB-BASED COGNITIVE BEHAVIOURAL SELF-HELP INTERVENTION TO REDUCE COCAINE CONSUMPTION IN PROBLEMATIC COCAINE USERS: A RANDOMISED CONTROLLED TRIAL

Background: Web-based self-help programs that reduce problematic substance use are able to reach "hidden" consumer groups in the general population. These programs are characterised by their low treatment threshold, non-restrictive intervention setting and remarkably positive cost-benefit relation; this last feature is of interest to both low-income and high-income industrialised countries suffering from exorbitant health costs.

Objective: To test the feasibility and effectiveness of an anonymous, fully automated web-based self-help intervention as an alternative to outpatient treatment services for cocaine users.

Methods: A total of 196 cocaine-using participants were recruited through various online and offline media for a randomised controlled trial. Participants in the intervention group received interactive cognitive-behavioural modules and a consumption diary to reduce cocaine use, whereas participants in the control group received online psycho-educative information modules. Web-based follow-up assessments were conducted after 4 weeks, 6 weeks and 6 months. Treatment retention was examined and compared between the study groups. The severity of cocaine dependence was the main outcome measure. Secondary outcomes were cocaine craving, depression symptoms, and alcohol and substance use.

Results: This web-based intervention attracted older and more educated subjects than existing outpatient treatment programs for which cocaine is the primary substance of abuse. Participants in the intervention group showed greater treatment retention compared with the control group. Low response rates at the follow-up assessments restricted the explanatory power of the analyses. At the follow-up assessments, the severity of cocaine dependence did not differ between the intervention and control groups ($P = .745$). Furthermore, no differences were obtained in cocaine craving, depression, or alcohol and substance use. Using the consumption diaries, the average number of cocaine-free days per week did not change substantially, whereas the weekly quantity of cocaine used decreased equally in both groups.

Conclusions: Fully automated web-based cognitive-behavioural self-help intervention is a feasible alternative with limited effectiveness in outpatient treatment services for cocaine users with low dependence severity. However, this type of intervention may attract specific user groups that are rarely reached by existing outpatient treatment and may help them to control their cocaine consumption anonymously.

OLIVIA SHARPLES
Centre for Public Health,
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Mark Bellis, Karen Hughes,
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Moores University, UK

DYING TO BE FAMOUS: A RETROSPECTIVE COHORT STUDY OF ROCK AND POP STAR MORTALITY AND ITS ASSOCIATION WITH ADVERSE CHILDHOOD EXPERIENCES

Introduction: Being a famous rock or pop star is often associated with having a hedonistic lifestyle, including regular partying, drinking, drug use and other risk taking behaviours. For some stars, such lifestyles contribute to early death through overdose, violence, suicide or longer term health problems. The influence of stars' lifestyles on the behaviours of their young fans or those who seek fame themselves is a cause of much debate. Understanding risk factors for early death in music icons should help inform public health interventions.

Methods: We identified 1210 albums through international polls, featuring 1489 pop and rock stars that were included in analysis. For each star, we identified date of birth, date of fame, performer-type, and survival status and used an actuarial methodology to compare stars' mortality to that of matched general populations. We examined risk factors for early death in stars and, in those who had died, factors associated with cause of death.

Findings: Rock/pop star mortality increased relative to the general population with time since fame. North American and solo stars had increased risk of early mortality. Survival rates were higher in those who reached fame from 1980 onwards. In deceased stars, dying through substance use or risk-related causes was associated with having adverse childhood experiences.

Conclusions: Fame can provide an environment with more opportunities to engage in risk-taking behaviours that contribute to early mortality. Widespread media exposure millions of youths can follow stars' hedonistic behaviours and their impacts on health. Understanding that fame and wealth may enhance rather than protect individuals from the harms of adverse childhood experiences can be an important message for public health.

SUSAN SHEPHERD
Toronto Public Health,
Canada

Richard Utama, Asian Community
AIDS Services: Lori Kufner, TRIP!
Project, Canada

EFFECTIVE SAFER NIGHTLIFE COLLABORATIONS

Toronto is Canada's largest city with 2.5 million people. It has vibrant and diverse bars, clubs and restaurants that contribute significantly to the local economy and culture. However, similar to cities around the world, Toronto has also experienced violence and other harms related to activity in the nightlife scene.

The Toronto Drug Strategy (TDS) is the municipal action plan for alcohol and other drugs based on the integrated components of prevention, harm reduction, treatment and enforcement. The Toronto Safer Nightlife Committee (TSNC) is a TDS initiative that brings together community outreach programs, youth, public health, mental health and addiction services, enforcement agencies, and the business community. This unique group works to prevent substance use-related violence and other harms to improve the safety and well-being of patrons and staff in licenced establishments as well as the local community.

