

As we have known, the drinking habits and positive attitude to drinking of relatives and friends are contributing factors in the drinking habits of young people (Ravenna,1995, Bonino, 1998).

Given the importance that entertainment places seem to have in young people's life, it is important to promote preventive interventions in these settings, keeping in mind that these are the places where psychoactive substances are often used, in particular alcohol, the use of which is common in all different kind of spots, concerts and parties. On these occasions, moreover, it is possible to contact people, for example young workers that are not easily reachable in other situations, as is the case in preventive interventions in schools. The prevention in entertainment places has its own peculiarity, since it acts in a precise situation (a pub, a party, a concert, with precise spaces and behaviour). At the same time, it is "changeable" (with a change of people, groups, consumption habits and entertainment). So the aims and strategies of preventive interventions must be suitable for these contexts and consider the particular environmental conditions in which they take place.

Nevertheless, it is difficult to acquire an adequate working methodology that can suit different situations, in particular when acting in limited territorial sectors with specific features.

In Veneto we started a co-operation by joining together different projects (involving the public sector and the private social sector), to do alcohol prevention interventions using a breathalyser and camper. So we have defined, year after year, a model of work which proposes modalities, strategies and instruments to start an activity of prevention in the entertainment places for young people.

## 1. The intervention phases

To carry out these interventions, it is necessary to keep in mind some features of entertainment places, features that can make their fulfilment difficult: the management of the spot; the presence of private services and security staff; music often at high volume; a lot of people and an excess of stimuli, all of which can block even a simple contact, let alone a proper approach.

So we have created a working methodology divided into three phases: reconnaissance, rapport with the management of the spot, organization of interventions.

### 1.1 Reconnaissance

### 1.2 Rapport with the management of the spot

In order to carry out an effective intervention, it is very useful to reach appropriate agreement with the management of the spot or party. Their support, their "non-hostility", their helpfulness in encouraging the meeting between young people and operators is often essential to promote the intervention.

Sometimes, management can show real concern about the possible negative effects of the intervention. To solve this problem (which usually becomes less worrying after the first interventions), it can be useful to stipulate previous agreement with trade associations



It is appropriate to organize one or more meetings with the management, explaining targets, choices, and structure of the project, in order to work out a sort of clear "contract" between the parties.

### 1.3 Organization of interventions

## 2. The Location

At the entertainment places there is often music at high volume and confusion. So it is necessary to find a particular place in which it is possible to establish a real contact between operators and custo-

mers, rather than simply distributing informative materials.

## 2.1 The camper

An equipped camper allows us to create a place which is separated from the entertainment area, a less chaotic and crowded place in which it is possible to relax and talk with the operators, to acquire new information or discuss personal behaviour.

*The location of the intervention is therefore both “inside” and “outside” the evening: inside because it is directly inserted into the context, without other elements or barriers; and “outside” the evening, because it is physically and mentally separated from the moment of amusement.*

So the location must be far from the amusement activities yet visible to obtain good results in the intervention.

## 2.2 The Info Desk

The informative products are the outcome of studies on effective communication: most of them are the result of team-work with young people that are customers of pubs and night-clubs. This means that a peer-education strategy is applied in health communication, in order to increase its efficacy.



An equipped camper allow us to create a place which is separated from the entertainment area, a less chaotic and crowded place, where it is possible to relax and talk



Info-desk near the camper. The informative products are the outcome of studies on effective communication

# 3. The techniques of relational interventions

To develop a greater awareness of the use and abuse of alcohol and of the risks of dangerous driving, we promote a relationship that offers both personalized information and suggestions about attitudes and motivations.

The context in which these interventions take place makes the creation of this rapport complicated, and requires a very flexible setting. From our experience, we have identified three different progressive actions. These are modulated by young people needs and their attitude: the [approach](#); the [occasional exchange](#); and the [consolidated relation](#).

## 3.1 The approach

When contacting young people it is necessary to organize, before the intervention, a “neutral” phase, where we use a range of instruments and strategies to create an attractive situation, with music, gadgets, jugglers etc. This phase permits both sides to get to know each other and allows the operators to observe the environment and the people (composition of the clientele, types of entertainment, attitudes and consumption behaviour, etc.). This approach eliminates in young people doubts and fears about the operators, so it is possible to discuss specific themes, give information (also by means of brochures and booklets) and propose the alcohol test.



