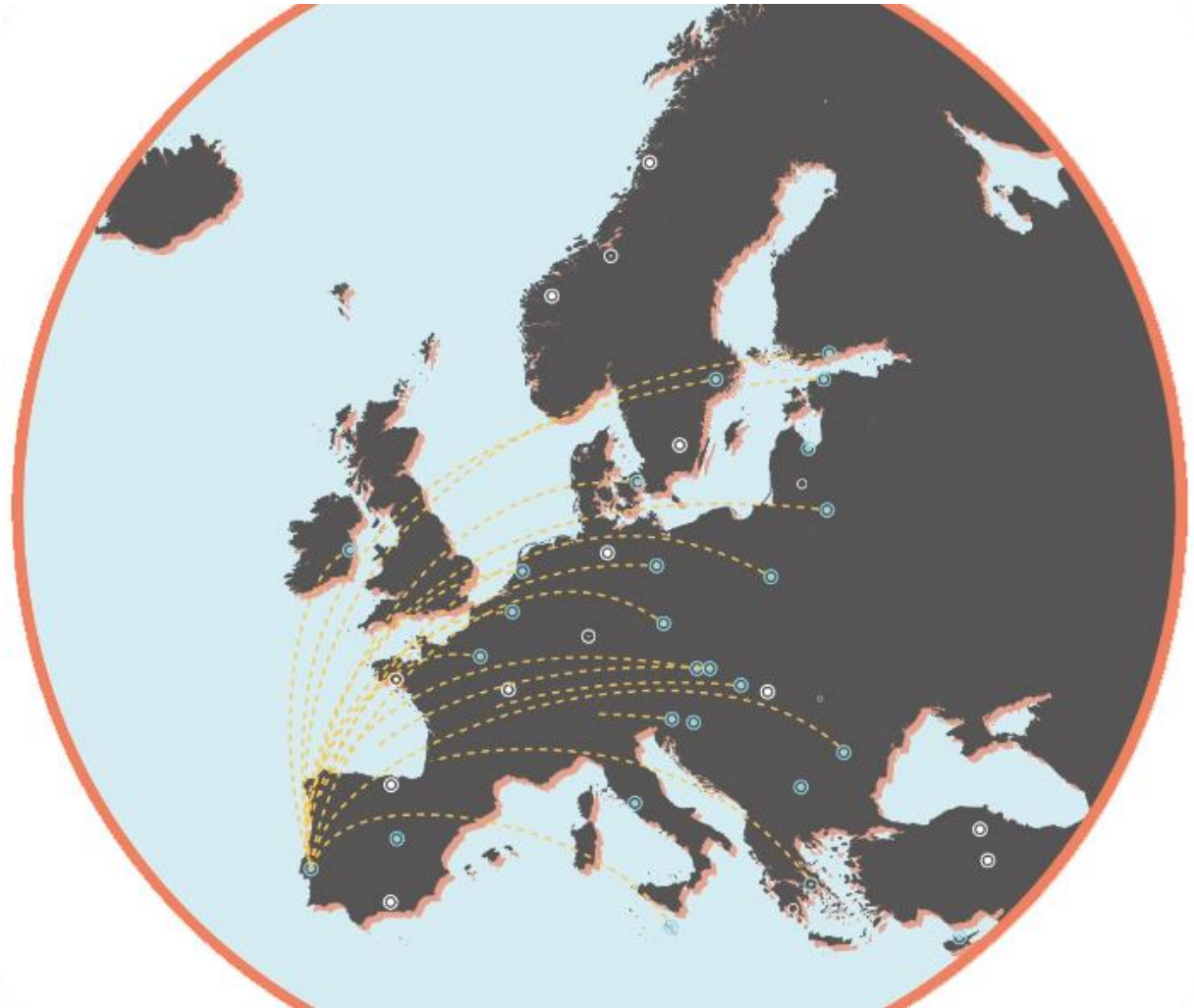


# REITOX member

**The Trimbos Institute is  
the Dutch focal point for  
the EMCDDA**

The Trimbos Institute is a  
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Information Network on  
Drugs and Drug Addiction  
(REITOX)



