



Mapping of Social Media based drug prevention programs in Europe

August 2014

COLOPHON

Title

Mapping of Social Media based drug prevention programs in Europe

Authors

Nathalie Cunin, Sex Og Sundhed
Anne Sofie Fraenkel, Sex Og Sundhed
Oihana Rementeria, Edex

Designed by

Business Solutions Europa

Publication date

August 2014

This publication is also available on the Internet <http://boysandgirlsplus.eu/project-documents/>



Boys and Girls Plus is supported by the European Commission's Civil Justice programme (2007-2013), the European fund to strengthen Freedom, Security and Justice.

<http://ec.europa.eu/justice/>

Index

1.	Introduction	4
2.	Mapping	5
2.1.	Who participated in the mapping?	5
2.2.	Data Collection Tool	5
2.3.	Results by country	6
3.	EDDRA database search	46
4.	Analysis of the results	62
4.1.	On objectives and pedagogical frame	62
4.2.	On characteristics	62
4.3.	On evaluation	63
5.	Conclusions	64
	Annex 1: Data Collection Tool	65

Introduction

As part of the WP 1 – Tool development, 7 European countries involve in the “Boys and Girls Plus” project took part in the mapping of the existing social media projects in each country.

Before taking any action to create a program based on social media is vital to know what has been done in this field in Europe. Therefore we seek projects that use the Internet as a tool to raise awareness about drug use and promote healthy lifestyles among adolescents.

For this review we considered the concept "social media based program." We assume a definition that would be inclusive so give us a broader vision of all programs that use internet, and the tools provided, as a means to promote healthy lifestyles among adolescents. Thus, the definition we used is: “A social media based drug prevention program is one that uses online social interactivity tools, multimedia tools and online applications to deliver prevention messages, offer online advice and / or offer educational tools for the work in diverse educational settings."

Therefore, in the collection of data for this review are included projects that merely provide information via Internet to projects that offer a full program of activities to work with adolescents.

In our efforts to pursue good practices, we have taken into account an important factor for all programs pursuing an educational goal: to be a program whose effectiveness is evidence based.

With this in mind a review was done collecting those preventive programs that use Internet as a medium for disseminating prevention information and programs that offer a whole educational activity packages for all kind socio-educative workers that work with teenagers.

Mapping

Who participated in the mapping?

In this mapping the following countries participated through these organizations:

1. **Austria:** Maas Research and Consulting
2. **Belgium:** Hogentschool Gent
3. **Czech Republic:** Charles University in Prague
4. **Denmark:** Sex & Sundhed, Danish Centre for Sexual Health Promotion
5. **Germany:** Society for Applied Social Science
6. **Slovenia:** Utrip
7. **Spain:** EDEX

Data Collection Tool

To make data collection we developed a template that contained the most relevant data. Through this template would be possible to obtain detailed information of each program. Similarly, the template facilitated the collection and subsequent analysis of the different elements of the programs found.


The template can be seen in Annex 1 of this document.

Results by country

The following are the programs found in this mapping at European level divided by country.

1. Austria (page 6)
2. Belgium (page 9)
3. Czech Republic (page 13)
4. Denmark (page 27)
5. Germany (page 33)
6. Slovenia (page 36)
7. Spain (page 40)





Country	Austria 	Organization	Maas Research and Consulting
Program Identification			
Name	Url		Developed by
VOLLFAN statt voll fett	https://www.facebook.com/rapidvollfans https://www.facebook.com/austriavollfans		Sucht- und Drogenkoordination Wien, http://drogenhilfe.at/
Context and objectives			
Objectives	General objective: The campaign aims to prevent problematic alcohol use of young football fans in Viennese football stadiums. Specific objectives: promoting responsible use of alcohol in football stadiums, increase of consumption of alcohol free drinks in and around the stadiums, promoting dealing with the own risk behavior of youngsters and young stadium visitors, promoting personal responsibility and change of consumer behavior regarding alcoholic beverages.		
Pedagogical frame	The program focuses on the role of peers and the personnel in the stadium (e.g. staff of football clubs, gastronomy, team coaches, security)		
Characteristics			
Implementation setting	Leisure time		
Addressed to	Youth (17 - 25 years)		
Methodology	No information available		
Program Schedule	No information available		
Educational material format	information material (pocket info alcohol), give-aways, App for tablet-PC (quiz), Facebook pages for two popular football clubs in Vienna		
Type of activities	For propagators/opinion leaders: Workshops, regular meetings with staff of football clubs, information folder about the project and about alcohol consumption. For young stadium visitors: peer teams distribute information material and give-aways, App for tablet-pc (quiz), course with spectacles simulating drunkenness, stadium branding: posters, sujets on video wall, stadium announcements, 2 facebook pages for 2 football clubs.		
Evaluation			
Type of evaluation	Qualitative and quantitative		
Indicators	A. Responsible use of alcohol in the Football clubs (raised consciousness, action skills extended, multipliers are sensitized, Collaboration and communication of the different actors is improved) B. demand for and consumption of non-alcoholic healthy alternatives increased (clubs and restaurants develop alcohol-free, healthy alternatives, consumers know more non-alcoholic beverages) C. confrontation with one's own individual risk behavior and risky substance use of adolescent and young stadium visitors (awareness of the messages, dealing with subjects and messages, participation in hands-on special offers) D. More self-responsibility and possibly altered consumption behaviour in relation to alcoholic beverages (critical review of own attitudes, active search for information and discussion of the information material , Contact Increase)		
Evaluation tools	Phone interviews with staff of football clubs including gastronomy and security, participant observations, counting of contacts of peers, group discussions with peers, short personal interviews with the visitors of the course with spectacles simulating drunkenness, online-questionnaire.		
Results	A: partial success, part of staff of football clubs deals with alcohol consumption of stadium visitors. B: No change in supply and demand of non alcolic beverages due to interviews with caterers and the observations, the online-study indicates that probably there is a trend to non alcoholic beverages because of the project. C: a big part of the target group dealt with their risk behaviour, however this does not always change the consumption behaviour (D). The facebook presence of the project should be improved.		


More info

Cooperation partners: SK Rapid Wien und FK Austria Wien, Funds Healthy Austria. The project started 2011 and is prolonged for 2014. The evaluation report dates from 2012. The target group is defined as young football fans 16-30 years old. The Facebook page of Rapid Wien has 1.557 likes, the facebook page of Austria Wien has 1.050 likes (2/6/2014).