... a “neutral” phase to create an attractive situation with music, gadgets, jugglers, etc.

## 3.2 The occasional relation

The occasional relation not only provides specific information but also leads to the theme of beliefs, opinions and behaviour related to psychoactive substances. The availability of people to take the breathalyser test, the demand of specific information and the desire to discuss the use of alcohol and its effects, are occasions to improve the relation. Throughout the dialogue the operator can verify the knowledge of young people, correct wrong information or add missing information.

This modality of intervention assumes the shape of a starting phase of brief individual counselling (Murgatroyd 1995, Miller and Rollnick 1998), but also of group counselling (Mucchielli 1999), that aim at:

- Debating beliefs, ideas, communications, values;
- Developing a greater autonomy of the person, enabling them to better know themselves and to face risky situations;
- Spreading messages about the risk of using substances between groups of friends.

### 3.3 The consolidated relation

A consolidated relation can be achieved only in those projects that assure our presence on several evenings at the same site, allowing repeat discussions with the same regular customers. The strengthening of the relation creates also the conditions to face a discussion based on their own relation with substances, where the operator can perform his counselling activity that:

- Stimulates skills to prevent risky behaviour (for example, introducing or reinforcing the habit of letting a less drunken person drive);
- Promotes changes.

In order to establish an approach or to solve the difficult situations that can emerge during the intervention, operators must know the available services in the surrounding territory (all provincial services, given the capacity of young people to move among entertainment places).

## 4. The breathalyser as a prevention tool

The breathalyser test is mainly used in controlling drinking and driving. This instrument can also be effectively used in preventive interventions in entertainment places.

In these situations the breathalyser test can have different functions at the same time:

1. *An approach and rapport tool*
2. *A tool to inform and to discuss alcohol*
3. *A tool to acquire a greater awareness of personal reactions to alcohol*
4. *A tool to dissuade people from driving while intoxicated*

### 4.1 The use of the breathalyser

Rules

### 4.2 The data form

Before the breathalyser test, the operator fills in a data-form about the customer: it is a kind of private data form (the name is not included) containing date of birth, job, school, residence, number of drinks, type of driving license, opinion about alcohol, and so on.



It is that contact that goes over the transmission of chosen information and leads the theme on beliefs, opinions and behaviour related to psychoactive substances (...) This modality of intervention assumes the shape of a starting phase of brief individual counselling.



This instrument can be effectively used also in preventive intervention in entertainment places



Data-form is the first step of the counselling

The data form is the first step of the counselling: the customer takes his time to think about his alcohol habits, his opinion about drinks, and to become familiar with the operator and the new situation. The form is also very important for statistical studies. Over the past year we carried out 6000 tests each with a data form, therefore we have collected a significant body of data.

## 5. The smokerlyser

Most young people that we meet in entertainment places are smokers.

The piCO measures the carbon monoxide in the breath simply by blowing into the device.

The smokerlyser is usually used in hospital programmes, to help the smoker quit by charting their progress during therapy. This instrument gives an instant visual indication of how well the patient is doing.

One of the problems in preventive interventions for smokers is the low awareness level of the damage caused by smoking: if you don't see its effects, the problem doesn't exist. So we use the breath CO Monitor to give the smoker visible proof of the damaging CO levels.

Since last summer, we have been using the smokerlyser on location, to help and motivate the smokers that we meet in entertainment places to quit. Like the alcohol breathalyser, even the piCO can be a prevention tool: it helps us to start a good approach with people of different ages. We have arranged, outside our location (a camper), a dedicated place separated from the alcohol breathalyser site, which is easy to find.

Before the test, the operator fills in a data form: through it we can also correlate alcohol and tobacco consumption. The counselling starts from here, by supplying precise information, motivation and support in taking the decision to quit. In the following weeks most of the customers come back to the camper, asking to do the test again, to check their progress. Sometimes the operator may deem it appropriate to send people along to the Smoker Centre for a suitable therapy programme.



Like the alcohol breathalyser, even the piCO can be a prevention tool to help and motivate the smoker to quit



We arranged, outside our location (a camper), a dedicated place, which was easy to find and separated from the alcohol breathalyser site.

