

European Drug Prevention Prize 2014 Application Form

Pompidou Group Secretariat "Prevention Prize"
E-mail: Pompidou.PreventionPrize@coe.int

INSTRUCTIONS

Please complete this application in full and return it as text attachment to the above **e-mail** address.

The applications must reach the Secretariat NO LATER THAN **30 March 2014**.

Applications submitted by post or fax cannot be considered.

The application must be in English or French, the official working languages of the Pompidou Group.

Only fill in this form if the project is currently running or has recently finished.

The Pompidou Group's European Drug Prevention Prize is not a grant. It is an award for work done.

For further information, please e-mail: Pompidou.PreventionPrize@coe.int

A. PROJECT DETAILS

A.1. Name/Title of the Project:	Les supers-héros de la réduction des risques [Risk reduction superheroes]	
A.2. If the Project is part of an organisation, please give the organisation's name:	- Le Carnaval de Toulouse (porté par le Comité d'Organisation du Carnaval Unifié) [Toulouse Carnival (supported by the Unified Carnival Organisation Committee)] - Unis-Cité Midi-Pyrénées	
A.3. Country or countries of activities:	France	
A.4. Number of young people (aged under 25) participating in the project:	7	
A.5. Number of adults (aged 25 or over) participating in the project:	1	
A.6. Project start date	01/10/13	
A.7. Is your project on-going? (tick one box)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
A.8. Project end date (if any)?	End of April 2014	

B. CONTACT DETAILS OF THE PROJECT

B.1. Full Name of applicant:	Mareva Bayon, Unis-Cité Midi-Pyrénées		
B.2. Address:	12 rue Léonce Castelbou		
Postal Code:	31000	B.3. Telephone:	+ 33561139775
City:	Toulouse	B.4. E-mail:	mbayon@uniscite.fr
Country:	FRANCE		
B.5. If your project has a Website or a Webpage related to it, please provide the link.			
http://www.			
B.6. If your project uses social networking sites, please provide the link(s):.			
B.7. Name and surname of another contact person (<i>this should be a person who also knows the Project and is able to speak about it in English or French</i>):			
Colindre Clémence			
B.8. Contact details if different to the above:			
Telephone:	+		
Mobile:	0651973142		
E-mail:	lesinsomniaquesavelo@gmail.com		

C. PROJECT DESCRIPTION

Keep strictly to the word limits in this section of the application form. You have the opportunity to provide more details in a later part of the application form (see C.10.).

C.1. Is the Project solely concerned with drug prevention, or does it have broader aims/goals and objectives/intended outcome. (*Tick one box*)

☐ Solely concerned with drug prevention

☒ Some aims other than drug prevention

C.2. Please summarise the goals and objectives or intended outcomes of the Project as they relate to drug prevention. (*Maximum 100 words / 575 characters*)

The overall objective is:

- To reduce risk-taking by the public concerning the use of psychoactive substances, hearing damage and unsafe sexual behaviour during the Toulouse carnival parade.

For this, three intermediate objectives need to be achieved:

- Training on the issues of prevention and risk reduction
- Raising awareness among the Toulouse carnival organisers and participants (24 floats), at a party on Thursday 3 April, at the Carnival warehouse (play going over the above problems and distribution of equipment).
- Providing the public with the means to reduce risks during the parade (distribution of materials and awareness messages).

C.3. Provide a summary of the Project. Focus especially on the drug prevention aspects and on the participation of young people. This question is in three parts. Please answer all three parts. (*Maximum 1,000 words / 5750 characters*)

- a) Please describe the organisation of the Project: its structures, history, reasons for existence. (*100 words*)
- b) Please describe the Project's activities: what does it do with the client group(s), and what techniques does it use in its work? (*500 words*)
- c) Please describe the Project's accomplishments: what has it achieved? (*400 words*)

a)

We are a team of seven young volunteers undertaking civic service within the Unis-Cité association, involved in a project to reduce risk in the party scene (which takes up 2 days per week). We wanted to implement, with the support of the city of Toulouse, a plan for prevention and risk reduction at the carnival, which to date has no known prevention plan. We have cooperated with various partners, including:

- the carnival organisers,
- prevention and risk reduction associations.

