

## PARALLEL SESSION 3B

### Raves and resorts

#### **Partywise Summervibes: summer campaign focusing on (inter)national party tourism at the Belgian coastline, 2005**

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During the summer holidays a lot of young people travel to the Belgian coastline. Not only do the Belgians do that but also a lot of foreign tourists from our neighbour countries come over to spend the holidays at the Belgian coast (500,000 tourists). As the number of tourists does increase, the offer of bars and clubs at the coast is huge. Besides all the bars and clubs that are permanently located in the coast area, several nationwide renowned clubs move to the beach during the summer months. Further there are a lot of parties, events and festivals in the coast municipalities in the summer.

Research showed that the amount of alcohol and drug use during the holiday period increases. That is because the holiday period, for a lot of young people, has the meaning of a time out situation with low responsibilities and social obligations and that reflects in the quantity and the frequency of alcohol and drug use. Binge drinking and overdoses are just a few potential results of a party vacation. All together, factors like different weather, different environment, increased alcohol and drug use and the feeling of irresponsibility create a condition where risk full situations (unsafe sex, accidents, aggression, ...) are common.

In 2005 Partywise (a prevention concept promoting safer nightlife in Flanders) took the initiative to set up a summer campaign to prevent risk full alcohol and drug use by youngsters. The campaign was called 'Partywise Summervibes' and had three aims.

The first challenge, in setting up a campaign on party tourism, was to motivate the local governing boards to participate. The communities had to send a delegate to the meetings, help to compile a leaflet, disseminate the leaflet in their community, motivate bars and clubs to join Summervibes, and arrange a fun and kick activity. After a few meetings with the province governing board and the coast municipalities, nine out of ten communities participated in the project. Only one, the smallest community refused to join in.

The second aim was to inform and sensitise party tourists to promote a healthy and safe ways of going out. To reach this goal, the working group (Partywise + community partners) compiled a leaflet with clear tips to spend time at the coast healthily. The leaflet was translated in German, French and English. On the other side of the leaflet we gave an overview of the best parties, festivals and events that took place at the coast during the summer. In total 130,000 leaflets were printed for distribution in over 250 locations (bars, clubs, youth houses, festivals, events, camping's) along the Belgian coastline. To catch the attention of the readers and to promote the message on the leaflet we set up a competition. Everyone who sent in a safer party tip had a chance to win fun and kick activities (sponsored by local partners) e.g. wake boarding, a sail course, beach fun, kite surfing, ...

To greaten the effect of the leaflets we organised training on peer support in may 2005. During this training the delegates of the nine participating communities could learn the abilities and the advantages of the peer support method to inform and sensitise youngsters.

After the training the communities were free to use the peer support method to disseminate the leaflets.

At the start of the campaign we organised a national press conference to communicate the Summervibes campaign to a broader audience. The local communities had the opportunity to catch the local press with their specific actions in their communities (e.g. prizes for the contest).

The last aim within this campaign was to encourage structural approaches towards a positive nightlife policy in the different municipalities. By bringing all the delegates from the different coast municipalities together around party tourism we thought that the Summervibes could wake the municipalities up to do something on Party tourism in their area. Therefore, Summervibes had the intention to promote a local alcohol and drug policy in nightlife in the different communities.

Conclusions after evaluation:

- A campaign like this needs strong coordination and participation from all the delegates
- It requires strict practical arrangements and strategies (so every one needs to know exactly what he has to, what he is responsible for...)
- The delegates from the communities need to have enough mandates to take discussions (otherwise the process is slowed down to much)
- Sponsoring is required to increase the budget (but that of course costs time)
- A campaign like this creates great expectations from different parties. Although not all the expectations were obtained, Partywise Summervibes was undoubtedly a learning process for us and our partners at the Belgian coastline.

The campaign was realised in cooperation with the province governing board of West-Flanders, the regional prevention workers, nine coast municipalities and VAD. VAD, our employer, is the Dutch acronym for "Association for Alcohol and other Drug problems". VAD is acknowledged by the Flemish government as the official partner to coordinate the Flemish alcohol and drug policy. That means we are active in research, prevention and treatment on alcohol and drug abuse.

# Safer party health management

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## Medical Care during large-scale events

### Goals

- Number and severity of health problems
- Best medical practice on scene
  
- Effective health education
- Guidelines for safer partying

## Presentation

- First part: Health Disturbances during raves in the Netherlands (1996-2005)
- Second part: Safety Policy – facts from raves and other [music] events in the Netherlands (same time period)

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3

## Setting

- First aid stations on scene
- Nurses, doctors, other care professionals
  - Specific risk-related training
  - Standardized registration
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- Monitoring environmental aspects

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4

## Raves

- 3,000,000 visitors
- 250 parties
  - One day
  - Saturday day or night
  - Nine till twelve hours
  - House-music a.k.a. "Dance"
- Majority using recreational drugs, mainly alcoholics and/or XTC

21-11-2006

5

## Research on drug use (nightlife in the NL)

Study, year		N
Ter Bogt & Engels, 2005	76%	476
Engels & Ter Bogt, 2004	65%	844
Ter Bogt et al., in press	71%	541
Van de Wijngaart et al., 1999	76%	1121

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6

## Incidents at raves

- 3,000,000 visitors
  - 25,000 incidents =  
6-8 incidents/10,000visitors/hour
  - Classification of the incidents
    - 1=mild >98%
    - 2=moderate/serious 1.9%
    - 3=life-threatening N=18
      - Two fatal incidents
- Excited delirium; Suicide/multiple organ failure

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7

## Recreational drug-related incidents at raves

- 25,000 incidents
- 38% drug-related, of which
  - 42% alcohol
  - 11% amphetamine
  - 8% cannabis
  - 3% cocaine
  - 7% GHB (since 2000)
  - 57% XTC

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8

## Influencing variables

- General health status
- Level of self-education
- Self-care precautions
- Clothing
- Amount of drugs
- Environmental climate
  - Temperature
  - Humidity
- Professionalism of the party organizer
- Professionalism of the security company
- Police repression
- Adequate medical care

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9

## Conclusions on health disturbances during raves

- Life-threatening 1:150,000 party visitors
- Life-threatening incidents related to drug-use
- Hyperthermia –, Excited delirium ++
- Health education and
- Environmental harm control  
increase the amount and severity of health disturbances

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10

## Co-operation in harm reduction programs

- Educare and Trimbos-institute
  - “Clubs and Drugs - alcohol and drug prevention in nightlife settings”
- Educare and Unity Jellinek
  - Peer led drug and health education

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11

## Safer partying on scene

- Event scanning
- Staff briefing
- Adequate medical resources, consultation of experts
- Standardized registration and analysis of incidents and environmental variables
- Active and peer led drug-use and health education
- Safety and health analysis
- Drinking water for free

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12

## Safer partying – population wide scaled

- Health education on recreational drugs
- Drugs testing possibilities
- Specific first aid training courses
  - Nightlife personnel
  - Police and security
  - Health care workers

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13

## Dutch Reality

- Safer partying is common because of
  - Harm reduction interventions by party-organizers
  - Drug-related health education by users and specialized institutions
  - Accepting recreational drug-use
- Educare offers consultation on health care

21-11-2006



14



21-11-2006

15

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21-11-2006



16