Country	Belgium		Organization	Hogentschool Gent
Program Identification				
Name		Url		Developed by
Quality Nights		www.qualitynights.be		Modus Vivendi & VAD
Context and objectives				
Objectives	Promote a safer nightlife and reduce nightlife related risks			
Pedagogical frame	Healthy settings approach			
Characteristics				
Implementation setting	Leisure time – Nightlife			
Addressed to	Youth (17 - 25 years)			
Methodology	Club owners and event promoters have to implement different health services like free water, earplugs condoms, chill out, health info, ...in the venue or at the event. They are guided by local prevention workers, Facebook is used to communicate with partypeople			
Program Schedule	The negotiation and implementation process takes about 2-3 months and several meetings, control visit and press conference			
Educational material format	Paper based factsheet + powerpoint presentation + facebook			
Type of activities	Mainly meetings and actions to implement different services at the party locations			
Evaluation				
Type of evaluation	Quantitative			
Indicators	How many materials are disseminated, satisfaction of club owners, satisfaction of party people, ...			
Evaluation tools	Questionnaires			
Results	https://magic.piktochart.com/output/1070848-quality-nights-evaluatie-full			
More info				


Country	Belgium		Organization	Hogentschool Gent
Program Identification				
Name		Url		Developed by
Breakline		www.breakline.be		Vagga
Context and objectives				
Objectives		Harm reduction in nightlife		
Pedagogical frame		Peer to peer education		
Characteristics				
Implementation setting		Leisure time - Nightlife		
Addressed to		Youth (17 - 25 years)		
Methodology		Infostand with volunteers (peers) go to a party and interact with the crowd. Facebook is used to communicate online		
Program Schedule		1 night / party		
Educational material format		leaflets, facebook		
Type of activities		Peer to peer education		
Evaluation				
Type of evaluation		Quantitative		
Indicators		How many materials are disseminated, satisfaction party people, ...		
Evaluation tools		Questionnaires		
Results				
More info				


Country	Belgium		Organization	Hogentschool Gent
Program Identification				
Name		Url		Developed by
Vitalsounds		www.vitalsounds.be		CAW Stimulans
Context and objectives				
Objectives	Harm reduction in nightlife			
Pedagogical frame	Peer to peer education			
Characteristics				
Implementation setting	Leisure time - Nightlife			
Addressed to	Youth (17 - 25 years)			
Methodology	Infostand with volunteers (peers) go to a party and interact with the crowd. Facebook & twitter is used to communicate online			
Program Schedule	2 night / party			
Educational material format	leaflets, facebook & twitter			
Type of activities	Peer to peer education			
Evaluation				
Type of evaluation	Quantitative			
Indicators	How many materials are disseminated, satisfaction party people, ...			
Evaluation tools	Questionnaires			
Results				
More info				





Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url	Developed by	
Jdi do Klubu		www.jdidoklubu.cz/	Česká asociace streetwork, o.s. (ČAS)	
Context and objectives				
Objectives	to connect with other young people, social workers, and to offer low-threshold services for young people			
Pedagogical frame	low-threshold policy			
Characteristics				
Implementation setting	low-threshold social clubs			
Addressed to	Adolescence (11 - 16 years)			
Methodology	Providing information			
Program Schedule	online service with possibility to connect with professionals at designated time			
Educational material format	text, videos, chat			
Type of activities	setting up one own's blog, writing and publishing texts, chatting, where to seek help...			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				
https://www.facebook.com/nizkoprahy/posts/456157454443100				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url		Developed by
Online adiktologická poradna		http://poradna.adiktologie.cz/		Department of Addictology, 1st MedFac, Charles University in Prague
Context and objectives				
Objectives	on-line addictology counselling: to help young people with problems with: alcoho, internet addiction, procrastination, and other dependence			
Pedagogical frame	providing information, self-help, autoevaluation			
Characteristics				
Implementation setting	Leisure time			
Addressed to	adolescence, youths, adults			
Methodology	on-line counselling, providing information, self-help, autoevaluation			
Program Schedule	24hrs/7days			
Educational material format	written information			
Type of activities	counselling autoevaluation			
Evaluation				
Type of evaluation	Qualitative and quantitative			
Indicators	Outcome			
Evaluation tools	questionnaire, metadata			
Results	yes - published articles in professional journals			
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url	Developed by	
Drogová poradna		http://www.drogovaporadna.cz/	Sananim	
Context and objectives				
Objectives	on-line addictology counselling: to provide information on all types of addictive behavior, all types of substances and all drug related problems			
Pedagogical frame	online counselling, providing information, connecting with professionals.			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	adolescence, youths, adults, parents, prevention professionals			
Methodology	on-line counselling			
Program Schedule	24hrs/7days			
Educational material format	written information			
Type of activities	counselling, some activities are interactive, e.g. Fly on drugs			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				
http://starawww.drogovaporadna.cz/game.html				


Country	Czech Republic 	Organization	Charles University in Prague
Program Identification			
Name	Url	Developed by	
Prevence zneužívání syntetických drog	http://extc.cz/	Sdružení Podané ruce	
Context and objectives			
Objectives	prevention of abuse of synthetic drugs		
Pedagogical frame	online counselling, providing information, connecting with professionals.		
Characteristics			
Implementation setting	all of the setting items		
Addressed to	adolescence, youths, adults, parents, prevention professionals		
Methodology	on-line counselling		
Program Schedule	24hrs/7days		
Educational material format	written information		
Type of activities	counselling		
Evaluation			
Type of evaluation	None		
Indicators			
Evaluation tools			
Results			
More info			


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url	Developed by	
Webporadna		http://www.prevcentrum.cz/Webporadna.aspx	o.s. Prev-Centrum	
Context and objectives				
Objectives	to provide information on all types of addictive behavior, all types of substances and all drug related problems			
Pedagogical frame	online counselling, providing information, connecting with professionals.			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	adolescence, youths, adults, parents, prevention professionals			
Methodology	on-line counselling			
Program Schedule	answer in 24 hrs			
Educational material format	written information			
Type of activities	webcounselling			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url	Developed by	
Internetová poradna		http://www.cppt.cz/internetova-poradna	Centra protidrogové prevence a terapie, o.p.s.	
Context and objectives				
Objectives	To provide information on all types of addictive behavior, all types of substances and all drug related problems			
Pedagogical frame	online counselling, connecting with professionals.			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	adolescence, youths, adults, parents, prevention professionals			
Methodology	on-line counselling			
Program Schedule	answer in 5 working days			
Educational material format	written information			
Type of activities	webcounselling			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url	Developed by	
Internetová a telefonická poradna		http://www.laxus.cz/index.php?page=telefonicka-a-internetova-poradna	o.s. Laxus	
Context and objectives				
Objectives	to provide information on all types of addictive behavior, all types of substances and all drug related problems			
Pedagogical frame	online counselling, connecting with professionals.			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	adolescence, youths, adults, parents, prevention professionals			
Methodology	on-line counselling			
Program Schedule	answer in 5 working days			
Educational material format	written information			
Type of activities	webcounselling			
Evaluation				
Type of evaluation	process evaluation			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url		Developed by
Prevence-info.cz		http://www.prevence-info.cz/organizace/sananim-os		Ministry of Education, Youth, and Sports
Context and objectives				
Objectives	providing information			
Pedagogical frame	prevention education			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	adolescence, youths, adults, parents, prevention professionals			
Methodology	Providing information			
Program Schedule	None			
Educational material format	written information			
Type of activities	n.a.			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				

Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url		Developed by
O drogách		http://www.odrogach.cz/		Sananim
Context and objectives				
Objectives	providing information			
Pedagogical frame	prevention education			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	adolescence, youths, adults, parents, prevention professionals			
Methodology	Providing information			
Program Schedule	none			
Educational material format	written information			
Type of activities	n.a.			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url		Developed by
Program Komplex		http://www.casmp.cz/		Česká asociace školních metodiků prevence o.s. (ČAŠMP)
Context and objectives				
Objectives	on-line testing and sharing intervention programs			
Pedagogical frame	diagnosis and subsequent intervention in schools, connecting with other teachers on the position of school prevention methodologist			
Characteristics				
Implementation setting	School			
Addressed to	Teachers - on position of school prevention methodologists			
Methodology	on-line testing classroom climate and incidence of addictive behavior; than the subsequent selection of interventions - on-line. Proceedings of ideas for teachers - for practically work in prevention in classes.			
Program Schedule	none			
Educational material format	Proceedings of ideas for teachers, written informations, videos			
Type of activities	on-line tests, on-line interventions, group debates, suggestions for relaxation, prevention games			
Evaluation				
Type of evaluation	none			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url		Developed by
NISA - Národní informační systém v adiktologii		http://grantystaze.adiktologie.cz/co-je-nisa		Department of Addictology, 1st MedFac, Charles University in Prague
Context and objectives				
Objectives	system containing a database of organizations and programs in the network of addiction services - also including prevention. It allows to share information and work together on funding and grants			
Pedagogical frame	share information and work together on funding and grants			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	implementers of addiction services			
Methodology	Providing information, sharing contacts,emails, chat			
Program Schedule	none			
Educational material format	written informations, e-learning, videos, chat			
Type of activities	sharing contacts, informations about instutions,emails, chat			
Evaluation				
Type of evaluation	none			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url	Developed by	
Kudy kam		http://www.zkola.cz/kudykam/Stranky/KudyKam.aspx	Zlínský krajský úřad, Střední průmyslová škola Otrokovice	
Context and objectives				
Objectives	to provide information on all types of risky behavior, all drug related problems an the others			
Pedagogical frame	counselling, giving advise difficult life situations			
Characteristics				
Implementation setting	all of the setting items			
Addressed to	youth, teachers, parents			
Methodology	providing information			
Program Schedule	none			
Educational material format	written informations			
Type of activities	webcounselling - not interactive			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				


Country	Czech Republic		Organization	Charles University in Prague
Program Identification				
Name		Url		Developed by
Řekni drogám ne		http://www.reknidrogamne.cz/		VZP
Context and objectives				
Objectives	to provide information on all types of addictive behavior, all types of substances and all drug related problems			
Pedagogical frame	prevention education			
Characteristics				
Implementation setting	School			
Addressed to	adolescence and youth (10-19 years)			
Methodology	providind informations			
Program Schedule	none			
Educational material format	written informations, videos			
Type of activities	informations about the topic, publications, audiovisual spots			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				




Country	Denmark		Organization	Sex & Sundhed, Danish Centre for Sexual Health Promotion
Program Identification				
Name		Url		Developed by
Netstof		www.netstof.dk		SLAGELSE MISBRUGSCENTER OG CENTER FOR DIGITAL PÆDAGOGIK (Developed by Slagelse Municipality but used and promoted by 71 municipalities in Denmark)
Context and objectives				
Objectives	Provides facts about the effects and sideeffects of drugs to young people as well as adults. Provides a chatroom for young people to exchange experiences with drug abuse and how to overcome addiction and abuse. Provides an online opportunity to submit drug related questions to experts. Provides quick links to treatment facilities countrywide. Allows the young people to test their knowldeg about drugs online.			
Pedagogical frame	This is purely an online program consisting of a website with different interactive features providing information and access to experts.			
Characteristics				
Implementation setting	Leisure time			
Addressed to	Adressed to all age categories			
Methodology	Purely an online ressource for self-help and access to experts answering drug related questions. An educator who wishes to use the website in the classroom would simply have to study the site and its content and perhaps guide the students on their first visit to the site.			
Program Schedule	No schedule			
Educational material format	Online			
Type of activities	Chat plus Q&A			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				


Country	Denmark		Organization	Sex & Sundhed, Danish Centre for Sexual Health Promotion
Program Identification				
Name		Url		Developed by
U-Turn		www.u-turn.dk		Municipality of Copenhagen
Context and objectives				
Objectives	Rehabilitation of cannabis abusers under the age of 25. The program consists of a physical school delivering secondary education as well as extra curricula activities such as sports and social activities after school. The rehabilitation program is supported by an interactive webbased platform which allows the young people to ask questions, access online counseling and participate in chats to support their efforts to quit the drug abuse and avoid trigger situations.			
Pedagogical frame	The approach of U-Turn is holistic as it involves both students and their parents and it encompasses both a speciazed schooling facility, targeted after school ctivities and interactive webbased resources all com,plimenting each other and supporting the young people in their efforts to abstain from drugs.			
Characteristics				
Implementation setting	School			
Addressed to	Youth (17 - 25 years)			
Methodology	Holistic approach which demands a significant input of resources and which needs to be followed with great fidelity in order to be effective. The webbased platform can however be used as a stand alone tool in classroom settings where a teacher can direct students to the informational articles as well as the counseling services in order to strengthen competencies and knowledge in regards to healthy and drug free life styles.			
Program Schedule	Comprehensive as it includes special facility school and after school clubs tailored specifically to a particular target group of young drug users or at risk youth.			
Educational material format				
Type of activities				
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				


Country	Denmark		Organization	Sex & Sundhed, Danish Centre for Sexual Health Promotion
Program Identification				
Name		Url		Developed by
Cyberhus		www.cyberhus.dk		Insafe & Daphne Programme under the European Commission
Context and objectives				
Objectives	Provide a chatroom managed by experts where questions related to sex, alcohol and drugs can be discussed and answered.			
Pedagogical frame	This is purely an online program consisting of a website with different interactive features providing information and access to experts.			
Characteristics				
Implementation setting	Leisure time			
Addressed to	13-25 years			
Methodology	Online website			
Program Schedule	n.a.			
Educational material format	n.a.			
Type of activities	Chat plus Q&A			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				

Country	Denmark 	Organization	Sex & Sundhed, Danish Centre for Sexual Health Promotion
Program Identification			
Name	Url	Developed by	
Tackling	www.alinea.dk	Commercial educational company	
Context and objectives			
Objectives	Equipping students with knowledge and confidence to navigate safely in regards to alcohol, drugs and other risk issues/behaviour which could compromise their helath status.		
Pedagogical frame	The material is printbased but provides a wide variety of exercises for the students to work through: individual, roleplay, group exercises, discussion points etc.		
Characteristics			
Implementation setting	School		
Addressed to	Adolescence (11 - 16 years)		
Methodology	Print based materials and workbooks for students (no use of social media), but both online and print based guidelines for the educator (same concept as B&G Plus)		
Program Schedule	One week program for three consecutive years (grade 7-9)		
Educational material format	Printed material only		
Type of activities	Individual plus group exercises.		
Evaluation			
Type of evaluation	Qualitative and quantitative		
Indicators	Selfefficacy		
Evaluation tools	n.a.		
Results	Increased awareness, knowledge and selfefficacy.		
More info			


Country	Denmark		Organization	Sex & Sundhed, Danish Centre for Sexual Health Promotion
Program Identification				
Name		Url		Developed by
Goda		www.goda.dk/		Commercial alcohol producer
Context and objectives				
Objectives	To provide students, teachers and parents with access to information and guidance on how to navigate safely in regards to alcohol and partying during the teenage years.			
Pedagogical frame	The material is purely webbased and consists of a website divided into specific sections and sub-pages aimed at young people, teachers and parents. The youth section provides the access to information regarding alcohol and its effect on the body and behaviour as well as interactive quizzes testing knowledge levels. The website also provides an opportunity to ask specific questions and refers the other sources of information.			
Characteristics				
Implementation setting	Leisure time			
Addressed to	Adolescence (11 - 16 years)			
Methodology	Online website with information, guidelines and interactive games/quizzes			
Program Schedule	n.a.			
Educational material format	Online website			
Type of activities	Individual exercises and reading material.			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				





