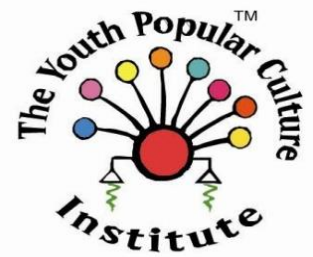


HIP-HOP 4 OPIOID PREVENTION

Washington, DC Youth Reporting

The impact of the pain
Can make you lose control
The stresses of the game
Can make you lose your soul
Escape in a pill or a spill
For a dream or a thrill
At the moment you chill
BUT OPIOIDS DO KILL.



National Prevention Network

HIP-HOP 2 PREVENT SUBSTANCE ABUSE & HIV (H2P) AN EVIDENCE-BASED HIP-HOP DEVELOPMENT PROGRAM 4 PREVENTION

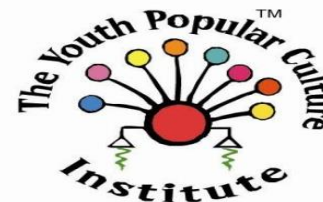


P. Thandi Hicks Harper, PhD

NATIONAL PREVENTION NETWORK: BRIDGING RESEARCH TO PRACTICE

AUGUST 28, 2019

CHICAGO, IL

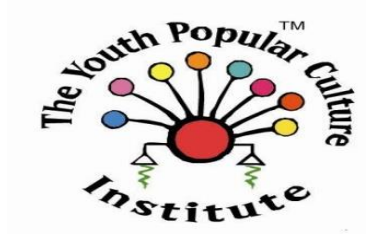


HIP-HOP'S BEGINNING IN PREVENTION

CSAP Center for
Substance Abuse
Prevention

Substance Abuse and Mental Health Services Administration
SAMHSA





HIP-HOP'S



INFLUENCE WITHIN

YOUTH POPULAR CULTURE

FEATURING:
Trendsetters
Who Shape
the Popular
Culture of
Youth

A Catalyst for
Reaching America's Youth
With Substance Abuse
Prevention Messages

FOREWORD:

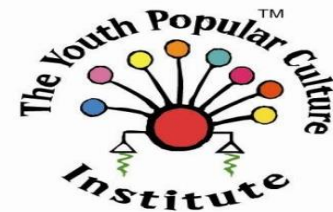
Marilyn H. Gaston, MD
Assistant Surgeon General,
Associate Administrator for
Primary Health Care,
Health Resources and
Services Administration,
Department of Health
and Human Services



"Understanding the popular culture of youth"



PATRICIA THANDI HICKS HARPER, PhD
BILLO MAHMOOD HARPER

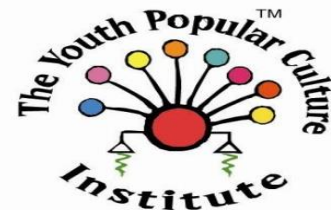


HIP-HOP 4 PREVENTION -- “SKEPTICISM”

“Social Science Research Will Not Support A Negative View Of Hip-hop.”

“Hip-hop Has Done Nothing But Make A Bad Thing Worse When It Comes To Our Children.”

“I’m Just Not Convinced.”



PREVENTING & REDUCING THE RISKS

PREVENTION OUT OF THE BOX





“Rapper’s Delight”

I SAID A HIP HOP HIPPIE TO THE HIPPIE TO THE HIP HOP,
YOU DON'T STOP A ROCKIN TO THE BANG BANG BOOGY SAY UP JUMPS
THE BOOGY, TO THE RHYTHM OF THE BOOGITY BEAT.
NOW WHAT YOU HEAR IS NOT A TEST-I'M RAPPIN TO THE BEAT AND
ME, THE
GROOVE, AND MY FRIENDS ARE GONNA TRY TO MOVE YOUR FEET SEE I
AM
WONDER MIKE AND I LIKE TO SAY HELLO TO THE BLACK, TO THE
WHITE, THE RED,
AND THE BROWN, THE PURPLE AND YELLOW
BUT FIRST I GOTTA BANG BANG THE BOOGIE TO THE BOOGIE SAY UP
JUMP
THE BOOGIE TO THE BANG BANG BOOGIE LET'S ROCK, YOU DON'T
STOP ROCK
THE RIDDLE THAT WILL MAKE YOUR BODY ROCK WELL SO FAR YOU'VE
HEARD
MY VOICE BUT I BROUGHT TWO FRIENDS ALONG AND NEXT ON THE
MIKE IS
MY MAN HANK COME ON, HANK, SING THAT SONG.

