

2008 European Prevention Prize

APPLICATION

To be returned to e-mail: preventionprize2008@coe.int

INSTRUCTIONS: Please complete this application in full and return it as text attachment to the above **e-mail** address. Applications submitted by post or fax cannot be considered. The application must be in English or French language, the official working languages of the Pompidou Group. They must reach the Secretariat **NO LATER THAN 1 December 2007**.

A. PROJECT DETAILS

A.1.Name/Title: Battle of the West
A.2. If the Project is part of an organisation, please give the organisation's name: Winnersway
A.3. Country or countries of activities: Netherlands
A.4. Number of Participants in the Project: 50
A.5. Country/Countries of Activity: Netherlands

B. CONTACT DETAILS OF THE PROJECT

B.1.Full Name: Jurgen Hanemaaijer	
B.2. Address: Mary Zeldenrustweg 71 City: Leiden	B.3. Telephone: +31 (0) 6 54 98 37 63
Postal Code: 2331 NH	B.4. Fax:
Country: Netherlands	B.5. E-mail: jurgen@battleofthewest.nl
B.6. Other contact person (this should be a person who knows the Project and is able to speak about it in English or French): Angelique Senff	

B.7. Contact details if different to the above:
Telephone:
Mobile: +31 (0) 6 25 28 87 17
E-mail: info@sedje.com

C. PROJECT DESCRIPTION

Keep strictly to the word limits in this section of the application form. You will have the opportunity to provide more details in a later section of the application form.

C.1 Is the Project solely concerned with drug prevention, or does it have broader aims/goals/objectives/intended outcome. (Underline one choice)

Solely concerned with drug prevention.

Some aims other than drug prevention.

C.2 Please summarise the goals or aims or objectives or intended outcomes of the Project as they relate to drug prevention. (Maximum 100 words)

Project priorities :

- Social inclusion of young 'party animals' and former drugs addicts .
- Participation of youth in a drugs prevention project.
- Challenging the negative societal party norm among youth.

Project objectives:

1. Offer youth a challenging positive alternative to drugs and excessive alcohol through a fun, healthy and competitive dance tournament.
2. Bring into contact young people with former drug and alcohol addicts by letting them work together in organizing the event.
3. Promoting a drugfree party scene. Making youth aware of partying without the influence of drugs or alcohol.

C.3 Provide a summary of the Project. Please describe its functions, activities, organisation, accomplishments, etc... Focus especially on the drug prevention aspects and on the participation of young people. (Maximum 1,000 words)

Motivation:

Our motivation stems from the alarming threat that we meet more of our schoolmates, friends and kids from around the block who are stuck in serious problems. And even worse, it seems there is a lot of talking about these problems, but only a few willing to really show their care and compassion to reach these young people.

Unfortunately in our relatively rich and well structured country, a growing number of young people feel neglected, isolated and misunderstood. This lead to school drop outs, hanging around on the streets, or in coffee-shops looking for companionship, vandalism, aggressive behaviour and so on. Within our area we see more young people, feel lost, are bored, live for the thrill, can't communicate with their (step)parents and throw away their future in easy pleasures. We see that they are easily tricked to lose themselves in partying, in drinking too much or in trying some stuff to be part of some kind of gang or groupie. We are shocked that in our country even children of 12, 13 get addicted to cocaine. We believe that somebody got to do something good and reach these children and show them it has not have to be this way. We believe that we have to show them that we are really involved, interested and show compassion for them. We have to communicate with them in their language.

More recently, some Dutch youth movies are produced like "Afblijven"! where these problems are brought on a popular manner. However, we believe watching a movie is not enough.

Therefore, we took the initiative to organize a populair dance event for the youth and with the help of young people. We have worked with young people and are communicating to them a passion to live a creative, healthy and powerfull lifestyle. We want to set a new healthy party norm and try to waken up our generation for the problems of their friends and schoolmates and try to help and listen to them.

Project team:

The project team consists of members of a dance hip-hop dance group ContéguzZ, young co-workers

and clients of the professional rehabilitation centre Winnersway and some compassionate and creative volunteers who want to reach and help youth to make good choices.

