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## Overview

**“Drogas: Tu Punto de Información” (Drugs: Your Information Point) is a universal programme intended to prevent alcohol abuse and drugs use among university students**

### Quality level

Quality level : 2

### Executive summary

“Drogas: Tu Punto de Información” (Drugs: Your Information Point) is a universal programme intended to prevent alcohol abuse and the use of other drugs among university students. It also aims to reduce the risks associated with substance abuse. The programme also suggests strategies for self-control and risk minimization. This programme includes: • An information website on alcohol and drugs ([www.tupunto.org](http://www.tupunto.org)). This site provides information about the risks of binge drinking, other patterns of alcohol abuse and the use of other drugs. • An e-mail consultation service on drug matters ([infodrogas@tupunto.org](mailto:infodrogas@tupunto.org)). • Information and awareness building materials: a series of bookmarks and different posters distributed yearly. These materials are distributed at the participant universities. • An annual students video clips contest on drugs: “Drogas: tu punto de mira” (Drugs: Your Viewpoint). The action aims to promote critical reflection among university students about the risks of drug use and alcohol abuse and to disseminate “peer to peer” preventative messages within the target population. • A bank of audiovisual tools with video clip participants from the yearly contest • A “Peer to Peer” manual. This material suggests methods and activities structured toward wording the content of the winners of each video clip contest to groups of young people. [http://www.pdsweb.org/wp-content/uploads/2014/10/Guia-DE\\_IGUAL\\_A\\_IGUAL-web.pdf](http://www.pdsweb.org/wp-content/uploads/2014/10/Guia-DE_IGUAL_A_IGUAL-web.pdf) • A “10 ideas for a good party at college” brochure poses ideas and advice to support cultural activity, fun, responsibility and respect in the organization of fiestas in college. Designed as a support for organizing parties on the campus. <http://www.pdsweb.org/wp-content/uploads/2014/10/Decalogo-fiesta-CAST-web.pdf> Other data of interest: • Thirty-two Spanish universities are involved in the programme. • 1,016,042 visits to the website of the programme ([www.tupunto.org](http://www.tupunto.org)) during the period 2009-2014\*. • 473 e-mail consultations during the period 2009-2014\*. • 244 participants at the annual video clips on drugs contest of “Drogas: tu punto de mira” (Drugs: Your Viewpoint) in the 1st and 2nd edition of the contest (2012, 2013 and 2014). • 120,077 views of the video clips presented in the 3 contest (2012, 2013 and 2014\*). (\*) (Data as of September 30, 2014) Summary results of the process evaluation: Internal evaluation carried out in 2006. The programme is widely accepted by the target population. 87.2% of the 392 students interviewed responded that they were “satisfied” or “very satisfied” with the programme. Some 6.3% reported being indifferent about the programme and only 2.4% expressed opinions contrary to the programme. External evaluation carried out in 2011. The program had a big impact when compared to other similar programs aimed at broad population groups. The students interviewed say that the programme’s materials are attractive and functional. 44.2% of the people interviewed claimed to know the bookmarks, and 48.1% knew the posters. Conclusions: Data evaluation process of the programme show the feasibility of the programme actions relative to raising awareness about binge drinking, other patterns of alcohol abuse, and the use of other drugs. The data also confirm that this intervention allows for the dissemination of health messages to a large number of young people at very low cost.

Type of intervention	prevention
Sub-area	universal
Setting	
Type of approach	mass media campaign,peer
Target group (universal)	
Age group	students from the participating universities. mainly 18-28 years
Target group (specific)	
Annual coverage	1016042
Substances addressed	tobacco,cannabis,opiates,alcohol,ecstasy,cocaine and derivatives,amphetamines,amphetamines
Evaluation type	evaluation of intervention planning (needs assessment),process evaluation (how far are the operational objectives achieved)
Country	Spain
Start date	1998
End date	2013

### Overall objective

To provide relevant information about the risks related to alcohol and other drugs and promote critical reflection processes before consumption.

### Abstract

“Drogas: Tu Punto de Información” (Drugs: Your Information Point), is a program intended for university students that provides information about the risks of alcohol abuse and drugs taking. It also aims to enhance critical thinking processes and to suggest self-control and risks minimization strategies. The basic tool of the program is a specific website. It also includes different awareness raising materials (bookmarks, posters, etc.), an on line consultation service, a video clips contest and a bank of audio-visual tools. Thirty-two Spanish universities are involved in the program. During the last five years period (2009-2014) the program website ([www.tupunto.org](http://www.tupunto.org)) have had more than 1 million entries.