## 6. Co-operation and materials

More than 10,000 alcohol tests have been carried out over the last two years, with a huge number of people met on the road, outside discos, country festivals, ski-slopes, concerts and pubs.

### 6.1 The new experience on the ski-slopes

This year we also started a new experience with the camper in touristic places on the mountains in winter. In this part of the country we have a big problem with alcohol and skiers: the drinking habits and positive attitude to drinking in the small pubs on the ski-slopes are increasing the number of accidents among skiers. Also in this situation the alcohol test has no repressive functions but it is an approach and rapport tool.



we also started a new experience with the camper in touristic places on the mountains in winter

### 6.2 The Night Clubs Project in the North-East

### 6.3 Soccer stadium project

The soccer stadium is a very important entertainment places. Since 1999 many fans of the local soccer clubs suggested preventive interventions in those places. The preparatory step involved many people: the Lord Mayor of the town, the soccer club's managing director and the fan clubs.

The camper is usually parked near the drink box or at the entrances.

The following signals permite us to understand that the soccer stadium is a place where the consumption of legal and illegal substances reach high levels: there are many drinking boxes; when the team plays in the afternoon, the fans meet in the morning; the leaders in the fan club use alcohol to promote enthusiasm; in the stadium there are thousands of fans so it is possible to use illegal drugs without control.



A lot of signals permite us to understand that the soccer stadium is a place where the consumption of legal and illegal substances reach high levels

### 6.4 Prevention materials

Our information materials are the outcome of a peer-education strategy to increase the effects of health communication.

Young people do not read traditional information booklets, so it is important to put the prevention messages in daily objects that are normally used by everyone.

The following are some examples of these materials:

- a parking disk that can be used as slide rule to calculate the alcohol concentration in blood;
- a bookmark with the alcohol effects at different levels;
- a picture-story made by students in secondary schools;
- a calendar with the photos of young people made on the road and information on the effect of substances;
- a booklet for workers made by witness workers;
- info-cards



## References

- AA.VV., Gli italiani e l'alcol: 10 anni di osservatorio. Atti Conferenza. Ed. Risa, Roma 2002
- AA.VV., Guidelines for evaluation of drug prevention, in, Linee guida per la valutazione degli interventi preventivi nel campo delle tossicodipendenze. Roma 2004
- Bacchion, Bello, Orlandini, Perrelli, (a cura di) DiscoPro: la formazione del personale delle discoteche nel veneto. Venezia 2004
- Bacchion, Orlandini, Perrelli, (a cura di) Linee guida per l'utilizzo dell'etilometro in ambito preventivo. Vicenza 2001
- Bonino, Cattelino, I Comportamenti a rischio per la salute ed a rischio psicosociale in adolescenza. Assunzione di alcolici. Regione Piemonte, Assessorato alla Sanità, 1998
- Carkhuff, L'arte di aiutare. Manuale, Erikson Editore, Trento 1996
- Funes Nova, Un'esperienza tra riabilitazione e prevenzione, in Noumen, rivista semestrale di ricerca psico-sociale. Anno 9, n.23. Treviso 1999
- Hough, Abilità di counseling. Manuale per la prima formazione. Edizioni Erikson, Trento 1999
- Miller e Rollnick, Il colloquio di motivazione. Tecniche di counseling per problemi di alcol e altre dipendenze. Erikson Editore, Trento 1998
- Mucchielli, Apprendere il counseling. Manuale di autoformazione al colloquio di aiuto. Erikson Editore, Trento 1999
- Murgatroyd, Il counseling nella relazione d'aiuto. Sovera Multimedia, Roma 1995
- Perrelli, Orlandini, Bacchion, (a cura di) BPM 50: Basic Prevention Manual. Venezia 2003
- Ravenna, Fattori cognitivi, motivazionali e di personalità nell'iniziazione alla droga; in Colecchia (a cura di), Adolescenti e prevenzione. Disagio, marginalità e devianza. Il Pensiero Scientifico Editore, Roma 1995,
- Zancaner S. et al., Alcol e Sicurezza stradale, in Cibir, Orlandini, Rampazzo, Alcologia, Prevenzione, Progettualità Regionale. Venezia 2000