Country	Germany		Organization	Society for Applied Social Science
Program Identification				
Name		Url		Developed by
„Alkohol? Kenn dein Limit“		www.kenn-dein-limit.de		Bundeszentrale für gesundheitliche Aufklärung (BZgA)
Context and objectives				
Objectives	Raising awareness on alcohol related problems			
Pedagogical frame	Provide information about consequences of misuse, test to self reflect ones alcohol consumption			
Characteristics				
Implementation setting	Leisure time			
Addressed to	Adults (25 - 99 years) and young people aged 16 to 24			
Methodology	Website and Info-Tour (public events) with different offers			
Program Schedule	permanent website and single public events			
Educational material format	self reflecting test, text material, show performances,			
Type of activities	Opening events (interviews, readings and music), infos provided on a kind of fair			
Evaluation				
Type of evaluation	Quantitative			
Indicators	number of visitors			
Evaluation tools				
Results				
More info				

Country	Germany 	Organization	Society for Applied Social Science
Program Identification			
Name	Url	Developed by	
Rauchfrei	www.rauch-frei.info	Bundeszentrale für gesundheitliche Aufklärung (BZgA)	
Context and objectives			
Objectives	Provide help for to quit smoking		
Pedagogical frame	Information, social support (Rauchfrei-Community), individual program to break off smoking		
Characteristics			
Implementation setting	Leisure time		
Addressed to	Youth (17 - 25 years) and adults		
Methodology	social support in chatrooms or blogs, infos about positive consequences, coaching via Email		
Program Schedule	permanent web offer		
Educational material format	website and short paper flyers		
Type of activities	communication via internet		
Evaluation			
Type of evaluation	Quantitative		
Indicators	access, fragerström index, success		
Evaluation tools	telephone interview, pre-post design		
Results	35 % longterm abstinence		
More info			





Country	Slovenia		Organization	Utrip
Program Identification				
Name		Url	Developed by	
NE-Odvisen.SI		http://www.ne-odvisen.si/	NGO	
Context and objectives				
Objectives	The purpose of the campaign is disseminatin of adequate information to different target groups on the traps of addiction, the possibilities of assistance and the promotion of healthy lifestyles.			
Pedagogical frame	No theoretical background.			
Characteristics				
Implementation setting	Local communities.			
Addressed to	All age groups			
Methodology	One day 'campaign'.			
Program Schedule	One day			
Educational material format	Online brochures with information about how to be better parent, role model and info about different drugs, friendship, responsibilities etc...			
Type of activities	One day campaign			
Evaluation				
Type of evaluation	Quantitative			
Indicators	Questionnaires, letters ...			
Evaluation tools				
Results				
More info				


Country	Slovenia		Organization	Utrip
Program Identification				
Name		Url		Developed by
To sem jaz (That's me)		http://www.tosemjaz.net/		Public institute
Context and objectives				
Objectives	Youth health promotion program »That's me« was developed at the Department of Social Medicine and Health Promotion Institute of Public Health Celje.. The core content is focused on developing positive adolescent's self-esteem and social skills. The program is based on two approaches: online communication with young people and (prevention) workshops in schools.			
Pedagogical frame	No theoretical background.			
Characteristics				
Implementation setting	Schools and online			
Addressed to	11-20 years			
Methodology	Online counseling allows minors to access to anonymous, quick, and free consultations with experts from the fields of medicine, psychology and social work. There are more than 60 experts – volunteers who answer to questions.Workshops in schools are designed to develop those skills that facilitate young people growing up, support them in meeting the challenges of life and use creative problem solving strategies. Workshops are implemented by teachers.Workshops are based on the concept of the 10 steps to a better self-image.			
Program Schedule	n.a.			
Educational material format	Paper based and online support			
Type of activities				
Evaluation				
Type of evaluation	Quantitative			
Indicators				
Evaluation tools				
Results				
More info				


Country	Slovenia		Organization	Utrip
Program Identification				
Name		Url		Developed by
Tu smo (Here we are)		http://tusmo.si/		NGO
Context and objectives				
Objectives	The purpose of the team behind this is to develop and test some of the good practices in the prevention of self-harm of young people, particularly in the form of internet tools in order to provide advice and assistance.			
Pedagogical frame	No theoretical background.			
Characteristics				
Implementation setting	Online			
Addressed to	Young people			
Methodology	Online counseling to young people who ask for help.			
Program Schedule				
Educational material format	Online support			
Type of activities				
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				




Country	Spain		Organization	EDEX
Program Identification				
Name		Url		Developed by
eDucare		http://educare.edex.es/		EDEX
Context and objectives				
Objectives	Educare online platform is created by EDEX to deliver to school digital content related to health, drug prevention and the promotion of civic culture. Teachers of Elementary and Secondary Education will find on this platform a wide battery of didactic sequences designed to address such content in the classroom.			
Pedagogical frame	All contents are based on life skills education. They claim the educational development of the following skills: Self-awareness, empathy, assertive communication, interpersonal relations, Decision Making, Problem Solving and Conflict, Creative Thinking, Critical Thinking, Managing emotions and feelings, tensions and stress management.			
Characteristics				
Implementation setting	All settings (schools, non formal education, leisure time)			
Addressed to	Children and adolescents			
Methodology	Educare proposes the integration of personal and collaborative activities, and the use of various online tools and content in audiovisual format designed to promote educational diversity.			
Program Schedule	There are 3 sections. In each one there is different kind of programs. In the drug prevention section there are 2 different programs, one for 10 to 11 years old children and another one for 12 to 16 years old adolescents. In the first one there are 24 didactical units to be done in 2 courses (12 each level). Each e-unit has its own time to be developed. The time goes from 2 hours to 6 hours. The second one is for adolescents from 12 to 16 years old. This program is to be done in 4 levels. Each level has 8 e-units to be implemented in one hour each.			
Educational material format	Educational material is completely online. It has video content and online information links and applications.			
Type of activities	There are many kind of activities. Most of them are the use of an online application to develop a presentation, an online debate, an onlin comic, etc... to explain the content of a topic.			
Evaluation				
Type of evaluation	Qualitative			
Indicators	platform Usability, suitable content for students, useful activities to reach program's objective, design of the website, learning facilitation.			
Evaluation tools	Questionnaires for teachers and group debate with students			
Results	Still on analysis but a very positive preanalysis feedback in student's atraction to adolescent's online program. They feel more involve in their own learning procedure and they want to continue with unfinished activities at home.			
More info				
This is a new platform, still adding new material, and some pilot implementations have been done.				

