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Overview

DROJNET 2: Innovation in drug information services (prevention and risk reduction) for young people, through the use of ICT.

Quality level

Quality level : 2

Executive summary

Drojnet 2 is a cross-border project conducted between a French partner, Bizia Association of Bayonne, and three Spanish partners responsible for drug addiction in the regions of La Rioja, Aragon and Catalonia. This project stems from the conclusions and contributions of young people to the Drojnet project (border interregional cooperation for the development of an interactive service on drug information and adapted to young audiences and in the show cómoTVes. Drojnet 2 uses the new technologies of information and communication (mobile messages, web pages and social networking) as a system of participation and involvement of young people in the development and dissemination of prevention and harm reduction messages associated with alcohol, snuff and other drugs among young people.

Type of intervention	prevention
Sub-area	selective
Setting	school,community (including i.e.user scene)
Type of approach	networking,gender,community involvement (bottom up),peer
Target group (universal)	children/young people
Age group	14 - 25 years
Target group (specific)	children/young people
Annual coverage	1.048

Substances addressed	tobacco,cannabis,alcohol
Evaluation type	outcome evaluation (how far are the specific objectives achieved),impact evaluation (how far is the general objective achieved),process evaluation (how far are the operational objectives achieved)
Country	Spain
Start date	September 2009
End date	September 2012

Overall objective

The overall goal in La Rioja was to validate a preventive approach (including risk and harm reduction) in youngsters through TIC.

Abstract

Project Drojnet 2 designs, develops, and disseminates information services aimed at preventing drug use and reducing harm and risks of drug abuse among young people, through the use of ICT.

Context and theory

Initial situation

Data on drug use and especially alcohol, tobacco and cannabis in the autonomous community of La Rioja are troublesome so there is a need to intervene both to prevent substance abuse and to reduce the associated risk and harm. - According to the survey ESTUDES 2008, 83.5% of 14-18 y.o students from La Rioja have tried alcohol, 64.8% have used it the last month, 63.5% have been drunk at some time and 39.4% have done so in the last month. Particularly striking is binge drinking among adolescents at an early age. - As to tobacco, 32.7% have smoked in the last 30 days and 15% daily. - Cannabis use prevalences of consumption are approaching those of tobacco, 36.4% have used it ever in lifetime and 22% have used it during last month. - Alcohol, tobacco and cannabis in La Rioja is higher than the national average. - Young people increasingly start before consumption (around 13 years for alcohol and tobacco). - There is an increase in consumption linked to the festive atmosphere. - There is also a clear increase in cannabis use in recent years.

Basic assumptions/theory

Research in health psychology and especially addictions, conducted to understand the promotion of health among the population and lifestyle changes, relies on models such as the Health Belief Model (Becker, 1974; Janz and Becker, 1984; Maiman and Becker, 1974; Rosenstock, 1974), the Theory of Reasoned Action (Fishbein and Azjen, 1975), the Transtheoretical Model of health behavior (Prochaska, JO and Velicer, WF, 1997), the Social Cognitive Theory (Bandura, 1977, 1982), the Theory of Planned Behavior (Azjen, 1991), among others. These theories explain health related behaviours and changes of those from the point of view of the individual. They try to explain how to provide information in a specific and correct way and timing to increase the likelihood of obtaining the desired changes. In the area of innovation (in general) and particularly with regard to

the technological innovations, there are various models that have attempted to shed light on the determinants of acceptance (Innovation Diffusion Theory of Rogers, EM, 1962, 1976, 1986) or Model Technology Acceptance (Davis et al. 1989; Legris et al., 2003). However, these models only explain what variables determine the use of new technologies to perform job duties. So far, no satisfactory theory links the use of communication technologies and information with the adoption of specific health habits, including drug use.

Objectives and indicators

Process evaluation

Operational objectives

The operational objectives of this project in La Rioja are: - Launch forums sharing experiences between professionals and target population. - Use forums and social networks to empower young people to be creators and designers of the preventive messages. - Design a strategy aimed at mediators, oriented to intervene in leisure and consumer settings. - Assessment of the strategy using qualitative (on-site reports, focus groups) and quantitative (questionnaires) methodology. - To measure the degree of acceptance of the youth population of TICs as a tool for preventing and reducing risks and harms of drug use. - To assess the usefulness of Internet, web pages, forums and social networks to inform and prevent drug use.

Process indicators

- Number of meetings held to exchange experiences between program professionals. - Number of meetings between program professionals and target population.

Creating tools (forums, social networking profiles) - Number of messages, photos and videos posted on the forum Drojnet2. - Number of entries, fans, visitors, friends, I like, tweets, retweets, ... on YouTube and social networking sites (Tuenti, facebook and twitter).

Strategy aimed at mediators for intervention in leisure and consumption settings. - Analysis of reports made in situ during the intervention in leisure and consumption settings by social workers. - Analysis of the reports findings of the focus groups. - Analysis of reports of findings of the questionnaires. Quantitative indicator of specific objective 2: positive evaluation results of the usefulness of Internet, websites, forums and social networks to inform and prevent, obtained in the evaluation survey. Qualitative indicator of specific objective 2: verbal satisfaction reported by the target population in the focus groups about the usefulness of the internet, websites, forums and social networks to inform and prevent. Quantitative indicator of specific objective 1: positive evaluation results obtained in the program evaluation survey. Qualitative indicator of specific objective 1: verbal satisfaction reported by the target population in the focus groups. Quality indicators for specific objective 3: acceptance and satisfaction with the intervention program in consumers settings through observation forms/templates, reports by teachers after every activity and reports of findings of focus groups conducted in January 2012.

Instruments used

Type of quantitative instrument

Type of qualitative instrument

The program used its own specific instruments. Focus-groups.

