

Harm Reduction Strategies for Managing EDM Events

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Overview

- EDM industry is huge and still growing
- The US is seriously behind on harm reduction and safety in favor of financial and legal security for festivals and events.
- Introduce Friendly Harm reduction strategies
- Medical, drug and mental health trained staff
- Certifying club owners and event managers
- Show how to Partner with law enforcement

Long-term goals

- Training and Certifying Venues and Staff
- Educate the Public on Being Responsible
- Reduce Overexertion and Heat Exhaustion
- Eliminate Deaths at EDM related Events
- Eliminate Alcohol or Drug related Overdoses
- Support Amending the RAVE Act

The Present Situation

- EDM is amazingly popular with 2.3 Billion Youtube VIEWS and 8.4 Million LIKES in 2014
- Ages 25 & under, view the most online content
- Ages 25-34 has largest segment growth
- Ages 35-49 grew 80% from Jan to July 2014
- EDM is a \$6.2 Billion global industry:
Festivals (\$1.03b); Global club gigs (\$2.4b);
Las Vegas clubs (\$800m); music sales
(\$800m); streaming/video services (\$600m);
DJ software & hardware sales (\$360m); online
platforms (\$140m); other DJ Ventures (\$60m).

• (Source: Youtube and Assoc. For Electronic Music)

The Present Situation

- 32,000,000+ US people attend at least 1 festival
- Willing to travel 600 miles and spend avg \$1000
- Ages: 18-24 represent 24%; 25-34 represent 22%; 35-49 represent 48%; 50+ group represents 15%
- Attendees: Coachella 579k; Austin City Limits 450k; EDClv 400k; Lollapalooza 325k, Ultra 165k
- Largest sponsors include PepsiCo, Coca-Cola, Anheuser-Busch, Heineken and Miller Coors
- 2 Drug-deaths at festivals vs. 43,300 annually**

(Source: Zoe Mitchell, Berklee College of Music – Music Business Journal)

** (Source: World Drugs Report- United Nations Office on Drugs and Crime)

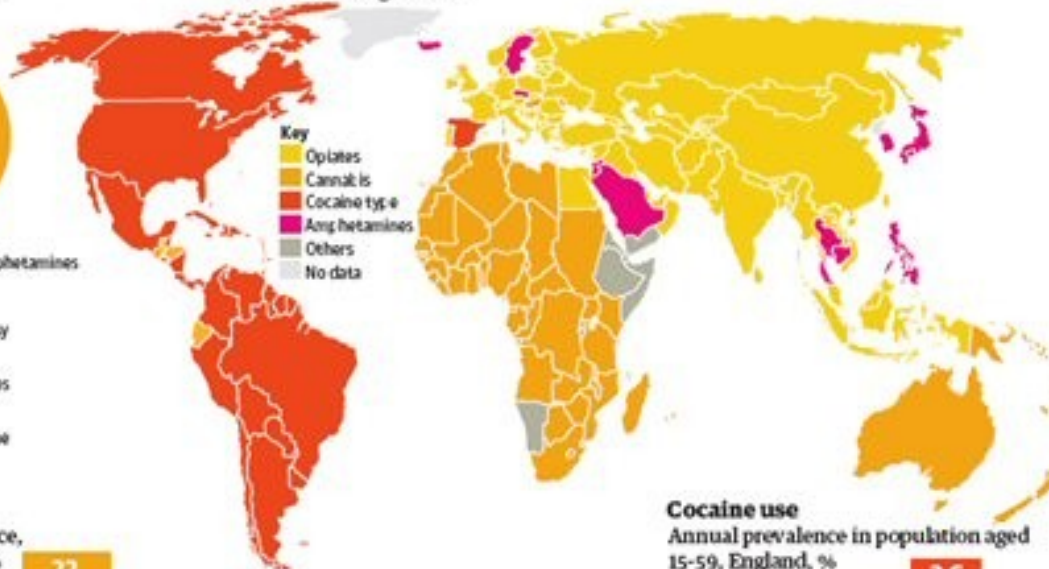
The Present Situation

The world of drugs

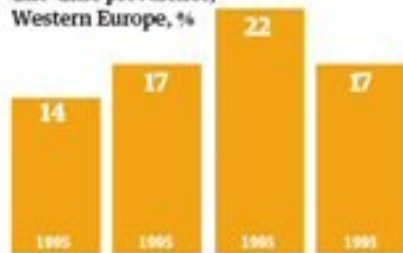
Total users
Numbers of people



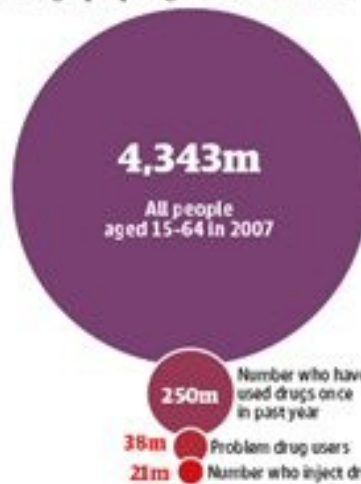
Main problem drugs
For those being treated



