

keepin' it REAL:

A culturally-appropriate and effective substance abuse prevention program for all youth

Our Goal: To collaborate with communities throughout Sub-Saharan Africa to prevent youth substance abuse by strengthening capacity to culturally adapt, implement, and scale



Substance abuse is an **epidemic** affecting hundreds of millions of people around the world.

In 2016, over **10 million people** died from opioid overdose. Addiction is a complex problem that destroys families and burdens society.

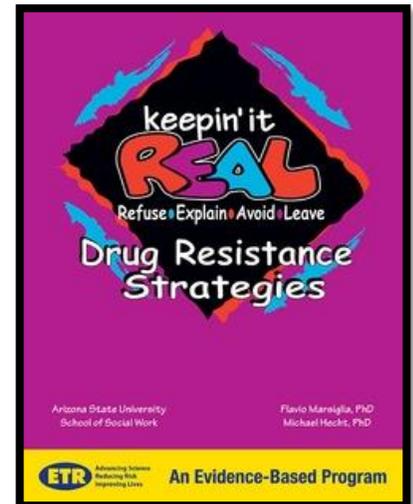
Substance abuse is **especially dangerous for children** and youth because they often lack the social skills needed to resist offers of alcohol, tobacco and other drugs.

Evidence based substance abuse prevention programs work. The critical age to intervene is between 12 and 14, before most alcohol and drug use begins. Schools provide an ideal context for maximizing the scale and impact of prevention programs, with trained classroom teachers delivering them.

The Global Center for Applied Health Research at Arizona State University created and tested an adolescent **drug prevention program** based on scientific data and respect for local cultures.

keepin it REAL:

- Teaches life skills and refusal strategies most commonly used by youth: **REFUSE, EXPLAIN, AVOID, and LEAVE.**
- Follows a cultural adaptation approach, developing and testing a local version of the program in partnership with collaborators and youth in each country.
- Has **already benefitted thousands of middle school students** in the USA, Guatemala, Kenya, Mexico, Spain, and Uruguay.



Our Center is soliciting support to expand our outreach into Sub-Saharan Africa where 41.6% of adolescents use substances like alcohol or drugs¹. Our partners in Kenya, Nigeria, South Africa, Tanzania and Uganda have capacity to widely implement the prevention program. Unfortunately, the local communities do not have the financial resources to fully adapt, deliver and evaluate the prevention program.

¹ Adebanye, Olawole-Isaac & Ogundipe, Oluwatomisin & Amoo, Emmanuel & Adeyoye, Davies. (2018). Substance use among adolescents in sub-Saharan Africa: a systematic review and meta-analysis. South African Journal of Child Health. 12. 79. 10.7196/SAJCH.2018.v12i2b.1524.

The Solution

We will adapt, implement, and evaluate *keepin' it REAL*, our scientifically proven, effective substance abuse prevention program with **youth ages 12-14**. This school-based intervention strategy will allow us to maximize our outreach to thousands of students currently without access to effective prevention programs.

Solution Model for *keepin' it REAL*

1. Building Capacity/
Training

2. Culturally Adapting
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3. Implementing
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4. Scaling
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As a **result** of participating in our program, youth will:

- a) Reduce alcohol, tobacco, marijuana, and inhalant use;
- b) Abstain from opioid, cocaine, heroin, amphetamine, and prescription drug initiation; and
- c) Increase the use of drug resistance strategies.

Long-term impacts will lead to overall reduced rates of substance abuse and addictions. The economic benefits of this program will exceed the costs of implementing and scaling our solution. The benefits are expected to be sustained at least **50 years** from receipt of our program. Participation is associated with benefits of **\$16.98 for each dollar invested** (in 2013 US \$).



With your support, we will extend *keepin' it REAL* to thousands of students in Sub-Saharan Africa by 2025.

Our priority countries include **Kenya, Nigeria, South Africa, Tanzania, and Uganda**.

\$1M: Capacity Building, Cultural Adaptation, Implementation, Scaling for 1 country

\$5M: Capacity Building, Cultural Adaptation, Implementation, Scaling for 5 countries

\$10M: Capacity Building, Cultural Adaptation, Implementation, Scaling for 10 countries