# Sustaining non-use of partydrugs among Dutch young adults

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## Projectteam

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1 Trimbos-instituut

2 Behavioral designers

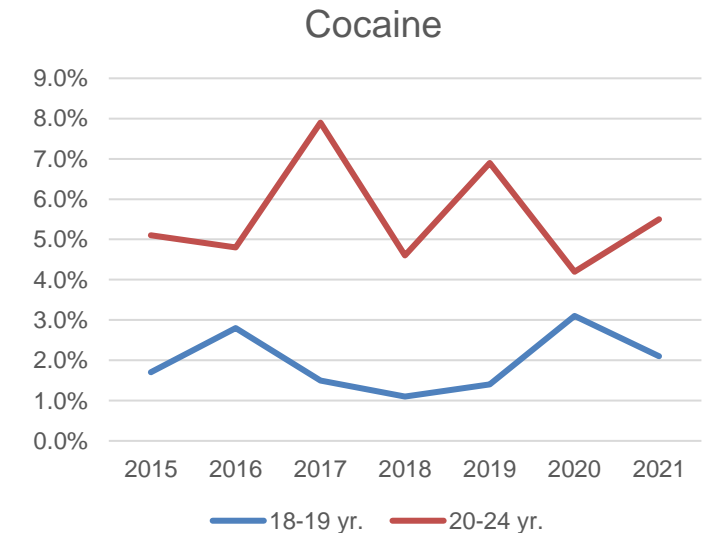
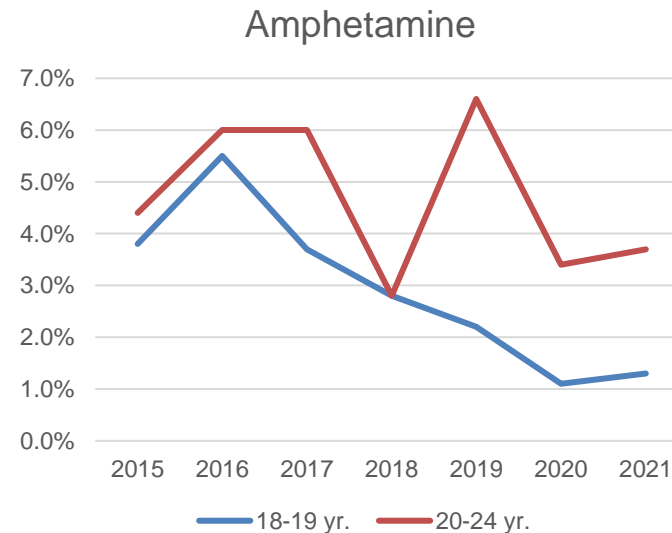
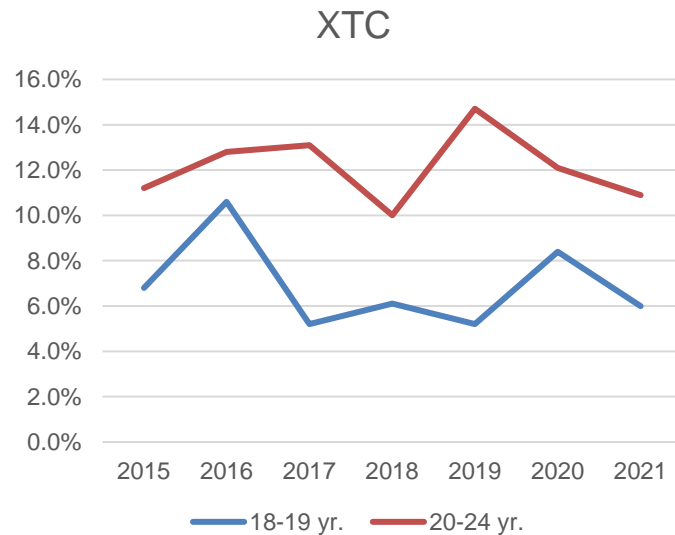
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Mental Health and Addiction




# Background

- Slight increase lifetime ecstasy, amphetamine and cocaine use among young adults (2015 – 2016).
- New angle: Support current non-users (age 18-25) in continued abstinence from- or delay initiation of party drugs use (nightlife setting).