It is an authentic pilot project because no risk reduction action has been taken at a travelling festival. Indeed, the city of Toulouse is working on a regular plan with street visits: 'Let's party more, risk less'.

b)

The first priority was to get trained on risk reduction and prevention of unsafe sexual behaviour. Training which was both theoretical (through the acquisition of knowledge about behaviours, the environment, substances and work on attitudes) and practical (intervention with the Tous Risques [All Risks] Association group in the party scene) was essential for us. We then developed the project:

- needs: no prevention action at this event planned, the ultimate party event which leads to risk-taking behaviour,
- definition of objectives (cited above),
- implementation of the action:
 - finding partners,
 - finding a budget,
 - participating in the communication of the carnival,
 - material for the construction of the bicycle-sledge, for costumes and decorations,
 - prevention/risk reduction material,
 - preparing an intervention for young people undertaking civic service (aged 16 to 25)
 - preparing an awareness evening for the parade organisers and participants.
- developing a schedule of activities necessary to be ready on 5 April 2014, for the city of Toulouse's parade and cremation of 'Mr Carnival'.

During the development of the project, we also used our knowledge to train other youth undertaking civic service on prevention and risk reduction on 5 occasions over a half-day module. These training sessions were conducted on 27 February and on 25 and 27 March 2014.

Definition of client groups: the public present at the event, the organisers, the parade participants, 60 young people undertaking service with Unis-Cité and ourselves.

The public present at the Carnival will have access to prevention materials: breathalysers, condoms (female, male), earplugs and leaflets distributed in the party setting by our team dressed up as superheroes.

Organisers and participants will have their awareness raised in advance at a party at the warehouse where the floats are put together through a mini show we created that explains the work done in the party scene (contact with the public, knowledge of the risk reduction material and legal and/or illegal substances).

The 60 young people undertaking Civic Service were trained in the prevention/risk reduction material used at our work in the party scene but also asked about their perceptions through role-playing.

Our group of volunteers supporting the project increased its knowledge of the prevention of addictive behaviour, which resulted in a change in conduct with respect to our use of psychoactive substances and the acquisition of a more professional view of risky behaviour (consumption, sexuality, and hearing damage)

Regarding methodology, we used the classic project development method with references to Health Promotion and using the risk reduction frame of reference of the 'Let's party more, Risk less' plan.

c)

Implementation of the project will take place on 5 April 2014.

From 6pm to midnight: prevention superheroes on the bicycle-sledge going around throughout the procession. Street visits are also planned.

For this it was necessary to:

- look for prevention/risk reduction partners: our commitment to a risk reduction project in the party scene has enabled us to meet the ATR group (Act Up South West, ANPAA [National Association for the Prevention of Alcoholism and Addiction], Avenir santé, etc.) and the 'Let's party more, Risk less' group (Act Up, ANPAA, Arpade [Regional Association for Prevention and Assistance in response to Dependencies and Exclusions], Avenir Santé and Clémence Isaure),
- look for a budget: a budget of 80 Euros was allocated to us by Unis-Cité,
- participate in the communication of the carnival: create a picture and text for the carnival leaflet (see attached 'Toulouse Carnival 2014 Leaflet' in the 'Practical Information and Prevention' section),
- look for partners to construct the bicycle-sledge, for costumes and decorations: we met and worked with Caracole (sustainable and equitable development association), Emmaüs, La Glanerie (sustainable development association in the Ressourcerie network), various cultural and charitable organisations participating in the parade,
- get hold of prevention/risk reduction material: awareness raising and risk reduction material was given to us by Avant-mardi (network of contemporary music association), ANPAA (National Association for the Prevention of Alcoholism and Addiction), Act Up South West (AIDS association),
- design and conduct interventions for 60 young people aged 16 to 25 undertaking civic service within Unis-Cité. These interventions have been developed from our own training, reading and the 'addictive behaviour' training (see section C.4.),
- organise an awareness evening for the parade organisers and participants: write a mini show and look for prevention/risk reduction material.