The TSNC has focused their efforts on bar and club operators, staff and security as well as patrons. This session will profile the diverse range of prevention-oriented safer nightlife initiatives implemented by the committee. These include legal liability and bar policy workshops and targeted forums on topics such as violence, sexual assault, pre-drinking, illicit drug use, and harm reduction. The session will also discuss strategies and lessons learned about effective collaboration across sectors that traditionally have not worked together that can inform initiatives in other communities

YVONNE SIBUEA
Pelopor Perubahan
Institute, Indonesia

SOCIAL MEDIA AS POWERFUL TOOLS IN REFERRING PEOPLE WHO USE CLUB DRUGS TO HEALTH SERVICE PROVIDER IN SEMARANG CITY, INDONESIA

Issue: Health service for people who use club drugs was not available in Indonesia, until Pelopor Perubahan Institute developed an intervention model to be implemented in Semarang City, Central Java in 2011. The need assessment has been started at September 2011 with the result that 50.98 % of 204 respondents use amphetamine type stimulants. As one of the main effects of amphetamine type stimulant is the increase of libido, not surprisingly 43% of all respondents admit of having sex without using condoms.

Setting: Semarang is a capital city of Central Java Province in Indonesia. Central Java has ranked 6th of HIV infection among provinces in Indonesia. The rates of HIV infection among people who inject drugs were reduced to 11.4 %, while the rates of HIV infection among heterosexuals had skyrocketed to 79.3 % in June 2012, as stimulant drug trend hit the capital city.

Project: Pelopor Perubahan Institute started a pilot outreach program for people who use club drugs in March 2012 till August 2012. The outreach worker using information cards as tools to reach people in night clubs, karaoke, and public parks. The information cards have been designed to attract people's interest to contact back through hotline numbers and social media accounts, that enable people to consult without revealing their identity. Important information related to safety use of drugs, drug purity, condom use, the risk of HIV transmission being distributed through social media account. The program has the specific target to connect people who use club drugs with local hospitals that provide complete treatment for drug dependence when they need it.

Outcome: In August 2012, six months after the program started, there were 36 people referred to drug dependence counseling in local hospitals, and there were 33 people who registered for full treatment of drug dependence under doctor supervision. Indonesian Drug Law no 35/2009 has given a guarantee to not criminalize people in drug dependence who have registered themselves to appointed health authorities. While Indonesian government is trying hard to develop national strategic plan to provide health service to people who use club drugs, local NGO should lead with faster initiative to curb club drugs related problem.

GRANT SMITH
Drug Policy Alliance, USA

PREVENTING FATAL OVERDOSES IN NIGHTLIFE SETTINGS THROUGH DRUG POLICY REFORM

Bill Piper, Drug Policy Alliance, USA

Over the past ten years, deaths from accidental drug overdoses have more than doubled in the U.S. Many people survive an overdose if they receive medical attention. In fact, the majority of overdose victims do not die until one to three hours has elapsed after they have consumed a drug, and many overdoses occur in the presence of family members, friends and other bystanders. This timeframe before death provides for a critical window for witnesses to intervene and seek medical help. Unfortunately, fear of arrest and prosecution, as well as the stigma attached to drug use, prevents many from calling 911 and summoning emergency medical assistance. The possibility of police involvement often delays or prevents witnesses from seeking help, which can have fatal consequences. Ten U.S. states have enacted Good Samaritan laws that provide limited protection from legal repercussions such as prosecution for possession of illegal drugs and other low-level crimes for people who call 911 in an overdose situation. The objective of Good Samaritan laws is to encourage people to seek medical help as they would for any other medical emergency. This year, Washington, D.C. will begin implementing a Good Samaritan law that provides limited protection to certain employees of an establishment licensed to serve alcohol who witness an overdose and seek medical help. This presentation will provide an overview of Good Samaritan laws and explore options for advocating for this lifesaving policy and adopting it to address public health issues relevant to nightlife settings.