Country	Spain		Organization	EDEX
Program Identification				
Name		Url		Developed by
Construye tu mundo		http://www.fad.es/construyetumundo		FAD
Context and objectives				
Objectives	Reduce consumption of alcohol, illegal drugs and tobacco. Delay the age of first use of tobacco, alcohol and drugs illegal.			
Pedagogical frame	It consists of four phases which are intended that students actively participate in health and prevention of risk behaviors.			
Characteristics				
Implementation setting	School			
Addressed to	Primary and secondary teachers and students.			
Methodology	n.a.			
Program Schedule	The program consists of 9 activities per year for students from 3 years up to 16 years old students.			
Educational material format	Downloadable material			
Type of activities	n.a.			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				

Country	Spain		Organization	EDEX
Program Identification				
Name		Url		Developed by
Drojnet 2		http://drojnet2.eu/drojnet2-inicio		Drojnet 2 is co-financed by the ERDF (European Regional Development Fund) within the Cross Border Cooperation Programme Spain-France-Andorra 2007-2013 (POCTEFA) and the four participating partners.
Context and objectives				
Objectives	the Drojnet 2 project aims to use new information technologies and communication (mobile messaging, web pages and social networking sites) as a system of participation and involvement of young people in the development and dissemination of prevention messages and reduction risks associated with the consumption of alcohol, tobacco and other drugs among young people.			
Pedagogical frame	Information as preventive tool			
Characteristics				
Implementation setting	School and nightlife			
Addressed to	Adolescence (11 - 16 years) and youth			
Methodology	The creation, reception on their mobile and broadcasting youth wishing to participate in the draft messages (SMS and MMS) with preventive drug content. Receiving SMS and MMS risk reduction messages through the bluetooth system in nightlife settings.			
Program Schedule	Any time			
Educational material format	SMS and MMS messages			
Type of activities	Create and receive prevention messages via mobile phone			
Evaluation				
Type of evaluation	Process evaluation			
Indicators	Number of meetings held to exchange experiences between program professionals. - Number of meetings between program professionals and target population. - 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).S6Program specific instruments used (e.g. self-constructed collection instrument).			
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument) and Qualitative instrument			
Results	After receiving Drojnet2 SMS, 50% of young people feel better informed about drugs, 53% say they are more aware of consumption risks and are more critical than before, 58% reinforced their intention not to consume, 41% felt it was helpful to behave more responsibly and 24% said it was helpful to reduce consumption. Some say they do not want to receive information because they prefer do searches by themselves, especially in forums since websites are often outdated. They also said they would like something closer, more interactive and with smaller groups as they do not really trust people in social networks. During the implementation of the program it was realized that using social networks (since ICT are constantly changing) would have required professional assistance to advise the team. Besides, technology selected at the beginning of the project for being innovative progressively showed several limitations and was gradually replaced by Virtual social networks, so Drojnet 2 has boosted its presence in virtual social networks, implementing a prevention methodology 2.0.			
More info				

Country	Spain		Organization	EDEX
Program Identification				
Name		Url		Developed by
Tabacoff		http://www.tabacoff.org/		Goverment of La Rioja
Context and objectives				
Objectives	Provide information about tobacco and give up smoking			
Pedagogical frame	8 steps to quit			
Characteristics				
Implementation setting	All settings			
Addressed to	Smokers			
Methodology	Users should succeed 8 steps presented on the web. Once it overcomes one is given access to the next.			
Program Schedule	8 steps			
Educational material format	Videogame format			
Type of activities	n.a.			
Evaluation				
Type of evaluation	None			
Indicators				
Evaluation tools				
Results				
More info				

Country	Spain		Organization	EDEX
Program Identification				
Name		Url		Developed by
KOLOKON		http://www.kolokon.com/cas_accesible/alcohol.aspx		Ayuntamiento de Portugalete
Context and objectives				
Objectives	Provide / young internet users in particular and the general population, accessing the web, objective information about most frequently used drugs and reliable information about sexuality.			
Pedagogical frame	<p>The webpage creators explain: It is clear that the more information available to our young people, it will be easier for them to make better decisions and exercise their freedom. Those who choose not to take drugs, besides they will not have problems with them, they could look for reasons to go without using drugs and those who are drug users they will find how to avoid unwanted consequences. The appearance of the "virtual world" and the growing interest of young people on this, forced us to trace in this field new tools to prevent problems resulting from drug use, ie, use a new information channel, Internet as disseminating information space. Through this channel we could reach a greater number of people.</p> <p>So, we decided to get into new technologies to reach young people, but using a flexible language and a youthful, coming, near appearance. In short, their tone, their style.</p>			
Characteristics				
Implementation setting	All kind of settings			
Addressed to	Youngs (15 - 25) and general population			
Methodology	Online service to give support and advice			
Program Schedule	Anytime users need information they can find it in the website or write a question that will be answered in 48 hours.			
Educational material format	Online information			
Type of activities	Provide information			
Evaluation				
Type of evaluation	There is a website visitor statistic data			
Indicators	Visitors of the website			
Evaluation tools	Web counter			
Results	There are no effectiveness results, just number of visitors. 80% of visitors are focus on sex section and 20% on drugs. 54% are women and 25-34 age group is the most interested one.			
More info				


EDDRA database search


As it was done in the review made by those countries participating in the project in relation to prevention programs based on social media, we have done a review of the programs that are included in EDDRA database.

In this search we have explored the characteristics of 537 programs of 26 European countries.

Below it is possible to see those programs that have the characteristics we were looking for (social media based programs as the definition made in the Introduction of this document):




Country	Belgium 	
Program Identification		
Name	Url	Developed by
Partywise	http://www.vad.be/sectoren/uitgaan/in-de-kijker.aspx	VAD
Context and objectives		
Objectives	Partywise is a prevention concept whose primary objective is to encourage party people to take their responsibility during a night out. Partywise tries to inform and sensitize clubbers in different ways, so that they can take responsible choices especially in regard to the risks of alcohol and drug use.	
Pedagogical frame	This intervention is based on the "Healthy Settings Approach". Within the nightlife setting the manipulation of the setting gives the best hopes for a change in behaviour. It is easier to change the setting than to try change the person or the substances used. A healthy environment leads to a healthy behaviour. The change in setting includes actions such as: better ventilation, free water supply, good basis conduct rules, good enforcement of these rules, presence of prevention materials.	
Characteristics		
Implementation setting	Leisure time	
Addressed to	Adults (25 - 99 years)	
Methodology	Partywise organizes every year a campaign or actions such as: education via the partywise website; dissemination of posters, flyers, stickers, newsletters and gadgets; publication of articles and advertisements in youth media; giving consult to party promoters and event organizers.	
Program Schedule	different activities all year	
Educational material format	said in methodology	
Type of activities	said in methodology	
Evaluation		
Type of evaluation	Process evaluation	
Indicators	Appreciation of Partywise-concept by party people: -number of people visiting Partywise-website -number of newsletters send to party people -number of articles published concerning the issue in Youth magazines -number of leaflets, posters and other information materials and gadgets distributed. Appreciation of partywise-concept by professionals: -number of consult on demand given to professionals -training sessions given to professionals -number of newsletters send to professionals.	
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument). Modified (standard) instrument used (e.g. a recognised standard instrument was used but modified according to programme specific needs).	
Results	A survey filled in by 125 party people concerned the Partywise-website. The first contact with the Partywise -website was initiated through peers and friends (21.5%), professionals (16.5%), published articles (16.5%), other Partywise-material (17.4%), banners on other sites (21.5%). 94.4 of the repondents thinks that the website is up-to-date, 93.3% finds the website clear, 92.5% likes the visual style of the website. As a whole the website gets a score of 8.4/10. For 75% of the respondents it is OK to receive 4 times/year the newsletter. The number of pageviews on the Partwise-website varied over the last 5 year as such: 2003: 47.914 pageveiwis; 2004: 110.608 pageviews; 2005: 59.924 pageviews; 2006: 58.984 pageviews; 2007: 98.108 pageviews and 2008: 58.786 pageviews. Differences in the instruments used to measure the number of pageviews over the years make a comparison difficult.	
More info		
EDDRA quality level: 1		


