

BEFORE YOU GET BURNT

(peer education / street intervention/ community involvement)



European Institute of Studies on Prevention

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Munster – 2010

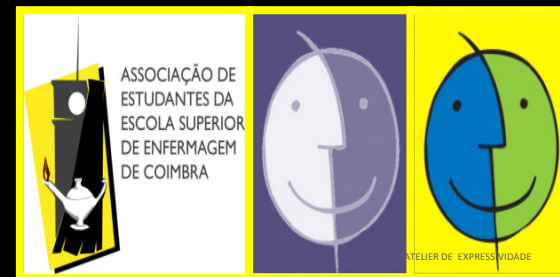


Peer Education Group

Since 27.02.2002

"Strictly nobody teaches anything to anybody but all learn with all"
Paulo Freire

Partners:



Coimbra: the power of tradition



Coimbra

- ✓ *One of the oldest University in Europe*
- ✓ *156.000 Habitants*
- ✓ *Very few Industries*
- ✓ *A Strong Health Sector (hospitals, public and private Clinics)*

Almost 30.000 students



Coimbra: ACADEMIC FESTIVITIES

Reasons

- Tradition since 1837
- Income to the City in this 2 festivities
(hotels – restaurants - flowers - post cards - alcohol)
- Power of the Alcohol industrie



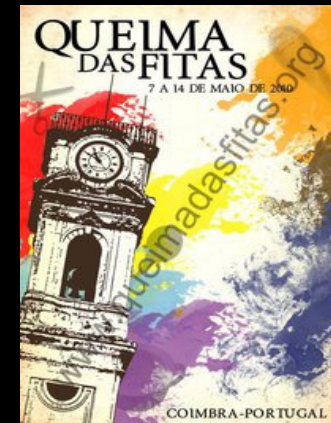
Coimbra: ACADEMIC FESTIVITIES

2 Big Festivities:

- “**Queima das Fitas**” - always in the first week of May
- “**A Latada**” - always in the beginning of classes in September



Each Year more foreign students – “Erasmus Program”

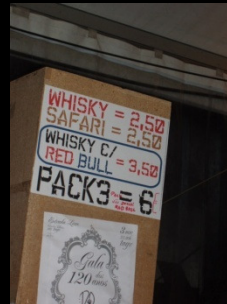


Reasons for Intervention:

In Coimbra, during academic festivities, abusive alcoholic consumption is “**TRADITION**”

Consequences:

- * acute alcoholic intoxication
- * personal damage:
 - intercourse without protection
 - sexual abuse or regret sex
 - violence and accidents



INTRODUCTION: recreational context

The proud of being an university student



ACADEMIC FESTIVITIES: THE POWER OF TRADITION

STARTING AN ACADEMIC LIFE CYCLE

1. Being a freshman: 1st year
2. Living on their own(the majority for the 1^os time away of home). Less parental control
3. Share the house with strangers
4. Assume the rules of the university life: class and fun(a lot).For some of them it is the first time to get drunk....



INTRODUCTION: recreational context

ACADEMIC FESTIVITIES: THE POWER OF TRADITION SPREADING THE ACADEMIC CULTURE

1. Being part of the group: 2nd year
2. Still living on their own
3. Share the house with friends
4. Teach the rules



INTRODUCTION: recreational context

ACADEMIC FESTIVITIES: THE POWER OF TRADITION

THE LAST YEAR or TO BE PART OF ACADEMIC CULTURE

1. Being senior: last year
2. Still living on their own
3. Share the house with close friends
4. Being part of the rules
5. *“Living the last year like no other”*



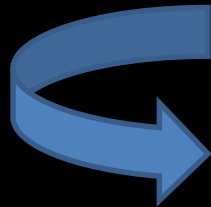
ACADEMIC FESTIVITIES: The Project

1st

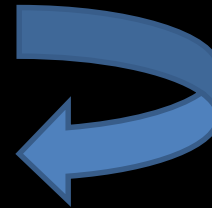


Focus in Volunteers and University Students

2^a



*Involving local partners
(Public and Private)*



3^a



Focus in Environmental strategies

BEFORE YOU GET BURNT: The Project

- **BEFORE YOU GET BURNT** is an educational model based on research and intervention in recreational context, culturally adapted, designed round the message:

