

# "Xperience" - Collaborating with Young Urban Artists: A Multilevel Drug Prevention Intervention Pilot

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## BACKGROUND

**Xperience** is a 3-year intervention study utilizing branded, live entertainment shows by peer performing artists who deliver and model drug risk avoidance messages about common "party drugs" to low-level and non-using urban youth, ages 14-20.

## KEY AIMS

Create drug-free "safe spaces" for youth.

Involve young artists in creating performances w/ prevention messages.

Disseminate drug prevention messages through live shows, and branded items (e.g. T shirts, key chains, CD/DVDs).

Evaluate intervention efficacy in sustaining non-drug use among youth.

Expand organizations and youth groups who support drug-free lifestyles.

Disseminate *Xperience* locally and nationally.

## IMPLEMENTATION (1/06-5/07)

Developed 7 messages reinforcing resistance to marijuana, alcohol and MDMA based on core values, self-efficacy, party drug expectancies and social influence.

Held 4 *Xperience* Hartford drug-free shows during summer of '06.

17 performing artists created new works of art with drug prevention messages.

Produced a CD featuring 6 works of art with prevention messages.

Hosted a CD release show ( May '07) w/ over 180 youth and adults in attendance.

Launched *Xperience* Hartford website.

Program manual development.

This project is a collaboration between the ICR, CHCM and the Hartford Animation Institute.

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## SURVEY PARTICIPANT DEMOGRAPHICS

Summer '06 Participants: N = 145, ages 15-20 (mean 16.37)

Ethnicity: 51% African-American, 43% Latino, and 5% White.

Survey Pilot: N = 88 for pre-test; N = 23 for pre & post-test.

Self-Reported Substance Use: 53% had never used alcohol, and 75% had never used marijuana, 95% had never use ecstasy.

Past 30 day Substance Use: Less than 10% reported marijuana or alcohol use one or more times in past 30 days.

## MESSAGE TAGLINES

### Self-efficacy

For those who choose not to use  
 Do it without drugs

### Social Influence

Help your friends choose not to use  
 Don't waste my time/ mind

### Drug Expectancies

No drinks, no drama  
 Keep your reputation, avoid  
 a drug situation  
 Do you really know what's in it?

## MESSAGE EVALUATION

Survey Question N=23	A Lot	Some	A Little	Not At All
How much do you believe in the messages at the show?	77.27	13.64	9.09	0
How much do you relate to these messages?	63.63	27.27	4.50	4.5
How much do you trust these messages?	81.81	13.63	4.50	0
How much do you support the idea of bringing drug-free entertainment to your city?	82.63	4.35	8.70	4.35

## CONCLUSIONS

Total audience reached approx. 237 youth across shows showing feasibility and acceptability of drug-free entertainment and persuasive drug resistance messaging with urban youth ages 14-20.

Post-test survey responses showed high levels of trust and belief in messages and mode of delivery.

A quasi-experimental design in 2007-08 will evaluate its short term efficacy.

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