A photo essay is in progress (see attachment 'photographs of the start of reporting').

An evaluation will be carried out during the action in the form of a questionnaire (see attachment 'Assessment grid') whose indicators are: amount of material distributed, number of people met (sex, age group).

A more qualitative criterion on people's feelings on our activity will be integrated afterwards. Various interviews will be conducted with the partners to measure the impact of our activity and assess the suitability of renewing it for the 2015 carnival.

C.4. Please summarise *how* adults (if any) participate in the Project, their roles and responsibilities. (Maximum 500 words / 2875 characters)

Concerning the city of Toulouse, we are guided by Arielle Piccinini, Prevention and Risk Reduction in party settings project manager at the Municipal Service for Hygiene and Health. She guided us in the project methodology, in connecting us to resource people and in training on addiction. She allowed us full autonomy for the development and implementation of the project; her guidance takes the form of a half-day per week for a contribution of knowledge on the theme of risk reduction and partners. She will be responsible at the carnival event for decision-making in the context of a risk reduction action in the party scene (cancellation due to weather, safety of people and vigilance in our behaviour).

Our civic contract takes place within the Unis-Cité Midi-Pyrénées association; our team and project coordinator Cécile Henry-Amar has supported us in our work and as part of our contract. She allowed us to do the 'addictive behaviour' training in the Midi-Pyrénées Regional Information Centre on Drugs and Addictions (CIRDD) on 13 and 14 February and on 15 and 16 May 2014. She also guided us in the development of training days that we conducted with 60 other young people undertaking civic service from Unis-Cité Midi-Pyrénées and attended the first training session we provided. Added to this is her support looking for a budget, as embodied by 80 Euros received in early March. Follow-up meetings are held every two weeks. She is responsible for the smooth running of our civic service for the 'Insomniacs by bike' team.

C.5. Please summarise *how* young people actively participate in the Project.
(Maximum 500 words / 2875 characters)

The idea for this project came to us during a meeting with Arielle Piccinini in October 2013 while we were trying to work out how to raise awareness among a large population in the setting of a party event in the city of Toulouse. Our participation in the Carnival followed on naturally. So this is an idea that has become a project over the weeks. In this project, we carry out the action alone and we have performed all the tasks ourselves. To do this, each person's skills were put to use:

- Eloïse: experience in event organisation, great creativity and knowledge of the project approach.
- Désirée: skills in set design and costumes, photographic knowledge.
- Andy: great interest in new technologies especially anything related to social networks.
- Lola: knowledge of fashion design, graphic design software (Photoshop), and interest in communication.
- Lucas: very good interpersonal skills and experience in event organisation and manual labour.
- Gaétan: artistic training, knowledge of design, and talent for drawing.
- Clémence: organisational ability, command of English and training in communication.

We believe it is important to do prevention work with our peers, whether in the training we organised, at our interventions, in the party scene, or with the ATR group. The development and implementation of the project means we can get involved in the prevention of addictive behaviour beyond the Toulouse carnival and even our volunteer contract.

C.6. Are young people involved in:

Item & Definition	Yes or No	If YES, describe how (compulsory)
Strategy <i>Young people are involved in helping to create plans and strategies</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	This is a pilot project, developed and led by our team of young volunteers.
Structures <i>Young people are involved in decision-making processes</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We are present at the steering committee of the 'Let's party more, risk less' plan (of Toulouse City Council).
Systems <i>Systems are in place to ensure and enshrine young people's involvement</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	The remit is set by Arielle Piccinini for the municipal health council and by Unis-Cité for the civic service.
Staffing <i>Paid staff and adult volunteers (if any) work alongside young people and respect their contribution</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We work independently but are supported by Arielle Piccinini and Unis-Cité.
Development of skills and knowledge <i>The contribution that young people's experience can make to improve the service is acknowledged and utilised</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	This is a pilot project, created and led by non-professionals on an innovative plan. As a result of its interest, the partners see an opportunity to repeat it in following years.
Management <i>Young people have a role in the management of the project and have the power to hold adult staff and volunteers to account</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We are involved in operational management (from the project diagnostic to its evaluation) and financial management (the 80 Euro budget).
Delivery <i>Young people are involved in the delivery of services and activities</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We will carry out the mobile prevention plan during the Carnival. We have carried out training for 60 volunteers undertaking civic service.
Assessment <i>Young people are involved in the monitoring and evaluation of project activities</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We design the evaluation and the assessment tools ourselves. We will participate in the final report of the Carnival risk reduction project with the City