Since 1999 Winnersway is helping people with addiction problems with a long-term internal program to re-socialise and reintegrate them into society. Some clients who run the program successfully are talented rappers, DJ's, hosts and dancers who help and participate together with other young people to organize the event.

Later on in the project more young and creative people were enthusiastic to get involved like the website builders, the cameraman and photographer, the DJ, the rapper, the MC (host of the party) the graphic designer and the owner of a popular dance school in Leiden – Seven's Art / Dance Studio.

Time period and location:

The project started in September and will last till the end of January 2007. The Battle of the West event was on the 3rd of November in Leiden- South West, the more poor and multiracial neighbourhood of the city Leiden.

Activities:

The project started in September 2007 with the activities on the street of Leiden in order to reach local youth and to promote our break- and street dance event on 3 November 2007. The event on the 3rd of November was a challenging dance competition for the youth in the Netherlands. The dance event Battle of the West - took place in the more poor neighbourhood of Leiden in an old school. The 250 young attendants were multiracial and more than 50 contesters took part in the contest. They subscribed via our website www.battleofthewest.nl. On this website and on the event we posted everywhere we could the party slogan: Winnersway promotes a drug free party scene. During the event an informative clip was shown with the music of Justine Timberlake's song Losing my Way. The clip is making aware the growing number of kids who lose control over their lives because of drugs. The clip also consisted of the call that we can do something about this and take care of our generation.

The follow-up consists of organizing a video/photo 'after party' one month after the bigger event in cooperation with local dance group ContéguZz. During the two events invitations will be given to join our free at charge street dance lessons every Saturday evening. After that, we will contact schools to give prevention lessons about alcohol & drugs in the language and with the (dance) style the like. A prevention worker from 'Stichting Voorkom', an ex-drugs or alcohol addict from Winnersway and a rapper and dancers will be approached to make the lessons at school something the students will never forget.

Accomplishments

Local influence - By repeatedly organizing dance battles and training lessons we have created a strong social network that provides a structural solution for typical youth problems: low self-esteem, group pressure, expression of emotions, loneliness and boredom. By providing them a social network where creativity and dance play a vital role we actually can offer young people the chance to develop a hopeful and meaningful future. The local neighbourhood centres are very encouraged and want to work together to participate more young people to get involved in the organisation.

Societal influence – communicating through a powerful clip and uploading it on the internet, web forum, chat rooms, network sites works very good and fast to spread your message. We hired a professional company specialised in making clips for dance events to make the Battle of the West clip professional, attractive for youth and communicating a new standard of partying.

In promoting a drug and alcohol free party scene we have made a stand against the modern party norm among youth of trying some cocaine or meth or drinking as much that you make a fun of yourself. We have promoted a new norm where youth are challenged to express themselves and feel a sense of belonging in a healthy and exciting party atmosphere.

Political influence- Through the publicity and societal objective of the project politicians will be influenced to think about how to address the drug and alcohol problems among the youth in the region of Leiden. Through conversations and meetings plans will be discussed to make drugs and alcohol prevention a priority on the political agenda.

C.4 Please summarise how young people actively participate in the Project. (Maximum 500 words)

The Battle of the West is a drugs prevention and dance project organized for and by youth. The project team consists of four young people with the age of 18, 18, 20, 29 and 30. In the development stage of the project we brainstormed, discussed and developed plans how we could create a platform for youth as alternative for negative expressions like drugs use, binge drinking, blowing, vandalism...We discussed the idea of the battle of the West as prevention project and explained and discussed it with experts in the field of drugsprevention, party organisers, a neighbourhood centre and youth in our social network.

This preparation period and early experience with organizing a battle convinced us our battle would be attractive for young people to participate. The new element of the drugprevention aspect was received positively especially the way we put it: promoting a positive drugfree party scene.

During the preparation stage of the event we approached DJ's, jury, rappers, hosts, technical people for the sound and lights, photographers, cameramen and editors, street promoters and dance schools. Our criteria to work with them was that they would support our drugree partymessage, be younger than 30 and posses the talent to make the event succesfull. Most young people were enthusiastic and willing to take part. The promotion was done through our website, sending digital flyers, posting on internet forum and internet networks. This was done by youngest people, because they know which media channel is populair and what works for their target groups. The street flyers were handed out in shopping areas and around schools by 10 young volunteeers and dance group contequZ.