<https://youtu.be/PCqDNHO-D6s>

Hip-Hop - Southern/Country Rap "Old Town Road"

- The Power Of Hip-hop Today
- Longest Running Single In The History Of Billboard Hot 100 Chart
- 19 Weeks As #1
- 278 Million Views On YouTube



WHAT IS HIP-HOP?



**A VERY COMPLEX POPULAR CULTURE
PHENOMENON**

A WAY OF LIFE FOR MANY WORLDWIDE



HIP-HOP FROM THE BEGINNING



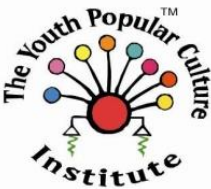
"Part of a youth spirit that cannot be ignored" TM (2004)



[HTTPS://VIMEO.COM/49383946](https://vimeo.com/49383946)



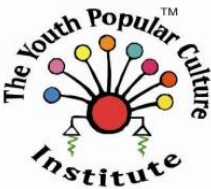
SOUTH BRONX, NEW YORK



SOUTH BRONX, NEW YORK

By the mid 70s...

- The S. Bronx lost 600,000 manufacturing jobs
- Average per capita income dropped to \$2,430, 1/2 the NYC average
- Youth unemployment rate was between 60-80%





“THE MESSAGE” 1982

GRAND MASTER FLASH & THE FURIOUS 5

Can you relate this Hip-Hop lyric to some of the young people that you are trying to reach with preventive intervention? If so, how?

Don't push me, 'cause I'm close to the edge...

I'm trying not to loose my head..."

It's like a jungle sometimes

It makes me wonder how I keep from goin' under..."



HIP-HOP'S ORIGINAL ARTS

DJING

MCING

BREAK DANCING (B-BOYING & B-GIRLING)

GRAFFITI (TAGGING)

FASHION

KNOWLEDGE OF SELF



REVOLUTIONIZING PREVENTION **WITH** OUR YOUTH



<https://vimeo.com/355436277>





WHAT IS H2P?

- A Youth Development & Engagement Prevention Intervention Curriculum
- First of its kind – Revolutionary
- 2005, 2016, 2019
- Focuses on the prevention of tobacco, underage drinking, marijuana and opioid/NMUPD use
- Integrates evidence and practice
- Targets middle school adolescents (12-16)
- Incorporates aspects of Hip-Hop culture--as a social, cultural & cognitive framework for addressing substance use and HIV risk behaviors



H2P CREDENTIALLED...

- Listed on SAMHSA's National Registry of Evidence-Based Programs and Practices (NREPP) since 2009 continuing on the Athena Forum.
- Listed as an Oregon Addiction & Mental Health Services and Washington Division of Behavioral Health and Recovery Excellence in Prevention Project.
- Listed as a SAMHSA 2017 CAPT Decision Support Tool 4 preventing youth marijuana use.
- One in 10 (out of 36 reviewed) programs showing changes in perception of harm for marijuana (2018).



H2P PROGRAM GOALS

- Reduce substance use/misuse (alcohol, tobacco, marijuana & opioids) and early/risky sexual activity.
- Positively impact adolescents' attitudes, behaviors and knowledge.
- Increase constructive recreational activity & family/community interactions.
- Build social and personal skills.





PROGRAMMING METHODS – 10 CIPHERS

Online Engagement <ul style="list-style-type: none">• Make-A-Mix• Drug Relatives• H2PD Platform	Music Videos, Storytelling, Social Media, Audio & Video, Production Experience	Interactive New Media & Mobile Devices, Youth Leadership & Innovation, Community Engagement
Game Activities	Handouts, Pledges, Production	Music & Lyrics Critical Analyses
Hip-Hop Arts, Formal Features & Root Elements	Role Plays, Self Reflection, Family Involvement	Group/Ind. Discussions & Presentations

Food & Liquor
"Kick-Push"



"IF  **IS USED TO MARKET PRODUCTS**

THEN...