# Methods (1)

- Pre-study
    - Step 1: how does the behaviour arise?
    - Step 2: what should change?
    - Step 3: how can we change this?
- 
- Literature review
  - Reanalysis interview data
  - Interview target group
  - Expert consultation
  - Analysis

# Results (1)









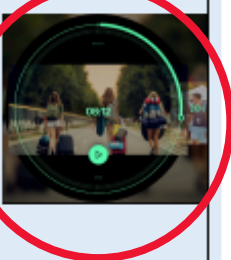

- Selected approaches to target behaviour
  - Inducing/strengthening **positive attitude** by encouraging reasons for non-use
  - Increasing **self-regulation** and **autonomy** by providing ways to decline drugs offers and strengthening autonomy
  - Set/increase **social norm** about peers acceptance for non-use

# Methods (2)

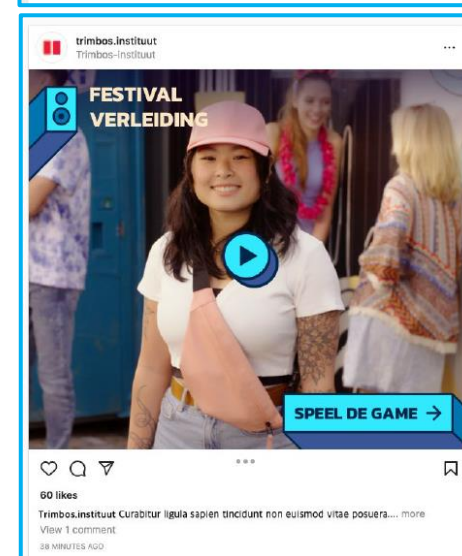
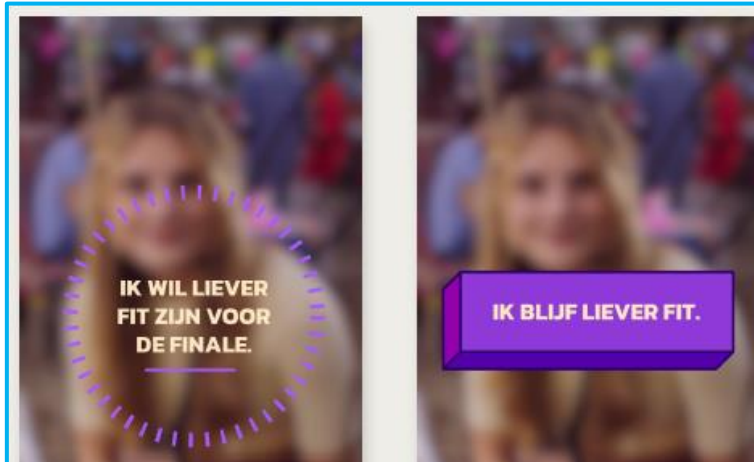
- Development phase
    - Step 4: cycle of product/intervention testing
    - Step 5: development final intervention
- 
- Qualitative pre-test with target group

# Results (2)

- Pre-test concept interventions
  - Online videogame 'festival oneliners'
  - Touch 'ik ga lekker'

Concept 1a	Concept 2	Concept 3a	Concept 4	Concept 5a	Concept 6a
					
<i>Pretest middels focusgroep</i>	<i>Pretest middels focusgroep</i>	<i>Pretest middels focusgroep</i>	<i>Pretest middels focusgroep</i>	<i>Pretest middels focusgroep</i>	<i>Pretest middels focusgroep</i>
Doorontwikkeling		Doorontwikkeling		Doorontwikkeling	Doorontwikkeling
Concept 1b	Concept 2	Concept 3b	Concept 4	Concept 5b	Concept 6b
	Niet geschikt voor doorontwikkeling want mogelijk ongewenste effecten		Leidde tot ontwikkeling concepten 5 en 6		
<i>Pretest middels 2 focusgroepen</i>		<i>Pretest middels 2 focusgroepen</i>		<i>Pretest middels 2 focusgroepen</i>	<i>Pretest middels 2 focusgroepen</i>
Niet geschikt voor doorontwikkeling want werd te slecht begrepen.		Geschikt voor gebruik, met kleine aanpassingen (prioriteit 2)		Meest geschikt voor doorontwikkeling (prioriteit 1)	Geschikt voor doorontwikkeling (prioriteit 3)

