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SUBSTANCE ABUSE PREVENTION DURING CARNIVAL IN RIO DE JANEIRO, BRAZIL:
"NO HANG OVER BAND"

J. Jaber¹, E. Hoffmann², A. Hoffmann¹

¹Psychiatry, ²Psychology and Business Management, Jorge Jaber Clinic of Psychotherapies, Rio de Janeiro, Brazil

Introduction: Carnival in Rio de Janeiro is one of the biggest popular events in the world, gathering millions of people from different countries, social status, beliefs and cultures. As in other events of such magnitude, there are substance abuse problems and, consequently, medical and public order issues.

Objectives: Since 2005, the "No Hang Over Band" ("Banda Alegria sem Ressaca") is part of the Carnival schedule and parades through Copacabana beach, enhanced by dancers, celebrities, health professionals, public authorities, politicians, patients and their families, besides many supporters who join the group.

Aims: This study aims to reach a massive population with a campaign to prevent substance abuse giving information and alerts about the risks of it and, also, show professional from all around the world a way to do it.

Methods: A few months before Carnival, health professionals from Jorge Jaber Clinic present lectures about prevention quoting the preparations to the parade, as they gather supporters and sponsors. The message reaches the population through flyers, clothes and media (newspapers, T.V., radio and internet) before, during and after Carnival.

Results: The parade itself has been growing year after year, when it comes to supporters, sponsors and media exposure. Schools and other institutions have asked more often for lectures. Brazilian people have shown response to the campaign when they seek for more information and treatment.

Conclusions: With efforts from different parts of society and very little financial investment, it is possible to have real influence over a risk population even in adverse situation.