HOW DO WE USE HIP-HOP 2 MARKET PREVENTION?" (repeat 2x)



<https://vimeo.com/355400307>



H2PD.NET

**H2P'S ONLINE PLATFORM
DJING - "MAKE A MIX"**

WWW.H2PD.NET

The screenshot shows the H2PD website interface. At the top left is the H2PD logo. A navigation menu includes: Home, Hip-Hop Arts, Gateway Drugs, HIV & Aids, Resources, and Log Out. The main content area features a large yellow vinyl record graphic with a white turntable. Surrounding the record are six text elements: **HIP-HOP ARTS** (in large red letters), **MCING THE ROOTS**, **DJING THE ROOTS**, **FASHION THE ROOTS**, **B-BOYING GIRLING THE ROOTS**, and **GRAFFITI THE ROOTS**. The words 'THE ROOTS' are consistently in yellow, while the activity names are in blue or red.





P.A.I.N. (OPIOIDS)

**The impact of the pain,
Made me take control.
Trying to find a way to deal,
I listened to my soul.**

**No need for a pill, for a dream or a thrill.
I'm good standing still,
Opioids do kill.**



H2PD.NET

**H2P'S ONLINE PLATFORM
"DRUG RELATIVES"**



Refresh the letters.

Find the drugs.

Define the drugs.

**Discuss the drugs' impact inside
& outside of communities.**

<http://www.h2pd.net/>



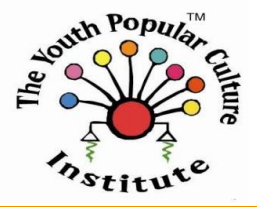


H2P CURRENTLY IN ACTION...

- SEATTLE, WASHINGTON
- BALTIMORE, MARYAND
- WASHINGTON, DC
(3 WARDS)
- HOUSTON, TEXAS
- MIAMI, FLORIDA
- PRINCE GEORGES
COUNTY, MARYLAND



THE THEORY



H2P'S IMPLEMENTATION CORE COMPONENTS



- **Authenticity**
- **Non-existent Adulthood**
- **Hip-Hop Cultural Competence**
- **Intergenerationality**
- **Cultural Congruence**
- **Hype-Fun-Learn**
- **Hip-Hop Roots**



H2P'S **INTERVENTION/IMPLEMENTATION** **CORE COMPONENTS** **HIP-HOP ROOT ELEMENTS**

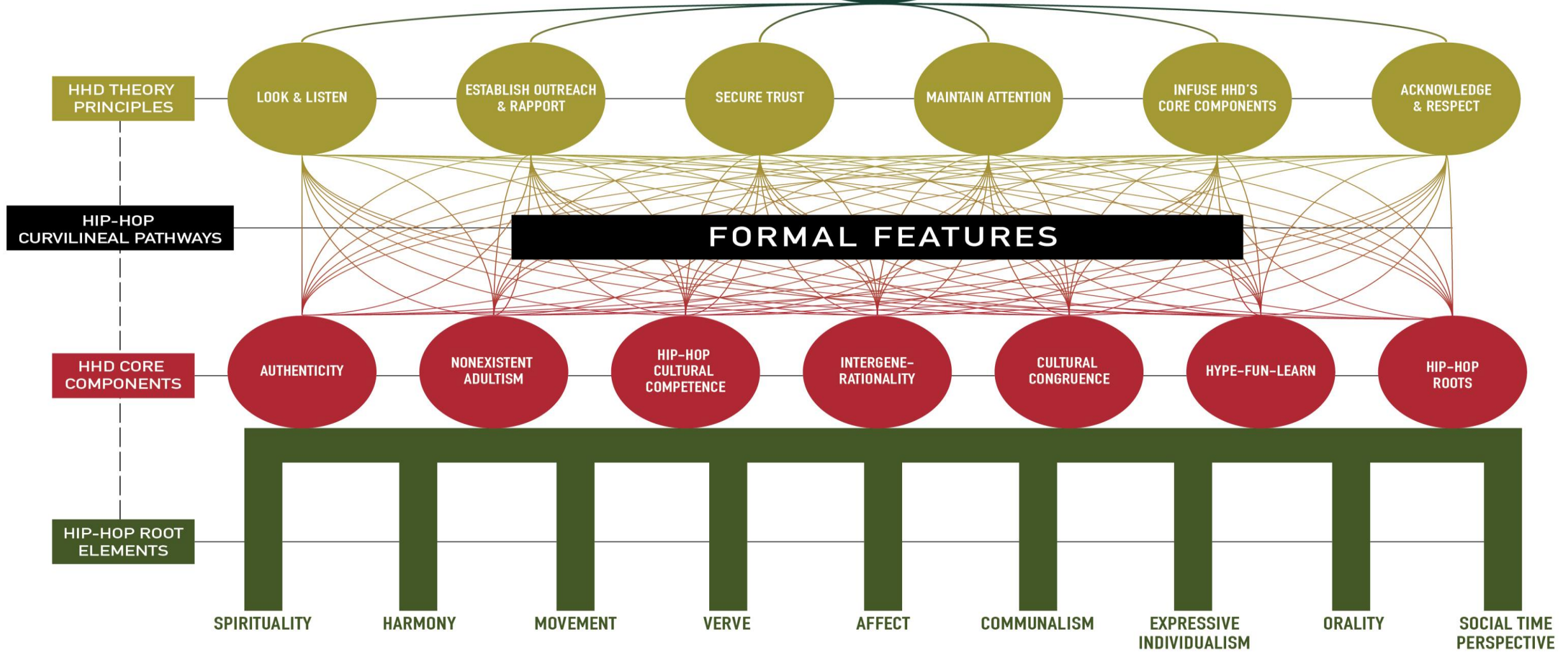
- Spirituality
- Harmony
- Movement
- Verve
- Affect
- Communalism
- Expressive Individualism
- Orality
- Social Time Perspective