## Context and theory

### Initial situation

The prevalence of alcohol, tobacco and cannabis is widespread, especially in the 19 to 28 age group, university age students. Additionally, this age group is often given to a pattern of alcohol binge drinking that is mostly concentrated over the weekend. It is mainly associated with fun and drunkenness is often intentionally sought after and there is little perception of the risks involved. Some 66.2% of 1st year university students report having been drunk at least once in their life and 8.2% report having been drunk more than 12 times in the last 6 months. (Jiménez-Muro, A., et al. 2009) The consumption of other drugs, especially cannabis, by the college student population does not appear to differ substantially from the rest of their peers, sometimes their consumption may even be higher at university-collage parties, etc -. Moreover, there is little perception by consumers of the risks in the case of cannabis (Jiménez-Muro, A., et al. 2009). More, it is in this age group in which there is the highest proportion of regular users and in which the highest proportion of alcohol intoxication occurs. The HealthyFit Research group studied the lifestyle of university students concluding that “most of them develop unhealthy behaviours, mainly related to alcohol abuse”. This study found that 56.1% of female university students and 41.3 of male students are considered “binge drinkers”. In recent years, the Internet and social networks have become the broadest and most effective mean to communicate and disseminate information among young people, as well as to be a facilitator of the process of socialization.. According to survey data from the European Commission on “Youth attitudes on drugs” May 2011, 64% of young people use the internet as a primary source for drug information. Furthermore, the results of the study on “The impact of leisure habits and drug use on the prevention of drug abuse in college” (Tirado-Morueta, R .; Aguedad-Gómez, JL, and Marin-Gutierrez I. Education XXI - 2013), highlights that beyond other things, information campaigns relative to drug prevention strategies are highly valued by the community college students. The “University” has social institution has the ethical obligation to be engaged in the challenges posed to society at each historical moment and should, therefore, adopt active policies to prevent the abuse of alcohol and other drugs. The university community is part of the society and should be considered as a potential subject and object of drug abuse prevention actions. In this regard, two complementary strategies should be considered: • To avoid any collaboration in promoting alcohol and drugs. • To promote, support and develop alcohol and drugs information and educational programs within the university community. Therefore, on the basis of the above so far, it seems logical and grounded to consider college students as a sector of the population that is likely to be subject to preventative interventions: • Due to age (broadly represented the 19 to 28 year range). • On the prevalence and characteristics of their substance use. • In the presence of specific risk situations in the university

environment: specifically targeted advertising, raves, stress, etc. • By constituting a relatively homogeneous and accessible large population group. • For its potential future impact on other sectors of the population (these are the future teachers, doctors, social workers, psychologist, etc.). Today's substance abuse scene in Spain makes it necessary to count on alcohol, tobacco and other drugs (ATOD) programs addressed to young university students. These programs have to take into account the cultural reality of their target population.

## Basic assumptions/theory

"Drogas: Tu Punto de Información" (Drugs: Your Information Point) is based on a combination of the following theoretical models: The health beliefs model, that emphasizes the importance of assessing and working with risk perception in relation to health problems as a predictor of behavior. For example, increasing it through actions that heighten their awareness and allow for making realistic assessments. It also put forth the desirability of looking forward to the potential benefits of acting on certain health-promoting behaviors. Becker MH & Mainan LA. (1975) The Fishbein and Ajzen theory of reasoned action and planned behaviour. These theories emphasize the importance of working on the attitudes, providing information to change beliefs about the consequences of drug use and enhance attitudes contrary to the same. Furthermore, the importance of changing the mainstream beliefs of adolescents and youth toward drugs demonstrating the mechanisms that operate in terms of social pressure. Fishbein M & Ajzen I. (1975) The model of risks reduction, which is based on the consideration that, for various reasons, some people want to do drugs, assuming the risks said consumption may entail. This model is not put forward with abstinence as the main objective, instead to minimize the problems and risks associated with drug use.

## Objectives and indicators

### Process evaluation

#### Operational objectives

- To have written agreements of collaboration of all the participating universities (32 at present time).
- To have an active program website.
- To have program materials (bookmarks, posters, etc.) to distribute among the participant universities.
- To provide an e-mail consultation service on drugs.
- To make the program available through social networks
- To have an audiovisual instruments bank on drug abuse and prevention.
- To incorporate the annual winners of the video clip contest at the program "Peer to Peer" reference guide.
- To have published the leaflet "10 ideas for a good party on campus".
- To have feedback from program participants.
- To compile the annual data evaluation report.