GRANT SMITH Drug Policy Alliance, USA

THE WAR ON SYNTHETIC DRUGS: A REVIEW OF U.S. POLICIES AND ALTERNATIVES TO PROHIBITION

In 2012, the United States Congress made it a federal crime to possess a number of synthetic chemical compounds known as "synthetic drugs." This action by Congress was largely made at the urging of law enforcement agencies and influenced by a surge in media reports that documented use of synthetic drugs by young people. A number of nation-states around the world have also criminalized synthetic drugs. There are dozens of known chemical compounds that have psychoactive properties. For instance, one class of compounds known as "synthetic marijuana" activates receptors in the brain that are also activated by cannabis. Another class of synthetic drugs that is known as "bath salts" has been popular in nightlife settings in the U.K. and elsewhere. Even as governments criminalize people who use or sell these compounds, entrepreneurs are busy creating new compounds. Since many synthetic compounds are relatively new, or just emerging, the scientific community has not been able to adequately inform the public or lawmakers about the implications of synthetic drug use on human health. By criminalizing synthetic drugs and the people who use them, governments perpetuate the failed war on drugs approach to dealing with a health issue. This presentation will provide an overview of laws in the United States that criminalize certain chemical compounds used to make synthetic drugs, explore some of the factors that led to passage of these bans, sample policy outcomes for drug availability and demand, and provide an alternative policy approach.

KEITH STILL Bucks New University, UK

UNDERLYING CAUSES OF SO-CALLED 'CROWD ACCIDENTS'

Accidents don't just happen - there is always a cause. In this presentation I will outline the differences between Proximate and Distal causality for so-called 'crowd accidents' with specific focus on night clubs

An event can be divided into three main phases: ingress, circulation (mid-event) and egress. There are a number of international accidents and incidents can occur during ingress. For example January 17th 2011 - Three young girls killed in a 'stampede' at nightclub in Hungary during entry. Mid-event accidents (during the circulation phase) such as the recent fire in Kiss Nightclub, Santa Maria, Brazil (2013 - 204 dead, 168 injured), Station Night Club Fire, USA (2003 - 100 dead, 230 injured), the E2, USA (2003 - pepper spray incident 21 dead, 50 injured), Gothenburg (1998 - 63 dead, 213 injured). Accidents can also occur during egress October 19 2011 - Woman killed in club 'stampede.' A woman has died and at least eight other people have been injured, two critically, at a club in Northampton, UK.

The talk is in three sections, the first relates to the definitions of crowding and the implications on ease of, and means of, escape, the second outlines the concepts of behavioural based safety (how people react to emergency situations) and the implications for emergency situations. The third section focuses on how an expert witness reviews evidence for these so-called 'accidents.'

RAGNHILD T SOLBERG
 Department of
 Musicology, University of
 Oslo, Norway

“THE MUSIC IS MY DRUG”: EMOTIONAL AND BODILY RESPONSES TO MUSICAL FEATURES IN ELECTRONIC DANCE MUSIC

Collins Concise Dictionary defines clubbing as an activity where one gathers or become gathered into a group; to unite (...) for a common purpose. I will claim that one of the main purposes of clubbing is to experience the feeling; the feeling one gets when dancing to music for a longer period of time. This paper focuses on the musical stimuli occurring in the club situation and how the music affects our emotions and movements. Electronic dance music consists of many features that can evoke strong emotions and movements, and especially the parts build-up and drop are thought to intensify our bodily and emotional responses, and to cause an intensified atmosphere on the dance floor. My hypothesis is that the musical features in these parts affect our emotional and bodily responses and can contribute to possible peak experiences. I will illustrate this with a few qualitative findings from a pilot study where 32 students listened to excerpts of 3 electronic dance music tracks while their emotional arousal was measured through skin conductance (GSR). In addition to this, their hand movements were traced through a 3-axis accelerometer. Some of the test persons had an increased GSR response and bodily activity that can be related to the groove construction, upward melodic movements and compressed rhythmical structures in the build-up and drop. The paper will conclude by discussing how the music itself is a powerful agent offering non-drug explanations for clubbers' clubbing desire and strong emotional experiences in the club situation.

ANGELA TURNER
 City of Edmonton, Canada

VALUING THE CONTRIBUTION OF NIGHT LIFE BY PROGRAMS AND POLICIES

Cities around the world are challenged by the realities of late night hospitality destinations. Night life is often approached as a problem to be solved rather than as a contributor to vibrancy and livability. The number of people in Edmonton's entertainment zones every Friday and Saturday night rivals the number of people attending other events such as festivals, but without the same level of planning and appropriate resources in place.

Edmonton has adopted a structured approach to planning, managing, and policing night life that recognizes the need for operational and regulatory enforcement as well as the need to involve all stakeholders to address complex issues.

An example includes building acceptance of porta-potties, to funding and construction of public washroom facilities. Another initiative resulted in changing the business licensing bylaw for liquor licensed venues.

This presentation will describe how activities such as pedestrian counts, late night tours and pilot programs are helping to revise city policies and bylaws to better support proactive management and mitigate impacts of the late night economy.