Country	Belgium 	
Program Identification		
Name	Url	Developed by
A Cool World: An Alcohol Awareness Campaign Targeting 12-16 Year Olds	www.acoolworld.be	Association for Alcohol and other Drug problems
Context and objectives		
Objectives	'Acoolworld' is an information and awareness campaign with as main purpose to inform youngsters between 12 and 16 years and to let them communicate about alcohol and alcohol use. The idea is to teach youngsters how to handle alcohol in a more conscious way.	
Pedagogical frame	The younger you experiment with alcohol, the bigger the chances of problematic alcohol abuse at a later age. Prevention campaigns for young people should also concentrate on postponing the starting age. The red line in the information campaign is: 'You can also be cool without alcohol'. Everybody can play a role in making it possible to talk about alcohol and drug related problems, to prevent and to remedy. To reach young people aged between 12 and 16 year it is important to inform the key figures in their environment. Those who make a preventive approach really effective are not the experts, but the people who are the closest to the target group. In particular, people responsible for a youth movement, youth services, teachers, primary health care workers, parents, ... They can inform the youngsters and anticipate on the actual situations and events. They can prolong the lifespan of the initiatives. Their specific approach contributes to the global approach of the problem. Key figures are regularly informed about the activities and initiatives and can, if necessary, count on support.	
Characteristics		
Implementation setting	All settings	
Addressed to	Adolescence (11 - 16 years)	
Methodology	'A Cool World' is the virtual world of four animation figures. One of the four guides the youngsters on a pleasant way through the site. On the website you can find a self-test (Do you know yourself as well as you think) and a knowledge test (contest). In the virtual youth club the youngster can look up what alcohol does with his/her body, see how much alcohol there is in a drink and deal with certain myths. On a party of the four main characters the youngster can decide how much and what everybody's drinking... There are also famous people passing by and giving their opinions. At the forum, there can be communicated with other youngsters and if you want you can send in, privacy guaranteed, your personal story to VAD...To sensitise and inform the youngsters and the key figures, the website is updated every year, new contests are held, leaflets are developed, a conference is organised and mailings are posted.	
Program Schedule	n.a.	
Educational material format	Downloadable pdf gides for teachers and online information for kids	
Type of activities	Provide information about alcohol and a forum to share information with peers	
Evaluation		
Type of evaluation	Process evaluation	
Indicators	* the number of developed materials, * distribution of the material, * visitors of the website, * nomination as site of the year (www.sitevanhetjaar.be) Clickx magazine, * participants in the contest, * the amount of received stories, * the attention of the press, * mailings, * participants conference	
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument)	

Results	Amount of visitors of the website 'A cool world' 2003 : 10.709. Amount of entries for the contest: 262. * goods ordered 'A cool World' by announcement and on demand: 1. leaflet alcopops:: 5.687 units. 2. Postcard: 3.143 units. 3. sticker: 1.530 units. 4. key holder: 473 units. 5. poster: 357 units. 6. T-shirt (out of stock): 33 units. 2003: Repetition of message by a press conference and a mailing to intermediates. * press conference (15/04/03). Media attention on: -TV: TV1, VTM, VT4, ATV. -Radio: Radio1, Studio Brussel, 4FM, Q-music, FM Bxl. -Magazines: This week in Brussels, De Bond, Move-X. . Specialised press: De artsenkrant (doctors).
More info	
EDDRA quality level: 1	




Country	Germany	
Program Identification		
Name	Url	Developed by
Quit the Shit	https://www.quit-the-shit.net/qts/start.do	Federal Centre for Health Education
Context and objectives		
Objectives	Is an online withdrawal programme for juvenile cannabis consumers who intend to reduce or quit their cannabis consumption	
Pedagogical frame	The programme structure and counselling are based on the principles of self-regulation and self-control formulated by Kanfer (1986) and the intervention concept of the solution-focused approach which has been described by De Shazer (1997).	
Characteristics		
Implementation setting	Online	
Addressed to	Youth (17 - 25 years)	
Methodology	Core element is an interactive diary, where users document their cannabis consumption behaviour on a regular basis - ideally every day - during a period of 50 days. The counselling team supports each participant in achieving the personal goal by providing regular and individual feedback at least once a week.	
Program Schedule	50 days writing once a day	
Educational material format	online diary	
Type of activities	write in a diary and receive feedback by experts	
Evaluation		
Type of evaluation	Process evaluation	
Indicators	Comprehensibility of information, user-friendliness of programme elements and acceptance of the programme (recommendation by users)	
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument) and Modified (standard) instrument used (e.g. a recognised standard instrument was used but modified according to programme specific needs)	
Results	More than 90 per cent of QTS-User assess the provided information used to control one's own cannabis consumption to be comprehensible and evaluate the website as easy to use. The same holds true for the contact to the counselling team. The user feedback shows clearly that especially the central programme components - the diary and the diary comments made by the counselling team - are highly accepted and represent an efficient aid in reducing cannabis consumption. Eventually, these positive assessments of individual programme elements add up to a high recommendation rate: 85 per cent of the participants claim that they will recommend "Quit the Shit" to others.	
Type of evaluation	Outcome evaluation	
Indicators	Consumption quantity and frequency of consumption 3 and 6 months after completing the programme, Outcome regarding drug-related self-efficacy and Outcome on psychological well-being	
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument), Drug-Taking Confidence Questionnaire (DTCQ-8): Sklar SM, Turner NE: A brief measure for the assessment of coping self-efficacy among alcohol and other drug users. Addiction 1999; 94(5):723 – 729. Trait Scale of the State-Trait Anxiety Inventory (STAI-T): Laux L, Glanzmann P, Schaffner P, Spielberger CD: Das State-Trait-Angstinventar. Theoretische Grundlagen und Handanweisung. Weinheim: Beltz Test GmbH, 1981. General Depression Scale: Hautzinger M, Bailer M: Allgemeine Depressions Skala. Weinheim: Beltz Test GmbH, 1993. Satisfaction with Life Scale: Schumacher J: SWLS - Satisfaction with Life Scale. In Diagnostische Verfahren zu Lebensqualität und Wohlbefinden (Diagnostik für Klinik und Praxis, Band 2). Edited by: Schumacher J, Klaiberg A & Brähler E. Göttingen: Hogrefe; 2003: 305 – 309 and Diary entries: 30-days consumption Frequency of daily consumption Gram marihuana and	


	hashish within the last 30 days
Results	Three months after registration users of QTS show a significantly stronger reduction in both consumption measures (amount and frequency of cannabis use) than members of the waiting list. The between-group effect sizes can be considered as moderate to large (frequency: Cohen's $d=0.98$; quantity: $d=0.75$). QTS-users show significant improvements regarding drug-related self-efficacy with a moderate between-group effect size ($d=0.60$). QTS-participants show a significantly stronger improvement of psychological wellbeing. Thus, a lower level of anxiety ($d=0.45$) and depression ($d=0.26$) and a higher life satisfaction ($d=0.28$) were observed in the treatment condition, too.
More info	
EDDRA quality level: 3	