**DO IT RESPONSIBLY,
BEFORE YOU GET BURNT**

- Street intervention of diagnosis, information and counselling with Peer Educators

a)Before festivities

Peer to peer dissemination of information

b)During night festivities

Peer to peer counselling by awareness model (Freire, 1991) with evaluation of blood alcohol level and STI's risk and making condoms available

- Partnership with health services, local authorities and nightlife industries
- The intervention coordinates is SMART model (Neiger & Thackeray(2002)



BEFORE YOU GET BURNT

Aim:

- To test the efficiency to reduce damage related to the abusive alcohol consumption in academic festivities participants (recreational context)

Expected results:

- **Peers Educators** - to increase the knowledge on alcohol consumption, responsible sexuality and to reduce the abusive alcohol consumption
- **Educating Peers** - to increase the knowledge and to modify attitudes related with the abusive alcohol consumption, unprotected sex and cars accidents.

METHODOLOGY: BEFORE YOU GET BURNT

- In October 2007, after 30h training course, 25 Peer Educators (nursing students) made interventions of individual counselling during the academic night parties, with evaluation of blood alcohol level and making condoms available to the students participating in such public academic festivities.

- **Data Collection:**

- Alcohol Evaluation
- Questionnaire during the peer intervention
- Field form and observation by nursing teachers (supervision)

- Evaluation 3 months later by telephonic interview (10% of 442)



INTRODUCTION: BEFORE YOU GET BURNT

Tested in May 2007 with participants of "Queima das Fitas":

- 886 peer to peer counseling during 9 nights
 - Approach with high acceptance
 - PEER EDUCATORS verbalized satisfaction and usefulness of the intervention
 - Participants were well surprised

