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September 4, 2015

TO: Each Supervisor

FROM: Cynthia A. Harding, M.P.H. Cynthia A. Harding
Interim Director

SUBJECT: **EDUCATION CAMPAIGN ON THE ADVERSE EFFECTS OF ECSTASY AND OTHER DRUG USE AT ELECTRONIC MUSIC (RAVE) FESTIVALS IN LOS ANGELES COUNTY**

This is in response to Supervisor Solis' August 4, 2015 motion requesting that the Department of Public Health (DPH) explore options for a culturally competent education campaign on the adverse effects of Ecstasy and other drugs used at electronic music festivals (EMF) or raves in Los Angeles County (County).

A preliminary review of health, death, and injury outcomes from raves in the County and surrounding counties supports the need for additional educational efforts. To begin exploring options for future campaigns to address this issue, DPH Substance Abuse Prevention and Control (SAPC) staff reviewed past health education activities aimed at reducing and preventing adverse health outcomes at raves. Previous activities in the County include a limited educational campaign undertaken in collaboration with the 2010 Rave Task Force (RTF). The campaign provided educational cards for rave attendees aimed at preventing and reducing Ecstasy harm and supported a Public Service Announcement featuring popular electronic music entertainers. The outcome of those efforts were not evaluated, but they can inform future campaigns.

DPH has initially identified two options for launching a culturally competent education campaign, one using existing resources and one using additional resources. To support the development of a culturally competent campaign, SAPC can leverage its existing relationships with alcohol and drug prevention programs providing specialty services for Asian-Pacific Islanders, Latino, African-American, and other cultural groups that reflect the demographics of rave attendees and young County adults

A campaign implemented in the short term using existing resources could focus on the development of partnerships and materials to educate college-age County residents, as this is the age group most affected by the consumption of drugs at raves. A multilingual media toolkit containing suggested press releases, social media messages, and content for digital banners can be developed and distributed for use by post-secondary educational institutions, including community colleges and universities. This campaign would not only focus resources on a critical age group, but also build on the 2010 RTF's outreach efforts with city mayors of Los Angeles County.