Country	Germany	
Program Identification		
Name	Url	Developed by
www.starke-eltern.de: An Internet Forum for Education and Addiction Prevention	www.starke-eltern.de	Hessen State Agency against Risks of Addiction, registered association
Context and objectives		
Objectives	The www.starke-eltern.de Internet project is aimed at supporting the general competencies and resources for life, as "strong children need strong parents". Parents are to be supported in protecting their children against risks of addiction by information, suggestions and practical advice for upbringing. Education and support are also to be given by exchanges, counselling and information on addictive substances and the origination of an addiction.	
Pedagogical frame	Regional access to personal information, motivation and advice (easy access via a map of Hesse). Critical consideration of topics dealing with the prevention of addiction. Access via forums which reflect the personal themes of the users and in special parents' forums (parents for parents, social networks, discussion). The qualities which parents, as interactive partners, as those charged with bringing up their children and as facilitators of development opportunities (Schneewind, 2000, 192), bring to organizing their family environment in a way which encourages the development of their children is dependent both on internal resources (motivation, knowledge, skills) as well as on external resources (economic resources, social networks). Providing information and support by way of information, suggestions and practical pointers as to how parents can protect their children against the risks of addiction. ¿ Providing information and stimulating thought by means of interactive elements. Providing information on addictive substances and the contexts in which addictions develop. Low-threshold access via the medium of the internet. More than 50 percent of private households in Germany now have a PC, and the trend is upward (source: 19.6.2002, Federal Office for Statistics (Statistisches Bundesamt)).	
Characteristics		
Implementation setting	Online	
Addressed to	Parents	
Methodology	the internet portal concentrates on three main areas: 1. Interactive games and tests provide the opportunity for parents to have fun when testing themselves so that they can obtain a personal assessment in respect of bringing up children and preventing addiction. 2. Discussion forums which are serviced by specialists have the function of sharing experiences and critically discussing topics relating to the prevention of addiction. The forum makes possible direct contact with the experts of the Specialist Offices for the Prevention of Addiction of the Federal Land of Hesse. The forum serves as a platform for the participants to exchange ideas with other parents, carers and other interested parties. 3. Specialists of the Specialist Offices for the Prevention of Addiction of the Federal Land of Hesse, which is the specialist contact in all regions and towns of the Federal Land of Hesse, also provide information and advice. The specialist offices also provide pointers to events and current projects.	
Program Schedule	a.n.	
Educational material format	Online games, chats and online support	
Type of activities	newsletter, expert discussions, advice and support, brochure/leaflet, counselling, education (skills, abilities, etc.), information, parents' groups, parents' meetings, posters, press advertising, radio features	
Evaluation		
Type of evaluation	Process evaluation	
Indicators	Number of homepage inquiries and Registrations with the forum and the number of sent e	


	mails providing advice
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument)
Results	The results clearly show that provision is very positively received by the target group. Approx. 400,000 inquiries were made to starke-eltern.de's internet site in 2003. 1,005 persons have had themselves registered in the forum, and there are 70 entries which can be read. Although e-mail advice was not recorded directly, starke-eltern.de's own estimates suggest that there were 30-40 inquiries made in 2003 to August.
More info	
EDDRA quality level: 1	



Country	Spain	
Program Identification		
Name	Url	Developed by
Sensitization of the youth population and their families to the problems resulting from drug use, via the Internet (website) and new mobile technologies (SMS).	www.lasdrogas.info	Instituto para el Estudio de las Adicciones (IEA)
Context and objectives		
Objectives	Increase awareness and sensitize the population to the problems of drug use, with special emphasis on young people and alcohol consumption, providing factual and scientific information.	
Pedagogical frame	The information is not a sufficient but necessary condition so that a change of behaviour is made. For that reason, our departure point is to use new information and communication technologies in order to transmit knowledge related to the drug dependency and addictions in a generalized, anonymous form and in real time.	
Characteristics		
Implementation setting	Online	
Addressed to	General population	
Methodology	Provide information	
Program Schedule	Website update	
Educational material format	Online information	
Type of activities	Update every day the web site with the most important news produces in the mass media and scientifc Journals. Update with the new data about law, concerning Spain and Europe. Update our 'Calendar of Events' with all the conferences, seminars, congresses taking place in Spain and the most important taking place all around the world. Include new publications and others materials related with drug addiction published in Spain and from the EMCDDA. Send information across our mailing list to include nearly 8.000 persons from all around the word, every week.	
Evaluation		
Type of evaluation	Process evaluation	
Indicators	Use and diffusion of the news related to the negative consequences associated to the drug consumption. Visits received in the channel of parents/mothers and consultations generated by the subject families.	
Evaluation tools	n.a.	
Results	Every month, the www.lasdrogas.info website, along with www.lasdrogas.net (the first and only Directory of Internet Resources on addictions) serves up an average of 750,000 pages to over 150,000 visitors worldwide. It also has over 7,400 registered users, to whom information about addictions is periodically sent. It is the world's leading Spanish-language website on drug dependence. The parents section actually is one the most sucesfull part of the website.	
More info		
EDDRA quality level: 1		

Country	Spain		Organization	EDEX
Program Identification				
Name		Url	Developed by	
Drojnet 2		http://drojnet2.eu/drojnet2-inicio	Drojnet 2 is co-financed by the ERDF (European Regional Development Fund) within the Cross Border Cooperation Programme Spain-France-Andorra 2007-2013 (POCTEFA) and the four participating partners.	
Context and objectives				
Objectives	the Drojnet 2 project aims to use new information technologies and communication (mobile messaging, web pages and social networking sites) as a system of participation and involvement of young people in the development and dissemination of prevention messages and reduction risks associated with the consumption of alcohol, tobacco and other drugs among young people.			
Pedagogical frame	Information as preventive tool			
Characteristics				
Implementation setting	School and nightlife			
Addressed to	Adolescence (11 - 16 years) and youth			
Methodology	The creation, reception on their mobile and broadcasting youth wishing to participate in the draft messages (SMS and MMS) with preventive drug content. Receiving SMS and MMS risk reduction messages through the bluetooth system in nightlife settings.			
Program Schedule	Any time			
Educational material format	SMS and MMS messages			
Type of activities	Create and receive prevention messages via mobile phone			
Evaluation				
Type of evaluation	Process evaluation			
Indicators	Number of meetings held to exchange experiences between program professionals. - Number of meetings between program professionals and target population. - 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).S6Program specific instruments used (e.g. self-constructed collection instrument).			
Evaluation tools	Program specific instruments used (e.g. self-constructed collection instrument) and Qualitative instrument			
Results	After receiving Drojnet2 SMS, 50% of young people feel better informed about drugs, 53% say they are more aware of consumption risks and are more critical than before, 58% reinforced their intention not to consume, 41% felt it was helpful to behave more responsibly and 24% said it was helpful to reduce consumption. Some say they do not want to receive information because they prefer do searches by themselves, especially in forums since websites are often outdated. They also said they would like something closer, more interactive and with smaller groups as they do not really trust people in social networks. During the implementation of the program it was realized that using social networks (since ICT are constantly changing) would have required professional assistance to advise the team. Besides, technology selected at the beginning of the project for being innovative progressively showed several limitations and was gradually replaced by Virtual social networks, so Drojnet 2 has boosted its presence in virtual social networks, implementing a prevention methodology 2.0.			
More info				
EDDRA quality level: 2				