HIP-HOP DEVELOPMENT™

POSITIVE YOUTH
ENGAGEMENT
OUTCOMES

AN EVIDENCE-BASED
SOCIOCULTURALCOGNITIVE THEORY



A RECIPE 4 SUCCESS Balancing Fidelity & Adaptation

HIGH FIDELITY + **HIGH QUALITY OF DELIVERY** +
ADAPTATION OF BEST PRACTICES AND CORE COMPONENTS

EQUALS

POSITIVE PARTICIPANT ENGAGEMENT & RESPONSIVENESS

LEADING TO

POSITIVE PARTICIPANT OUTCOMES

Integrated Model of Program Implementation: Modified from Berke et al. (2011) &
Washington State Prevention Summit: Cooper et al. (2018)



SIPPIN' STUPID

A PEER-2-PEER STRATEGY

**A HIP-HOP MUSIC
VIDEO 4 UNDERAGE
DRINKING PREVENTION**

<https://vimeo.com/355400817>



SNAP SHOT EVIDENCE

H2P IS THE FIRST EVIDENCE-BASED CURRICULUM TO EMPIRICALLY DEMONSTRATE THE POSITIVE EFFECTS OF HIP-HOP ON ADOLESCENT KNOWLEDGE, BEHAVIOR AND ATTITUDES.

- Increase in perception of risk for drug use (opioids, NMUPD, marijuana and alcohol)
- Perceived greater risk of harm associated w/marijuana use
- Increase in HIV knowledge
- Reported confidence to show love without sex, and ability to abide by their decision despite partner's desire.
- Increase in disapproval of drug use.



H2P TRAINING SESSIONS & ONCE A YEAR BOOSTER WEBINAR

1. HIP-HOP DEVELOPMENT & HIP-HOP CULTURE ENHANCEMENT

- Hip-Hop Culture Competency
- Customized for Your Community
- Trends in Drug Use
- Youth Cultures
- Hip-Hop Development Theory
- Free-Style Cipherng – Memory Lane
- Referral Resources

2. TOT CURRICULUM TRAINING (options)

- Curriculum Ciphers
- Hands-On Curriculum Introductions
- Activities' Engagement
- Technology Platforms
- Facilitator Tips
- Core Components/Principles/FF
- Curriculum Fidelity & Adaptations
- Evaluation & Certification



RAPPIN' 4 A CAUSE

THE HOOK FOR OUR RAP IS...

HIP-HOP: TO THE YOUTH REPRESENTS THE TRUTH

OPEN YOUR MIND TAKE TIME AND SEE THE PROOF

CHECKIN' YOUTH CULTURE NOT A DIFFICULT TASK

HIP-HOP 4 PREVENTION

MAKES THE IMPACT LAST.



REVOLUTION

**“Something's wrong and I have to do something about it.
I can effect this change. Then I become a revolutionary person.**

It's not all about fighting....

**It's about going to war with the [drug] problem and deciding you can
affect that problem. When you want to make things better you're a
revolutionary.”**

**“I AM A REVOLUTIONARY IN THE FIELD OF PREVENTION”
(2x)**

“The Revolution Will Not Be Televised” Gil Scott Heron 1970 #HipHopDev 2019

www.hiphop2prevent.com

#hiphopdev

Twitter: @drhicksharper