Type of evaluation carried out

Evaluation design

outcome evaluation (how far are the specific objectives achieved), impact evaluation (how far is the general objective achieved), process evaluation (how far are the operational objectives achieved)

Specific objectives and outcome indicators

Specific objective 1

Outcome indicator 1

Specific objective 2

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Outcome indicator 2

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Specific objective 3

To assess the impact of the intervention on consumer settings, oriented to reduce risks and harms of alcohol and other drugs use.

Outcome indicator 3

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Instruments used

Type of quantitative instrument

Type of qualitative instrument

Action

The actions carried out during the project Drojnet 2 in La Rioja have been: Action 1. - Design of TIC youth information services on drugs, maximizing the capabilities of TIC and adapting them to the target group habits. The main tasks are: to analyze the potential and feasibility of TIC in each territory border, design two web cross border portals for information on drugs and youth (prevention and risk/harm reduction) and also design these information services via mobile. Action 2. - Development of pilot study, sharing the experience and assessing if the new TIC based drug information system is able to reach target youth groups. The main tasks are to develop the methodology and planning, implementing and assessing the pilot. Action 3. - Promotion, dissemination and networking of the contents and results of the project, among institutions, interested professionals, at the National, European and International level. Perpetuation of cooperation among those actors involved in drug prevention in the border area. The main tasks are: to disseminate the project in Mass Media, brochures and websites; disseminating findings in Regional and National conferences/seminars through an output CD; networking and transferring results and experiences in seminars, conferences, etc.

Results

Process evaluation

Results

A total of 11 workshops were carried out (6 face to face and 5 conference calls). Seven exchanges of professional experiences were held (THS frames - 9 and 10, the "7th Course on Healthy Screens", "Harm and Risk Reduction Day" and "The role of social networks in preventing drug use associated risks among youngsters") 31 meetings attended by professionals and the target population. During "Harm and Risk Reduction Day" a Strategy for mediators to intervene in leisure/consumption premises was drawn up. Catalonia and the Bizia association have been traditionally involved in harm and risk reduction interventions, although it is not the case for La Rioja and Aragon so expertise of the former helped guiding the latter. La Rioja has implemented the program "Think of the night", in which pairs of street workers approach young people who are in alcohol consuming areas ("botellón") or in those rented premises in which youngsters like enjoying leisure time. Besides, some prevention agents from municipalities in La Rioja participated in the program implementation. Educators knew about youngsters' concerns and provided them with information on drug consumption risks, not only with regard to health risks but to those associated with violence, accidents and unprotected sex. 53 activities/interventions took place throughout La Rioja. The program has been well received but one should be aware of the difficulty in assessing such interventions. The importance of continuous intervention in order to achieve the objectives should be borne in mind. Having reviewed literature on this topic, it is well known that results tend to be rather modest and in the long term. However, it has become quite clear that youngsters need to talk to adults. Adults are not felt as authoritarian and youngsters are happy to talk about these issues provided that there are no signs of censorship or prohibition, but listening and attention to their demands and needs. Some of the results obtained after conducting a SWOT analysis are the following: - Weaknesses: Different partners profiles should have been used in a better way. Coordination has been difficult. Staff changes during the project may have also influenced. Assessment of the intervention was not easy. - Threats: ICT rapid changes, political changes and budget cuts due to economic crisis, lack of project continuity in the future, and a rather slow management of FEDER funds. - Strengths: team synergy, previous expertise of the partners, the use of ICT for prevention, working with students (including PCPI) and having a sufficient budget. - Opportunities: specific working strategies for PCPI students, to implement harm and risk reduction

policies in La Rioja, to become aware of ICT potential in terms of prevention, and to witness how the target population is willing to participate and get involved in the program.

References

www.drojnet2.eu

<http://www.infodrogas.org/inf-publicaciones/monografias-drogodependencias-y-salud>

Contact

Responsible organisation	Directorate General of Health and Consumer
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Partner organisation(s)	La Rioja is the team leader of the project Drojnet 2 in which there are also three partners: - Addictions Section of the Directorate General of Public Health of the Government of Aragon - Directorate General of Drug Dependence of the Directorate General of Public Health of the Generalitat de Catalunya - Bizia Association of Bayonne (France)
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Additional information

Number of staff involved	Staff in La Rioja: - Project Coordinator: Full time - Senior Technician: Full time - Educators: hourly staff Staff in the other partners: Aragon: - Technical environment: 85% of working time Catalonia: - Technician: Full time - Senior Technician: Full time Bizia: - Technical environment: 20% of working time - Technical environment: 25% of working time - Technical environment: 35% of working time
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Status/profession of staff involved	Staff in La Rioja: - Project Coordinator: graduate psychologist - Senior Technician: diploma in Business - Educators: social education graduates Staff in the other partners: Aragon: - Technician: Diploma in documentation Catalonia: - Technician: Diploma in teaching - Senior Technician: Degree in Philosophy and Anthropology Bizia: - Technician: RNs - Technician: RNs - Senior technician: clinical research assistant
Type of evaluator	Internal evaluator
Name of external institution(s)	
Full reference to evaluation report	

Budget

Annual budget	Over 500 000
Sources of funding	European commission,Regional authorities,National government
Percentage from each source	European commission=65%,Regional authorities=30%,National government=5%

Additional remarks

Please notice that this paper has presented the objectives, evaluation and results, among others, Drojnet 2 in La Rioja but this is a cross-border project consists of four members: Addictions Section of the Directorate General of Public Health of the Government of Aragon, the General Department of Drug Dependence of the Directorate General of Public Health of the Generalitat de Catalunya; Bizia Association of Bayonne (France) and the Directorate General of Health and Consumer Affairs of the Government of La Rioja.