Country	Portugal	
Program Identification		
Name	Url	Developed by
Me and the others	www.tu-alinhas.pt	FTU Institute for Narcotics and Substanceabuse
Context and objectives		
Objectives	To conceive and to develop a set of prevention materials of drug addiction directed at young people. To promote youngsters' healthy lifestyles, and social and personal growth.	
Pedagogical frame	'Me and the others' is based on several theoretical models, presented according to PERK: Social learning theory (Bandura) - emphasises the importance of observing and modelling the behaviours, attitudes and emotional reaction of others. The modelling process is made up of the processes of attention, retention, reproduction and motivation. Using an interactive story, each participant identifies himself with the characters and with the other players, how they understand the questions and how they solve them. Life skills theory (Botvin) — The stories explore issues concerned with problem solving, critical thinking, communication skills, self-awareness and coping with stress. Normative beliefs (Hansen) — Main factors of intervention: Perception and estimation of drug use in the general population, among young people, among peers; Perception of media, publicity and social influences on psychoactive substances use. The project promotes contexts of clarification of 'normative beliefs', through a group game with guided research.	
Characteristics		
Implementation setting	School	
Addressed to	Adolescence (11 - 16 years)	
Methodology	The programme has the following modules: (1) Prevention framework (according to the specific situation needs); (2) Project 'Me and the others' (27 hours) ; (3) Communication processes — reflecting the intervention (3 hours and 30 minutes to fill in a table after each one of the 7 application sessions); (4) Supervision and monitorisation of the intervention with the youngsters (13 hours). 'Me and the others' is composed of 8 stories, each one with a main theme: (1) growing, (2) friendship, (3) school, (4) family, (5) relationships (love and passions); (6) drugs and law; (7) recreational night settings and (8) future. Each story should be used in five work sessions, as a minimum. The work session should last 1 hour and 30 minutes, and each story needs around 7 sessions to be played. Each session is organised in 3 moments: (1) warming up the group; (2) game time and (3) reflection time. A trained game master is necessary for the session (who is the reference figure and will define rules and facilitate the group); usually, the group size corresponds to a class, or half a class (between 12 and 23 elements); one computer with Internet connection is necessary for presenting the story through the www.tu-alinhas.pt website, and to make available research material). The space should be organised in order to allow and facilitate players' participation. The minimal number of hours is 54 hours in total.	
Program Schedule	See methodology	
Educational material format	Paper-based plus web-based	
Type of activities	Group sessions and group role play	
Evaluation		
Type of evaluation	Qualitative and quantitative	
Indicators	Outcome indicator: Improved levels of: Time Management, Social Competence, Achievement Motivation, Intellectual Flexibility, Task Leadership, Emotional Control, Active Initiative, Self-confidence.	
Evaluation tools	LEQ - Life Effectiveness Questionnaire	

Results	The results of the past year where: Improved Levels of Time Management (0,13*), Social Competence (0,06), Intellectual Flexibility (0,07), Task Leadership (0,24), Emotional Control (0,22), Self Confidence (0,06) and Active Initiative (0,04). The only factor that we don't find any improvement was Achievement Motivation (-0,03). The results are improving year by year since 2008. *effect size by confidence interval.
More info	
EDDRA quality level: 2	

Analysis of the results

Below there are the analysis of the results extracted after mapping. We show here a reflection on the most significant elements of the programs found in the mapping having in mind the program we aim to create within the “Boys & Girls Plus” project.

About objectives and pedagogical frame

1. Most common objectives are to provide information on drugs and to put in contact with expert to deliver that information or some kind of counseling.
2. Most approaches are based on the promotion of self-efficacy and empowerment of the target group so that they may have both the technical and personal skills to adopt individual health promoting behavior.
3. Many programs have a holistic life skills approach where it is acknowledged that simply providing information is not sufficient in regards to health promotion, and that health behavior is a product of many individual factors as well as external environmental factors – hence a focus on building up skills to behave and navigate healthily and confidently to preserve own health.

About characteristics

1. All of the programs identified are targeting the same age group as B&G Plus, but many have extended the target group beyond 18/19 years – in other words the programs are not exclusively targeting the 13-18/19 year olds such as B&G Plus
2. Most programs are based on self-referral and the target group accessing information in their own time and outside the school setting or other formal/semi-formal settings.
3. Most programs include social media/new media in the form of a website which allows the target group to access factual information regarding drugs and alcohol, online counseling and/or chat with professionals and peers.
4. The majority of programs consist of online information/counseling combined with another form of communication such as pamphlets, events, workshops, brochures etc. Very few are based solely on electronic media without any other form of interaction with the target group.

About evaluation

1. Very few of the identified programs have undergone formal and documented process and outcome evaluations, no substantial information in terms of efficacy and efficiency is therefore available. Many projects based their evaluation on their website hit counter or in the opinion of the users about the update status of the web, the relevance of the information given or other characteristics like the accessibility or design.
2. However, some programs are attached with anecdotal evidence that the target group appreciate accessing information and learning via online/electronic media rather than more traditional means of communication and education.
3. In this sense, young people value more positively, instead of being passive recipients of information messages, to have a more active role searching this information in internet. They prefer closer and more interactive content.

Conclusions

1. There seems to be **quite a few drug use prevention programs targeting young people** and including some form of social and/or social media, but mostly in the form of a **website which allows the user to access factual information and counseling/chat with professionals/peers**. But **none seem to provide a sequential unit-based educational system** which can be used by and with a teacher/educator in a formal and or semi- informal setting.
2. Where evaluation of drug prevention interventions targeting youth exists it seems that the **young people appreciate accessing information and learning via electronic media and (online) platforms** such as websites, apps and facebook, and that the prevention programs extended this way does have a positive effect on behavior.
3. There are many programs that use internet to provide information for different kind of population groups but **there is a lack of programs that** give the opportunity to adolescents to reflect on the promotion of healthy lifestyles and **provide educational tools to create their own preventive messages to be shared in the net with peers**.
4. Based on the findings of the social media mapping exercise it seems that **a holistic drug use prevention and health promotion education program where both social media and paper based media are used (such as B& G Plus) would be relevant**, given that social media seems to resonate with the target group when it comes to accessing health related information and given that very few programs currently offer teachers and educators materials equipping them to play an active role in youth drug prevention.

Annex 1 – Data collection tool

	Number	1	2	3
	Country			
Program identification	Name			
	url			
	Developed by			
Context and objectives	Objectives			
	Pedagogical frame			
Characteristics	Implementation setting			
	In case of "others"			
	Addressed to			
	In case of "others"			
	Methology			
	Program Schedule			
	Educational material format			
	Type of activities			
Evaluation	Type of evaluation			
	In case of "other"			
	Indicators			
	Evaluation tools			
	Results			
	More information			

A project by:



Business Solutions Europa