# Festival oneliners



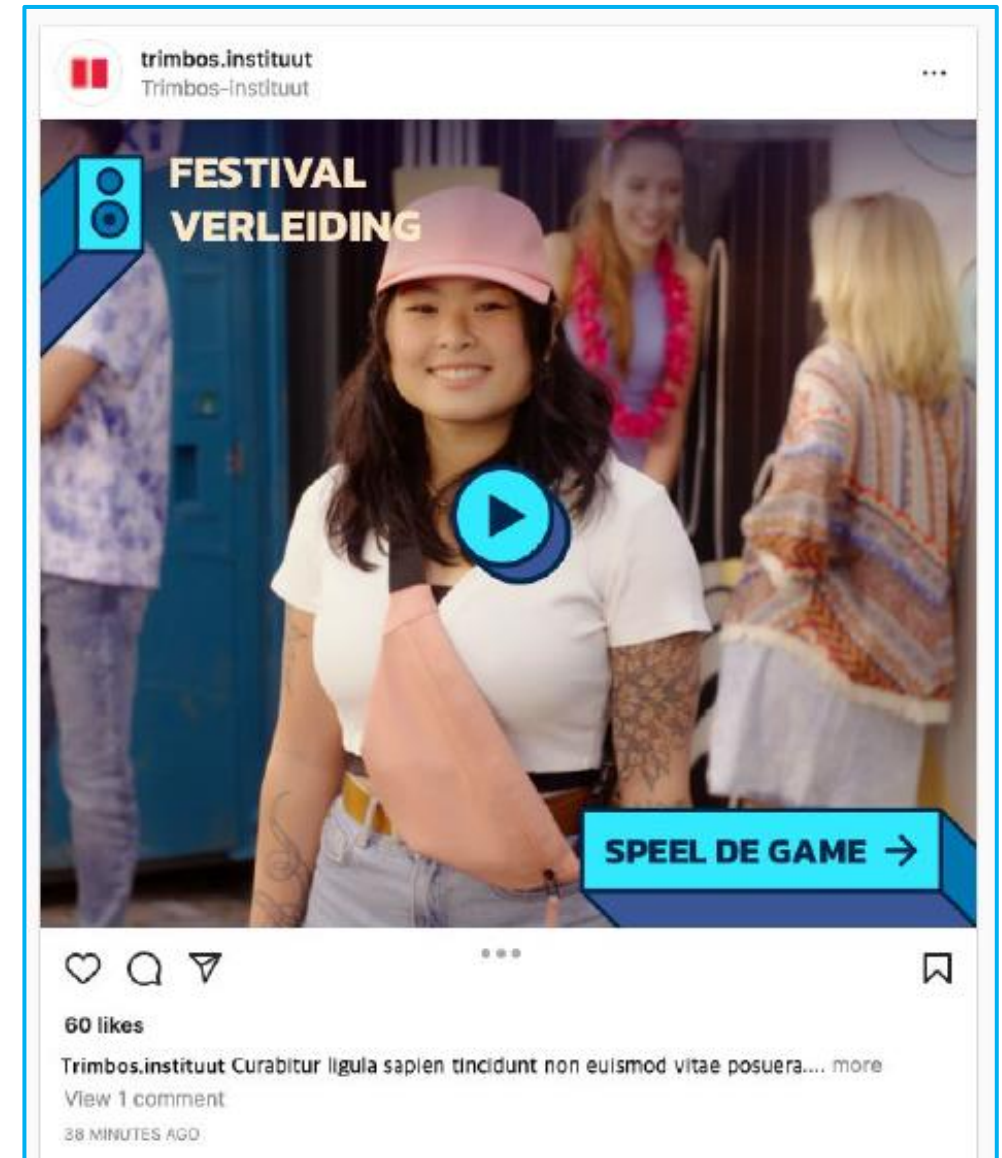


# Preview



# What's next?

- Implementing the intervention
  - Social media campaign
  - Google analytics



# Take home

- Thorough prestudy helps to indicate behavioural determinants → more likely to be effective
- Engage the targetgroup during intervention development
- Early involvement of parties that are important for implementation

# Thank you for your attention

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[Festival Oneliners \(drugsenuitgaan.nl\)](http://FestivalOneliners.drugsenuitgaan.nl)

With special thanks to the ministry  
of health welfare and sport