SÉBASTIEN TUTENGES

Centre for Alcohol and
Drug Research, Aarhus
University, Denmark

Frederik Bøhling, Centre for Alcohol
and Drug Research, Denmark

Recent decades have seen a rise in alcohol consumption in youth populations across the world. This development stems from a complex set of factors, including changes in alcohol taxation, legal drinking age, policing and the general living conditions of young people. Another important factor is the night-time economy. A host of researchers have argued that alcohol producers and retailers allow, encourage and capitalize on heavy drinking; however there is, as yet, little evidence on precisely how the night-time economy influences patrons and their drinking. Based on fieldwork in Denmark, this paper examines the methods used by bars and nightclubs to increase alcohol sales. The paper identifies a number of techniques, including: overt and covert alcohol advertising, special offers such as "Happy Hour" and "all you can drink" specials, bartenders' playful and flirtatious interactions with patrons to boost sales, and the architectural design of venues to prevent illegal drug use as well as moderate and non-drinking. The paper argues that bars and nightclubs may be understood as force fields of emotional energy where individuals are seduced into alcohol consumption. The fieldwork was conducted by a team of 12 researchers and consisted of ethnographic observations, in-depth interviews and surveys.

DESIGNING DRUNKENNESS: HOW DO BARS AND NIGHTCLUBS INCREASE ALCOHOL SALES?

NINETTE VAN HASSELT AND KATIE HARDCASTLE

Trimbos-instituut,
Netherlands and Centre
for Public Health,
Liverpool John Moores
University, UK

Jochen Schrooten, David Möbius,
VAD (Flemish association for
alcohol and other drug problems),
Belgium; Lotte Voorham, Trimbo-
instituut, Netherlands

The electronic screening, brief intervention and referral to treatment for (poly) drug users in emergency services (eSBIRTes) project is a European project, financed by DG Justice, Freedom & Security (JLS). The project is coordinated by VAD. The general objective of this project is to identify and develop effective tools for Screening, Brief Interventions and Referral to Treatment (SBIRT) for young adults presenting at the Emergency Department (ED) with problems related to (poly)drug use. The eSBIRT was pilot tested in 4 emergency departments in general hospitals and 4 first aid stands at (dance) festivals in Belgium and Hungary. After being treated for their acute health problem, all clients meeting our inclusion criteria were screened. The screening resulted in 3 different outcomes: low, moderate or high risk. Clients whose score was in the low risk range received an email with a link to local/national drug information website(s). Moderate-risk-clients were referred to an online self-help module. Clients in the high risk range received an overview of treatment centres where they could find professional help. The project will finish at the end of April 2013. During the Club Health meeting the main findings and recommendations for future improvements and implementation of the project will be presented for the first time. More info on www.esbirtes.eu.

ELECTRONIC SCREENING, BRIEF INTERVENTION AND REFERRAL TO TREATMENT FOR (POLY) DRUG USERS IN EMERGENCY SERVICES (ESBIRTES PROJECT)

NINETTE VAN HASSELT

Trimbos-instituut,
Netherlands

DEALING WITH INTOXICATED VIOLENCE

Professionals in nightlife settings are often confronted with aggression and violence. Most violence offenders in these settings are intoxicated. From the substances most used in nightlife settings, alcohol, amphetamines and cocaine appear to have an effect on brain functions that could (partly) explain this violent behavior. Currently, professionals are often unfamiliar with the effects of these substances or how to deal with the related aggression. This is why it is important for professionals to be able to recognize specific characteristics and behaviors related to the use of substances. Scientific literature on substance use recognition is very limited, but grey literature and experts do provide a good overview of distinguishable characteristics and behavior. In this workshop these are outlined. Also escalating and de-escalating strategies in dealing with substance related violence are presented.

TINA VAN HAVERE
University College Ghent,
Belgium

“KEEP AN EYE ON YOUR FRIENDS, EVEN WHEN YOU DON’T KNOW THEM.” DRUG USE IN THE GOA SCENE.

Aims: Some music styles are associated with the use of illegal drugs. An even stronger association can be found with more alternative, underground music styles like goa trance. The high prevalence of drug use in this scene leads to the question whether these party people face problems and how they manage to keep out of problems.

Methods: Information was collected on the role of drug use in this scene by conducting in-depth interviews with goa visitors who had experience with the use of illegal drugs (n=19).

Findings: Their insiders’ perspectives revealed that using and combining (psychedelic) drugs is highly tolerated by visitors, although narrowing the goa scene to drug use is not correct. Shared values like freedom and solidarity are still part of this scene, which is inspired by the former hippie culture. The high tolerance and open communication make the goa scene a ‘safe’ environment for experimenting. However, all respondents mention long-term negative consequences of frequent drug use.

