



Electronic Music Mass Gatherings

Pursuit of Happiness

Large scale EDM Festivals are Safe Massive Gatherings

Summary

Despite the occasional tragedy and sensationalized story in the lay press regarding medical incidents at “raves”, raves are relatively safe when compared to other large mass gatherings such as rock concerts and marathons. While the medical usage rate at large EDM festivals is less than that of rock concerts or marathons, there are many similarities to such events related to the types of complaints. The above-described medical action plan may assist in planning of medical support for EDM festivals in the future.

EDM Events? What about the Drugs?

The Media likes to focus on the drugs a subculture element

- Our Culture is bigger than a drug subculture
- Our music has popularized: *We have evolved.*
- We are not going to these events to take drugs, we are going in pursuit of our happiness.

- Drug misuse is a global problem / Society issue
(drugs = all substances)
- Young people are especially vulnerable but
- Youth culture starts using drugs before the "rave" or EDM event**
- DEA National Drug Threat Assessment Survey starts at 8th grade...

- Which would infer that blame should not be attributed to the event producer because substance use among youth is starting well *before* our events
- Needs be addressed by schools and parents first.



Banning events will not stop the party or the drugs....

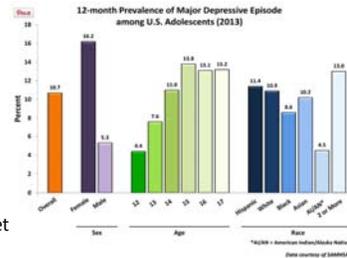
*May exacerbate overdose problems due to a lack
of oversight and access to information when
parties move underground.*



Why do people use drugs?

- Fun + Curiosity + Recreation/Joy + Creativity + Change of Perspective + Utility
- Fear + Feelings of Isolation + **Depression**
- Depression 3rd leading cause of death among adolescents and 2nd leading cause of death among college students
- Ages 15-24 -- 5K deaths/year

- Constant War
- School + Work Stress
- Climate Change
- Bombardment of Natural Disasters
- Serious illness (AIDS/Ebola)
- National and World Financial Crisis
- Poverty/ "Just Making it"



The more technologically connected we are (phones, FB, et the more we know...

- There is a link between Depression and people who abuse drugs
- People who abuse drugs "Problem drug users" are a small percent of those that use them.



DEA threat assessment of 2014
Most Pressing Concern
LEGAL Prescription Drugs

- Please Note: **MDMA not even listed** in the main body of the DEA report
- Low in comparison not even in the hundreds/ year from "MDMA"
- (possible idiosyncratic response, mostly heat, vs. overdose)
- 10,000+/ year alcohol related deaths
- 16,000+/year legal opioid pain killers
- 480,000+/year cigarette related deaths

MDMA as a choice vs. alcohol
 Alcohol is a depressive
 MDMA cultivates empathy and can help alleviate stress (preliminary results showing safe and effective for treating PTSD).



How do we combat stress and depression?

Pursuit of Happiness

Finding Joy + Positivity

- A set of Values
- Community
- Opportunities (healthy alternatives, volunteerism, inspiring experiences)



Protecting a Community set of Values

- In our mass gatherings, we create these values for ourselves
- Transformative Experiences
- Can be hard to find in society (so part of our explosive growth)

- Peace
- Love
- Positivity
- Joy
- Unity
- Respect
- Acceptance
- Tolerance
- Forgiveness
- Healing
- Creativity
- Inspiration
- Fun
- Light heartedness
- **All non-depressing values**





EMA is a global but U.S. based 501(c)(3) non-profit charitable organization formed in 2010.

We serve as a **voice for the community of electronic music.**
Our members = Industry, Artists, Fans, + Partner Non-profits

What we do:
(Focus)

We organize around issues important to our community such as health, safety, greening, advocating for high standards and creating opportunities for our community to give back to society. (if needed)

We advocate for and safeguard the rights of our community



What will their response be to my letter?

Spencer gifts is at it again! This time they are selling a kandi bracelet that says "POP MOLLY". How very unhelpful. I have written a letter ... the petition is already to go in case they don't reply quick enough.

Petitions to protect our community and culture



PETITION UPDATE

EMA Organizes new EDM coalition for advocating Harm Reduction Strategies

Electronic Music Alliance

Apr 17, 2014 -- <http://www.zmweb.com/releases/2014/04/17/ema11124014.000>

EDM Coalition Calls for Updated Safety Practices and Harm Reduction Model as Solution to Ultra Music Festival's Troubles

Miami, FL (PRWEB) April 16, 2014 City officials have taken the unfortunate incidents during Ultra... <http://www.zmweb.com>

Share | Twitter | Email



Mostly we focus on leading by Example:
Harnessing and leveraging the positivity of our community for social good.

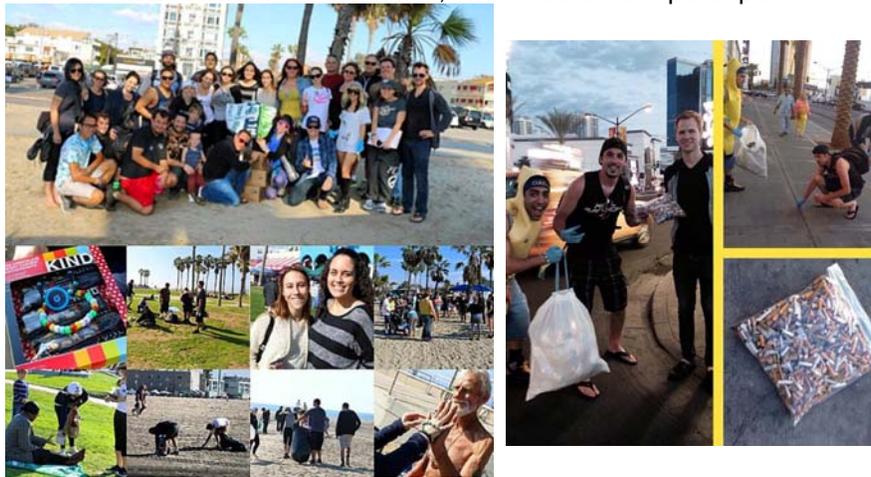


Encourage + Provide opportunities for
our members to give back



Creating Opportunities for the Community to Give Back

EMA Massive Action Global Community Service Weekends
In 2015 we had 3 countries, and 10 U.S. cities participate