A few days before the event we organized a meeting for volunteers. There were 30 people who were willing to participate and execute their given task during the event. This group consisted of former drugaddicts who would be the security team and young people who would help with some simple tasks (like the selling of the tickets, food and drinks, help with sound & lights, first aid, etc.).

On the event itself 250 young people were having a good time, visiting, competing or supporting the battle of the west. Contenders of the competition came from different regions of the country.

Half November we evaluated the event with our projectteam. We discussed the written evaluations of the volunteeers and learned a lot from our experience.

The first of December the dancegroup ContequZz organized a Battle of the West afterparty to invite the visitors and contenders again to meet each other, to show the videoclips, photo's and to chill out and dance together. On this evening we will ask every visitor to give some good tips and advice for the next battle. During the evening we will talk and listen with young people if they are interested in taking dance lessons or even support and more actively participate in the next battle.

C.5 Are young people involved in:

Item	Definition	Yes / No	If yes, describe how
<i>Strategy</i>	Young people are involved in helping to create plans and strategies	Yes	We brainstormed and developed plans and discussed our ideas with experts and within our social networks.
<i>Structures</i>	Young people are involved in decision-making processes	Yes	Our projectteam had meetings in which we explored new ideas, promotion activities, and took decisions about the dance disciplines and scenario of the evening.
<i>Systems</i>	Systems are in place to ensure and enshrine young people's involvement	Yes	Our website was a useful system to contact young people. The project meetings and afterparty also are means to involve the youth more in our project.
<i>Staffing</i>	Paid staff and adult volunteers (if any) work	Yes	No paid staff, only volunteers are in the project team. This team was mixed with more experienced (29

	alongside young people and respect their contribution		and 30 year olds) and unexperienced young people (18,18 and 20 year olds). This mixture was important in learning to organize and think in terms of investing in societal goals as ours.
<i>Development of skills and knowledge:</i>	The contribution that young people's experience can make to improve the service is acknowledged and utilised	Yes	In the promotion and brainstorm stage young people were strongly involved to learn from them what is a hype and not. Their feedback and experience had been heard via email, visiting dance schools and through the afterparty.
<i>Management:</i>	Young people have a role in the management of the project and have the power to hold adult staff and volunteers to account	Yes	Young people were in the management and took decisions without strong supervising from adults. However, their was supervision and time for feedback from the board of drughabilitation centre Winnersway.
<i>Delivery</i>	Young people are involved in the delivery of services and activities	Yes	The host, rappers, dj, street promoters, volunteers are involved in the delivery of service, providing and organizing a drugfree party.
<i>Assessment</i>	Young people are involved in the monitoring and evaluation of project activities.		Monitoring the project activities was done during the meetings and correspondance within the project team. We also listened to young people during street promotion. Evalating the event also was done by the project team in November.
<i>'Hard to Reach'</i>	The Project involves so-called 'difficult-to-reach' young people.		Because of the popularity of hiphop and uban culture among the more ethnic minority in our country, lot's of 'difficult to reach' young ones were interested in our event.
<i>'Service User Involvement'</i>	The Project involves young people who are recipients of the service offered.		During the afterparty the visitors of the event can give suggestions and talk with us about the improvements and new ideas.

C.6 Does the Project address issues of social equality? If yes, how ?

(How does it aim to reach stigmatised groups, or ensure fair participation by groups traditionally excluded, such as young people with disabilities, minority ethnic groups, etc.) (Maximum 100 words)

The project team works with successful clients from Winnersway who all have a background of addiction. Very often young people perceive this groups as outcasts, junkies and beggars. Involving this stigmatized group in the project and letting young people work and communicate with them helps to reduce prejudices against former drug and alcohol addicts.

On the other hand the clients are helped because contributing to this project will improve their reintegration proces in society.