#### Process indicators

Number universities involved in the programme. Number of visitors to the programme website ([www.tupunto.org](http://www.tupunto.org)). Number of e-mail consultations Number of participants at the annual video clips on drugs contest "Drogas: tu punto de mira" (Drugs: your viewpoint) Number of videos clips viewed Number of published materials

Opinion and satisfaction questionnaires

Increasing the participation of universities in the program through a new video clip contest call up, messages between equals and the social networks like Twitter and Facebook.

### Instruments used

#### Type of quantitative instrument

#### Type of qualitative instrument

Questionnaires Semi-structured interviews Focus-groups

### Type of evaluation carried out

## Action

"Drogas: Tu Punto de Información" (Drugs: Your Information Point) is a universal programme intended to prevent alcohol abuse and other drugs use among university students. It also aims to reduce the risks associated with substance abuse. The programme also suggests strategies for self-control and the limitation of risks if you consume. The theoretical framework of the program is based on a combination of the health beliefs model, theory of reasoned action and theory of planned behavior by Fishbein and Ajzen and the model of risks reduction associated with consumption. The program is mainly developed from the Internet and social networks. It features promotional materials (bookmarks and different series of posters distributed yearly) that are distributed at the offices of the participating universities and the regional community prevention network. This programme includes: 1. An information website on alcohol and drugs ([www.tupunto.org](http://www.tupunto.org)). This site provides information about the risks of binge drinking, other patterns of alcohol abuse and drug use. 2. An e-mail consultation service on drug matters ([infodrogas@tupunto.org](mailto:infodrogas@tupunto.org)). Run by a professional who is expert in drug addiction that answers all the queries that are made to the service. Mainly the questions are aimed at: 3. Information and awareness raising materials: a series of bookmarks and posters distributed at the participant universities. 4. An annual students video clips contest on drugs: "Drogas: tu punto de mira" (Drugs: Your Viewpoint). The action aims to promote a critical reflection among university students about the risks of using drugs and abusing alcohol and to disseminate peer-to-peer preventative messages within the target population. 5. The programme includes a bank of audio-visual tools which is fed with the video clips submitted at each annual contest. It also includes an educational guide to work with adolescents and young people in the community (outside the university setting). 6. The program also has a brochure (10 ideas for a good party on campus) that poses ideas and gives advice to support cultural activity, fun, responsibility and respect in the organization of fiestas in college. Designed as a support for organizing parties on campus.

## Results

### Process evaluation

#### Results

(Data up to September 30, 2014) • An active program website has been achieved. ([www.tupunto.org](http://www.tupunto.org)) • Program materials (bookmarks and posters) have been distributed in the participant universities • Cooperation agreements have been signed with 32 Spanish universities involved in the programme. • The website of the programme has reached 1,016,042 visits during the period 2009-2014. • 473 e-mail consultations during the period 2009-2014. ([infodrogas@tupunto.org](mailto:infodrogas@tupunto.org)) • 244 university students have participated at the annual drugs video clips contest within the period 2012-2014. • 120,077 people have viewed the drugs video clips presented at the annual contests. • A "Peer to Peer" guide to work with adolescents has been elaborated within the awarded drugs video clips made by university students. • A "10 ideas for a good party at the college" brochure has been elaborated to promote responsibility and risk minimization when organizing parties at university colleges. • A high presence at the social networks (twitter and facebook) Data coverage level programme (Internal evaluation carried out in 2011) • The program have a big impact when compared to other similar programs aimed at broad population groups. • 44.2% of the people interviewed claimed to know the bookmarks, and 48.1% knew the posters. Data quality level programme (External evaluation carried out in 2006) • The programme is widely accepted by the target population. • 87.2% of the 392 students interviewed responded that they were "satisfied" or "very satisfied" with the programme. Some 6.3% reported being indifferent about the programme and only 2.4% expressed opinions contrary to the programme. (Internal evaluation carried out in 2011) • The students interviewed say that the programme's materials are attractive and functional.