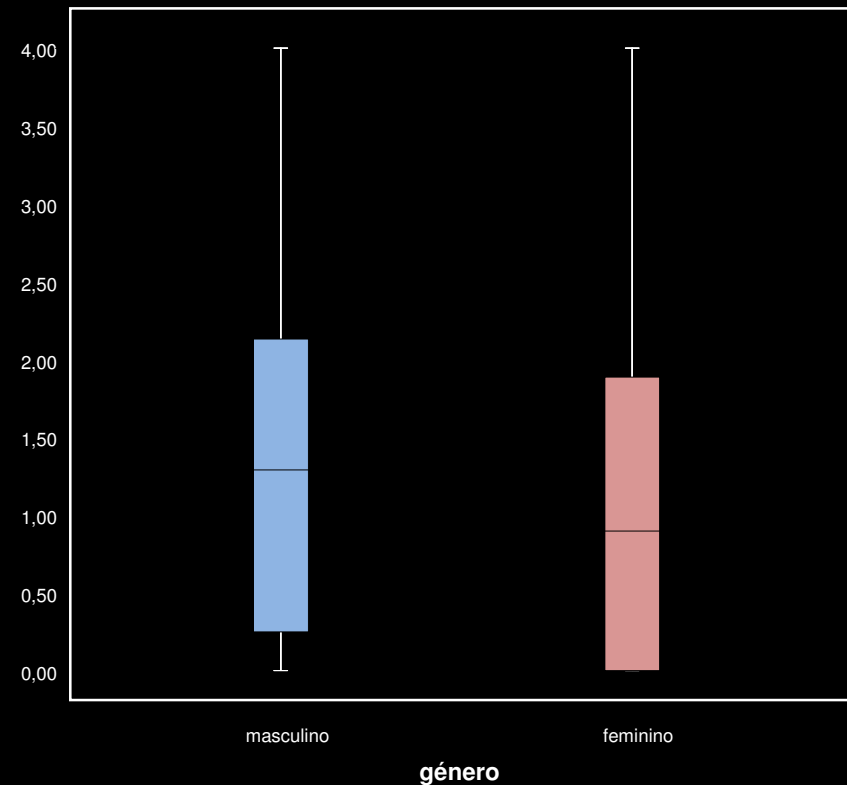
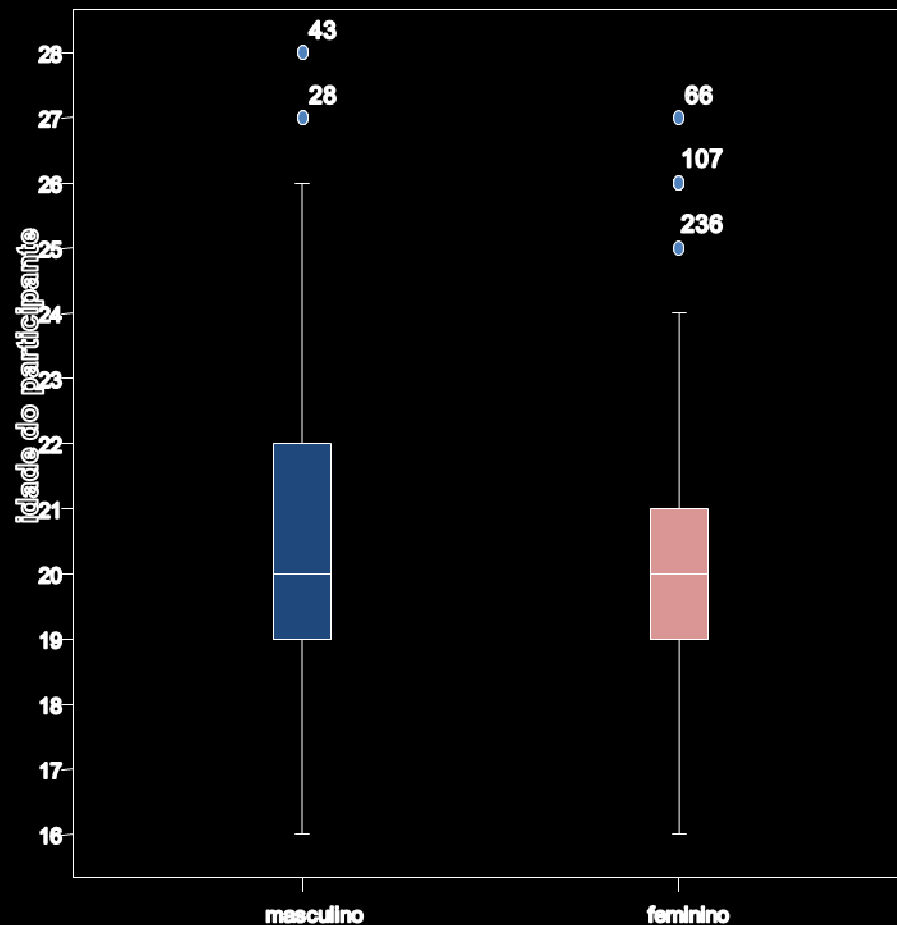


- It is considered an **EFFECTIVE** and **SAFE** peer to peer strategy to promote the responsible alcohol consumption in view damage reduction

RESULTS: BEFORE YOU GET BURNT

Participants - Educating Peers

442 individual peer to peer counselling were done during 8 followed nights



Average of blood alcohol level were 1.40 ± 1.19 for male and 1.08 ± 1.13 for women ($t=2.73$; $p=.01$).

RESULTS: BEFORE YOU GET BURNT

“Why did you get drunk?”

Because ...	Masculine		Feminine	
	Nº	%	Nº	%
I wanted to	102	47.89	52	47.71
It is fun	63	29.58	29	26.61
I didn't realize that	45	21.13	28	25.69
Everybody do it	13	6.10	7	6.42
They make me	3	1.41	1	.92
I was depress	2	.94	0	.00
No answer	2	.94	2	1.83
Total of drunk report	213	77.17%	109	67.28%

RESULTS: BEFORE YOU GET BURNT

“In the last academic party, how many of the 8 nights did you get drunk?”