Some clients made a huge contribution to the event as a dj, rapper, as entertainers and host. These people know how to reach young people and can tell from experience which people are at risk. They have been there themselves. Through their appearance and story we can reach youth who normally have difficulties with recognition and identification with prevention workers.

The event Battle of the West is attracting young people from al different social layers and ethnical backgrounds through the global language of hip-hop music and dance. The visitors and contesters, but also the project team members form a true multi-racial mix of young people who share the same passion. This project with their meetings, correspondance and growing social networks stimulates

automatically a multi-racial dialogue. We celebrate this intercultural diversity. It makes the project even more colourful.

C.7 Why do you believe that the Jury should select your Project as a recipient of the European Prevention Prize? (Maximum 100 words)

First of all, the Battle of the West is an unique concept. We believe this popular event stimulates a significant and attractive alternative lifestyle without using drugs or alcohol.

The event promotes a new social norm – a new party code among the youth. We promote a healthy lifestyle without drugs, alcohol or negativism and show them it is fun, it is crazy and also fulfilling.

The beauty of the event is that it brings together all kinds of young people with creative and organisational talents despite their background, race of sex. The project stimulates cooperation among youth for a higher goal then themselves.

The organisers have a great passion and vision for this concept. However, the project still is in its infancy, but has the potential to grow nationally. The prize will be a great incentive to move this project on a higher level because of the acknowledgment, publicity and the money we receive.

C.8 How would your Project use the Prize of 5.000 €? (Maximum 100 words)

Our plans for 2008 are:

Offering prevention lessons on public schools (combining dance workshops and discussing prevention material with an experienced foundation in the field of prevention lessons on school (“Stichting Voorkom” in English: “Foundation Prevention”).

Organizing on a larger scale (bigger promotion using media, larger location to adhere 1000 visitors)

Expanding the competition to new disciplines for creative young people (making videoclips, poetry & rap, designing orginal prevention material like posters)

Making a professional DVD after the next Battle of the West as prevention material with the following conent (trailers, battles, interview with young former drug addicts, sharing the story and true meaning behind the Battle of the West.)

D. ADDITIONAL INFORMATION

Include with your application any supplementary evidence and documentation from the Project that you think will assist the Jury in making its decision. You can also provide any relevant website addresses.

For examples and information, please refer to the Prevention Prize guidance leaflet. Please note that any material that you send becomes the property of the Pompidou Group – it will not be returned. We reserve the right to use material that you send in publicity etc. However, if you indicate that particular material is for the Jury’s consideration only and not to be used for other purposes, we will respect this – please indicate on each item if this is the case.

If you include materials that require equipment to view them – such as videos, *PowerPoint* presentations, etc, please make sure that they are in a suitable format for viewing on standard Western European equipment. Computer material should run on a standard, basic *Windows* PC. Any videos or film presentations should be limited to a maximum of five minutes running time. *PowerPoint* or other slide-type presentations should be limited to a maximum of 10 slides.

List, in the table below, the supplementary information that you are including.

Number	Item/content	Format	Language	Reason for inclusion
A.01	Our website: www.battleofthewest.nl		Dutch	The site was an important communication channel to contact youth.
A.02	DVD – BOTW4	Send by mail in DVD holder. ¹	English	Good impression of the event.
A.03	Videoclip	QuickTime-film 3 mb	Pictures and Dutch text.	Shown during the event to explain the reason behind the Battle of the West
A.04	Recommendation letter of Peter Pieters (Youth In Action)	Word-doc	Dutch	The letter proves the acknowledgment of a good youth plan and budget.
A.05	Recommendation letter of Theo van der Sluijs (Stichting Voorkom)	Word-doc	Dutch	The directeur of the largest prevention foundation in the Netherlands supports our project.
A.06	Personal motivation of Jurgen Hanemaaijer	Word-doc	English	The personal motivation for this project of the projectleader is one of the strongest forces that pushes the Battle of the West on a higher plan.

You can send them by post or e-mail but e-mail attachments must be less than five megabytes in size.

¹ The DVD is posted by mail on the 29th of November. We are not sure if the package will arrive on 1 December. It could be one or two days later. I hope this important information will be included with our application.