Conclusions: Prevention and harm reduction initiatives should be based on insiders’ stories and the communal values of the goa scene can help to minimise risks among drug users.

DENISE VAN KESTEREN
Trimbos-instituut,
Netherlands

PREVENTION AT LARGE DANCE EVENTS

Large scale dance events and festivals come with the use of alcohol (and drugs). The use of these substances is related to several health and safety risks, such as violence, unwanted sexual experiences and intoxication. In The Netherlands health and safety professionals increasingly co-operate to reduce these risks, through risk analyses, prevention and reinforcement strategies. In this session an overview of knowledge and measures to create safe and healthy events is discussed. Examples are:

- Analyzing drug set setting as part of a risk analyses
- Requirements for event licences, such as training bar staff & first aid with knowledge on drug
- Providing Happy Drinks: cocktails with non-alcoholic kicks
- Reinforcement of the legal drinking age

ADAM R WINSTOCK
The Global Drug Survey
and South London and
Maudsley NHS Trust,
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NEW DRUGS, NEW CHALLENGES AND NEW RESPONSES

The Global Drug Survey maps drug use patterns across the world allowing rapid assessment and communication of new drug trends and their effect and risk profile. The declining purity of cocaine and MDMA has in combination with new drug recipes and web based promotion created a market fertile for the seeding of new drugs. Using sequential annual data from over 45,000 people, the rise and evolution of new drugs focusing on mephedrone and the synthetic cannabinoids will be explored. While these new pretenders have certainly shifted the landscape they remain second choice behind good quality originals. Whatever the substance, the principals underpinning policies that support optimal public health outcomes remain the same.

The key findings from the 2013 Global Drug Survey — touching on policy, sex and pleasure — will be highlighted. Finally, the usefulness of interactive online and smartphone apps such as the drinks meter (www.drinksmeter.com) and drugs meter (www.drugsmeter.com) to engage and inform the millions of people for whom drugs and alcohol are source of pleasure but who want to avoid harm to themselves and their communities will be considered.

FRIEDNER WITTMAN CLEW Associates / Prevention by Design, USA

Gregg Hanour, Shark Club, USA

BAR-RESTAURANT NIGHTLIFE AND RBS COMMUNITY STANDARDS: PRACTICES AND PROSPECTS

"Morphing" restaurants challenge local California communities when restaurants shift from meal service to bar-nightclub operations during nighttime hours. While most restaurants morph without creating problems, a few create disproportionate problems. A small fraction (5-10%) accounts for more than half of all police calls to establishments licensed as "restaurants" by the state ABC in that local jurisdiction.

In addition to myriad police events (crimes, disturbances, assistance calls), problems at these establishment include under-age drinking, neighborhood disruption, excessive crowds, injury and property damage, and public service costs. This presentation will report findings from research on California ABC District Office retail licensing experiences and on city initiatives to manage morphing through local planning and zoning ordinances. We will describe (1) capacities and constraints for use of the California ABC Act to oversee morphing as an aspect of licensing and enforcement for retail alcohol outlets; and (2) practices of city planning and police departments to use law enforcement and conditional use zoning (CUPs, DAOs, and RBS training requirements) to oversee problems with morphing at the city and county level. Findings will be reviewed for implications to strengthen current RBS practices and technologies as a viable resource to mitigate high-risk late-night bar-restaurant operations. Discussant will be a nightclub operator who successfully applied high-quality RBS standards to operation of late-night bar-restaurant operating as night club.

MISSI WOOLDRIDGE DanceSafe, USA

Shauna DeRemus, DanceSafe, USA

GRASSROOTS HARM REDUCTION PROGRAM DEVELOPMENT: RESULTS FROM DANCESAFE DENVER COMMUNITY SURVEY

DanceSafe Denver Community Survey was developed then administered at events in the Denver-metro area from June 2012-September 2012. The purpose of the survey was to serve as a basic needs assessment tool for DanceSafe Denver. The survey asks questions about current drug and health behaviors among individuals attending electronic music events. This presentation will discuss the results from the survey. It will also provide the audience with an overview of the need for a Denver-specific evidence-based peer education training programs. Because the program will be in early implementation stages, this presentation will not provide the audience with information and results from the program's evaluation, but rather key components and modules of the program.

Objectives:

1. Provide overview of DanceSafe
2. Present results from DanceSafe Denver Community Survey
3. Discuss findings and implications
4. Discuss need for Denver-specific evidence-based peer education training program
5. Discuss key components and modules for program



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