	Masculine		Feminine	
	Nº	%	Nº	%
Didn't get drunk	63	22.83	53	32.72
Got drunk less than 3 nights	91	32.97	56	34.57
Got drunk 3 to 7 nights	58	21.01	32	19.75
Got drunk every night	62	22.46	19	11.73
Didn't get there	2	.72	2	1.23
Total of peer counseling	276	100.00	162	100.00

In previous academic party 50.45% report that they got drunk 3 to 7 nights and 18.33% got drunk every nights

RESULTS: BEFORE YOU GET BURNT

“According to your sexual behaviour, do you believe you’re in risk of STI?”

	Masculine		Feminine	
	Nº	%	Nº	%
No risk at all	240	86.96	142	87.65
Yes, some risk	20	7.25	17	10.49
Yes, high risk	5	1.81	1	.62
I don't no	10	3.62	2	1.23
No answer	1	.36	0	.00
Total of peer counseling	276	100.00	162	100.00

9.73% of them report risk to be infected by sexually transmitted infections

RESULTS: BEFORE YOU GET BURNT

“You are about to be engaged on an occasional sexual intercourse. None of the two has condom but your partner insist on keep going. What would you do?”

I would ...	Masculine		Feminine	
	Nº	%	Nº	%
Do it without condom	59	21.38	31	19.14
Do only oral sex	50	18.12	4	2.47
Stop, but explain	114	41.30	105	64.81
Stop and run away	13	4.71	8	4.94
Not ejaculate inside ...	2	.72	0	.00
Decide only at the moment	8	2.90	2	1.23
Masturbate instead	5	1.81	1	.62
Get out and buy it	19	6.88	10	6.17
Total of peer counseling	276	100.00	162	100.00

RESULTS: BEFORE YOU GET BURNT

- The opinion concerning the **distribution of the preservatives** was positive: very useful, appropriate and opportune, pointing out that this initiative obviates the high cost of condoms
 - “although it is not well of first need, in the festivities it start to being and it is very expensive in the drugstores” (209)
- The “opinion concerning the **educational model** (students to students)” 100% considered positive for the comfortable with that they could speak, for the credibility, accessibility and readiness
- The qualities that highlighted in Peer Educators were:
 - sympathy
 - patience
 - not to do value judgments
 - level of knowledge and clarity
 - understanding and opening
 - age group proximity and simplicity



“it is as speaking of friend for friend” (465)

RESULTS: BEFORE YOU GET BURNT

TO PEERS EDUCATORS

- The results seem to be conclusive that the intervention was efficient in the reduction of the abusive consumptions of alcohol to peers educators
 - Increase of knowledge about alcohol consumption and responsible sexuality
 - 100% of reduction in the abusive alcohol consumption
 - 100% of abstinence of alcoholic drinks during working nights
- Peer education requires a significant investment of time and other resources to training, supervising, support, implement and to evaluate



RESULTS: BEFORE YOU GET BURNT AFTER 3 MONTHS

EDUCATING PEERS: Telephonic interviews after 3 months

- 100.00% remembered with satisfaction the peer to peer counseling
 - In a scale from 1 to 10, they classified in 8.70 for the satisfaction with this service and 9.17 for the competence of the Peer Educators
- 66.67% (n=18) remembered the alcohol value obtained
- 91.67% knew the alcohol limit for “not drive”
- 70.83% answered that get drunk during 41.86% of the 8 nights
 - 55.56% (n=18) referred as reason for drunkenness **the class dinners**
- When questioned later on the intervention effect in the reduction of abusive alcohol consumption 11 (45.83%) answered affirmatively referring **consumption moderation**, to **drink water** between alcohol drinks and **consciousness about drunkenness**

TO SUM UP: implementing the model

In May 2010 at "Queima das Fitas" (9 festival nights):

- 1.412 peer counseling
- 15 000 masculine condom
- 5 000 feminine condom



With

- 91 Peer Educators (83% nursing students)
- 29 supervisors
- ± 15 hours of work by peer educator

After

- 50 hours of training skills

1st. Year that we training Restaurants and bars Owners

**As the people put theirs plans into action,
they reflect on theirs new experiences and
create a thinking-acting cycle (Freire,1973)**



BEFORE YOU GET BURNT:

(peer education / street intervention / community involvement)



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KEY WORDS:

Peer Education; Freire's empowerment education; recreational prevention; SMART model