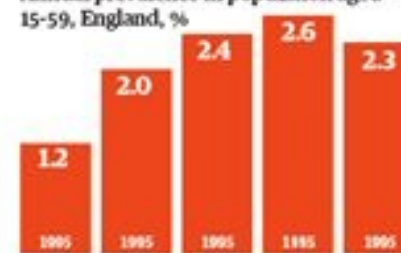
Cannabis use
Life-time prevalence,
Western Europe, %



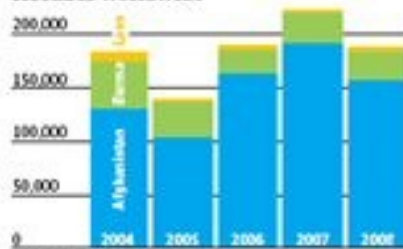
Proportion of users in the world
Amongst people age 15-64 worldwide



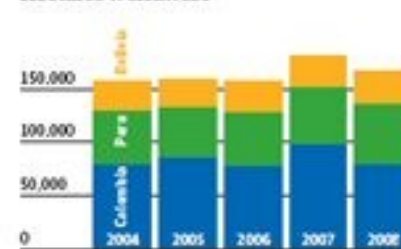
Cocaine use
Annual prevalence in population aged
15-59, England, %



Opium poppy cultivation
Hectares worldwide



Coca bush cultivation
Hectares worldwide



SOURCE: WORLD DRUG REPORT, 2009

Development up to present

- War On Drugs forecasts & preventative measures failed. We need responsible drug policy reforms.
- 2003 RAVE Act was a 'Crack House' Statute
- RAVE Act meant to prevent irresponsible drug use, but now has been quasisponsible for killing the very same people it was written to protect.
- The RAVE ACT is the main reason we do not see testing stations, water stations, chill out areas and adequate medical staffing at any EDM event — it actively opens up producers and promoters to liability for possibly promoting drug use, by allowing drugged users to attend.

Potential Alternatives

HARM REDUCTION STRATEGIES

- Educating the public on effects of harmful drug use
- Provide Amnesty Bins to surrender drugs
- Designating a sober driver / public transport use
- Have trained medical staff on site, for emergencies
- Free water, to keep hydrated
- Cooling areas, to take rest breaks and recover
- Securing possessions / valuables to prevent theft
- Buddy system / being aware of surroundings
- Prevent Rape and STDs / practicing safe sex
- Most importantly, not being afraid to ask for help, protected under 'Good Samaritan' Safe Harbor laws

Recommendation

Get a Secure Nightlife Venue Certification by having the following:

- Has a current business license and approved occupancy permit.
- Has a civil liability insurance with an insured capital based on its capacity.
- Has a written security policy, evacuation plan and a first aid kit available.
- Security and control staff must be certified in security and safety training.
- All Fire Equipment, including but not limited to fire extinguishers, smoke detectors, etc. is inspected and/or serviced regularly.
- All construction, furniture, decorative and structural elements must be of low-flammability. Pyrotechnics and fire must be approved by a fire safety pro.
- Exits/Evacuation routes must be unobstructed and indicated with lighted signage. Emergency exit doors must have anti-panic bars and exit outward to a specific evacuation area with 120 minutes minimum stability or fire safe zone.
- Venue has an ID scanner, CCTV surveillance system in operation, use radio communication, metal detectors to forbid weapons & prevent terrorism attacks

BENEFITS:

Reduce guard assaults, injury, and violence; police responses to the venue; venue crime; civil lawsuits; civil lawsuit payouts; and underage drinking.



Enforcement Partnerships

- Maintain a zero tolerance drug policy for 'the possession for SALE or contribution of any illegal or illicit drugs or substances and any such possession for sale or contribution is strictly prohibited and punishable



Law Enforcement Against Prohibition restores public's respect of current / former law enforcement by decriminalizing & regulating drugs



DanceSafe is a public health organization dedicated to providing information ranging from hearing protection to drug education.



PLUR Angels is a program striving to improve safety and well being of young people in our community.



Electronic Music Alliance provides industry best practices, to address alcohol and other drug use with health education messages.



Zendo Project provides onsite compassionate care and education for individuals having difficult psychedelic experiences.



The Bunk Police provides drug testing kits to festival goers to ensure a safer experience for those who choose to use drugs at festivals.