### References

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Cohorte dinámica de estudiantes universitarios para el estudio del consumo de drogas y otras adicciones. Revista Española de Salud Pública, 87, 575-585. Disponible en: [http://scielo.isciii.es/scielo.php?pid=S1135-57272013000600003&script=sci\\_arttext](http://scielo.isciii.es/scielo.php?pid=S1135-57272013000600003&script=sci_arttext) Website references Universidad Politécnica de Madrid <https://www.upm.es/e-politecnica/?p=3746> Universidad Carlos III de Madrid [http://portal.uc3m.es/portal/page/portal/cultura\\_y\\_deporte/orientacion/orientacion/otros\\_temas](http://portal.uc3m.es/portal/page/portal/cultura_y_deporte/orientacion/orientacion/otros_temas) Universidad de Salamanca <http://cienciassociales.usal.es/node/331> ; <http://www.usal.es/webusal/node/42634> Universidad de Burgos <http://www.ubu.es/es/destacados/programa-drogas-punto-informacion> Universidad Politécnica de Cartagena [http://www.upct.es/seu/ficha\\_anuncio.php?id\\_anuncio=3120](http://www.upct.es/seu/ficha_anuncio.php?id_anuncio=3120) Universidad de Murcia [http://www.um.es/actualidad/agenda/adjuntos/bases\\_3r\\_concurso\\_tu\\_punto\\_de\\_mira.pdf](http://www.um.es/actualidad/agenda/adjuntos/bases_3r_concurso_tu_punto_de_mira.pdf) Universidad de Granada [http://ve.ugr.es/pages/tablon/\\*noticias-11/concurso-de-clipmetraj-es-drogas-tu-punto-de-mira-2](http://ve.ugr.es/pages/tablon/*noticias-11/concurso-de-clipmetraj-es-drogas-tu-punto-de-mira-2) Universidad de Huelva <http://www.master-educomunicacion.es/noticia.php?id=54> Universidad de Valladolid <http://www5.uva.es/voluntariado/sites/default/files/Boletin.pdf> Universidad de Barcelona [http://www.ub.edu/web/ub/es/menu\\_eines/noticies/2014/06/040.html](http://www.ub.edu/web/ub/es/menu_eines/noticies/2014/06/040.html) Universidad de Girona <http://www.udg.edu/cooperacio/tabid/6431/tema/39/language/es-ES/Default.aspx> Universidad de Vigo <https://es-es.facebook.com/universityofvigo?fref=nf> Universidad Rey Juan Carlos <http://aulasururjc.blogspot.com.es/2013/04/una-treintena-de-alumnos-de-fuenlabrada.html> Universidad Complutense de Madrid <http://www.ucm.es/noticias/5708> Universidad de Alicante [http://www.todoua.es/noticias\\_universitarios\\_ua\\_alicante-portada-concurso\\_universitario\\_de\\_clipmetraj-es-drogas\\_tu\\_punto\\_de\\_mira.html](http://www.todoua.es/noticias_universitarios_ua_alicante-portada-concurso_universitario_de_clipmetraj-es-drogas_tu_punto_de_mira.html)

## Contact

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Partner organisation(s)	Funded by the Delegacion del Gobierno para el Plan Nacional sobre Drogas (Government Delegation for the National Plan on Drugs). Universities involved: Alicante, Autónoma de Madrid, Barcelona, Burgos, Cádiz, Carlos III, Castilla La Mancha, Complutense, da Coruña, Deusto, Girona, Huelva, Internacional de Andalucía, Illes Balears, Las Palmas de Gran Canarias, León, Lleida, Murcia, Oviedo, Politécnica de Cartagena, Politécnica de Madrid, Politécnica de Valencia, Pompeu Fabra, Rey Juan Carlos, Salamanca, Santiago de Compostela, UNED-Pontevedra, Valencia, Valladolid, Vic, Vigo y Zaragoza. Other participating organisations: Junta de Castilla y León, Asociación Alborada de Galicia, Generalitat de Catalunya,, Projecte Home de Catalunya, AESED -Asociación Española de Estudio en Drogodependencias-
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## Additional information

Number of staff involved	4 part-time professionals and 1 administrative assistant	The program counts on the support of network of 32 Spanish universities
Status/profession of staff involved	3 psychologists trained and skilled in the field of drug prevention. 1 computer expert	
Type of evaluator	Both internal and external	
Name of external institution(s)	Dr Francisco Alvira Martin, Catedrático de Metodología de la investigación. Universidad Complutense de Madrid	
Full reference to evaluation report	Impact evaluation of the program “Drogas Tu Punto de Información”. This document forms part of the activities carried out in the framework of a support grant submitted on the Order SAS/2293/2010 of the 19th of August, (BOE of 30th of August, 2010). 30th of September, 2011. Unpublished document.	

## Budget

Annual budget	Up to 100 000
Sources of funding	National government
Percentage from each source	National government=100%

## Additional remarks

[www.tupunto.org](http://www.tupunto.org) [https://twitter.com/tupunto\\_org](https://twitter.com/tupunto_org) <https://www.facebook.com/pages/Tupuntoorg/330742923610033>