		Council ('Let's party more, risk less') and Unis-Cité.
<i>'Hard to Reach'</i> <i>The Project involves so-called 'difficult-to-reach' young people</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We are from different environments (urban, rural), different levels of education (high school to degree level), different regions and different socio-economic backgrounds.
<i>'Service User Involvement'</i> <i>The Project involves young people who are recipients of the service offered</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	We received training in prevention/risk reduction as non-professionals. We replicated and adapted these courses with 60 volunteers undertaking civic service from Unis-Cité Midi-Pyrenees.

C.7. Does the Project address issues of social equality? If yes, how? (How does it aim to reach stigmatised groups, or ensure fair participation by groups traditionally excluded, such as young people with disabilities, minority ethnic groups, etc.) (*Maximum 100 words / 575 characters*)

Non-judgment is the basis of our project, we practised it especially during our interventions in party scene with the ATR group. In addition, the action will unfold in the context of a popular event that reaches all populations (teenagers, young adults, adults, families, whatever their social, cultural or economic background, sexual orientation, or consumption and partying habits...).

To this we should add the training we provided to 60 young people undertaking civic service at Unis-Cité Midi-Pyrénées, where we could reach different or 'stigmatised' groups. Indeed, the civic service proposed by Unis-Cité reaches young people aged 16 to 25 who come from very different, even difficult, social, economic and cultural backgrounds, and thus enables the mixing of populations.

C.8. Why do you believe that the Jury should select your Project as a recipient of the European Drug Prevention Prize? (*Maximum 100 words / 575 characters*)

Because it is an innovative project, made by young people, and reaches a wide audience. Indeed, risk reduction affects both commonplace consumption (alcohol, cannabis) and poly drug use (cocaine – alcohol). The action comes within a party environment with the key principles of:

- not making people feel guilty
- not making judgments.

This project will enable the transmission of information and prevention and risk reduction logic, in the form of a dynamic, original, creative and humorous approach with simple and practical messages.

C.9. How would your Project use the Prize of 5.000 €? (*Maximum 150 words / 863 characters*)

The prize would enable us to buy more materials to distribute (breathalysers, condoms, roll-your-straws, etc.) but also could be invested in the preparation and organisation of the 2015 Toulouse Carnival (purchase of a sledge-bike, making costumes and sets, etc.). The budget will also allow us to advance the training we provide, to circulate our techniques to other organisations and in other settings (universities, etc.). A portion would also be allocated to promoting our accomplishments (photo exhibition) and communicating in order to reach a wider audience.

The projected budget attached here further details how the prize would be used.

C.10. List the items you are including to support your application (what you send must match this list) The additional material is more useful if there is an English or French summary of any textual material.

	Item/content	Format	Language	Reason for inclusion
1	2014 Toulouse Carnival Programme	Adobe Acrobat Document (.pdf)	French	To show our involvement in the Carnival.
2	Photographs of the start of reporting	ZIP Archive WinRAR (.zip) and JPEG (.jpg)	French	To show the different stages of our project.
3	Assessment grid	Excel (.xlsx)	French	To give an overview of our assessment tools.
4	Projected budget for 5000 Euros	Excel (.xlsx)	French	To detail how the prize would be used.

You can send them by post or e-mail but e-mail attachments must be less than five megabytes in size.

D.1. How did you hear about the European Drug Prevention Prize?

We got to know about the European Drug Prevention Prize via the MIDT [Inter-departmental Mission against drugs and drug addiction] site while doing research for the diagnostic of our project.