Importance of Volunteer Opportunities

- Creates a sense of purpose, greater sense of self
- Keep them busy model** (sports / health) --need a certain amount of distraction 1-2 hours week dedicated to volunteering to reach threshold for benefit.
- Positive direction/ distraction --providing an alternative for time and energy
- Reinforce healthy behaviors

- Loyola University Health System suggests
Eight Points For Parents:
Speaking With College Students About Alcohol
 - #7: Encourage students to volunteer
- Beyond “keeping busy” there are health benefits
- Strong relationship between volunteering and health including **lower rates of depression** (because it provides a sense of purpose)



THE HEALTH BENEFITS OF VOLUNTEERING

■ ■ ■ A REVIEW OF RECENT RESEARCH ■ ■ ■

At our Mass Gatherings we have the best chance to offer our community and youth culture something special

- Working together, we can create the most rewarding environment for the youth culture by leveraging our networks and technological relationships.
- And we have the ability to offer them inspiring educational + engagement (and volunteer) opportunities.**
- We will be able to keep the youth safer than if they do it on their own (via parties at homes, warehouses, out in the desert).



Festivals/Mass Gatherings are “Pop Up” Cities

We have the opportunity, as in regular society to Introduce + Teach + Inspire



We can create villages of community based organizations that provide information and opportunities to the youth culture and collaborate/ help share health and safety information
(Ex: Vans Warped Tour)



Unused Messaging Real Estate? Use it: Opportunity to Educate

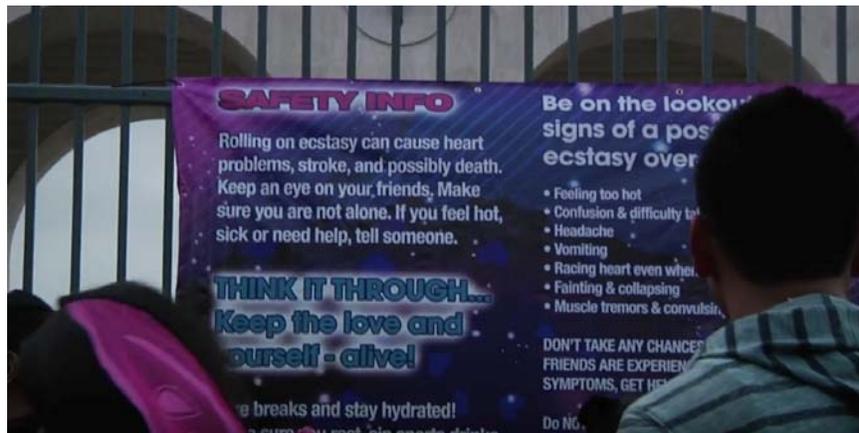


Hotlines for Abuse, Suicide, Fact based Drug information, Safe Rides, Volunteer Opportunities Outside of the Festival

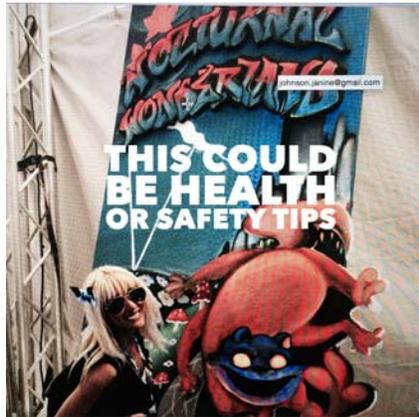
Will most likely not get this from underground events or house parties



Make Good Use of Messaging Real Estate



Festivals are a perfect place for Creative Activations around Messaging



To create spontaneous messaging ambassadorship



Creative/Holistic Activations + Gamification

← MOST RECENT #EMAPARTYPLEDGE

electronicmusicalalliance 14w



- ◆ Eco Area with Solar charging (lure)
- ◆ Party Pledge sign up qualified you for a raffle of VIP tickets
- ◆ Activation Posting on Social media qualified you for raffle
- ◆ Harm Reduction Educational materials provided (DanceSafe + SSDP)



WHAT IF THERE WERE CONTESTS REWARDING PEOPLE FOR MAKING H+S SIGNAGE AND TOTEMS?

TopRankRepost @cassandray



Increased need for shade and chill space



Could turn into Teach Space



Provide Education + Teach
Inspiration leads to opportunities





EMA contends that rather than outlawing electronic music events,* the preferable course of action would be to **focus on responsible, achievable, collaborative harm reduction** and other best practices so that the millions of electronic music fans can safely attend these events.



HARM REDUCTION

Harm reduction refers to policies, programs, and practices that aim to reduce the potential negative personal and societal consequences associated with the use of controlled substances, whether used recreationally or as a result of addiction, as opposed to the failed criminal model of attempting to eradicate the use through punishment.

Harm reduction recognizes abstinence as one ideal outcome, but accepts that employing alternatives to reduce potential harm is a more pragmatic response when complete abstinence proves unachievable.

Through on-site education, and the implementation of harm reduction services, we can more effectively provide safe and enjoyable events, while simultaneously minimizing the risk of health related emergencies and the toll they take on the event participants and the public health system.

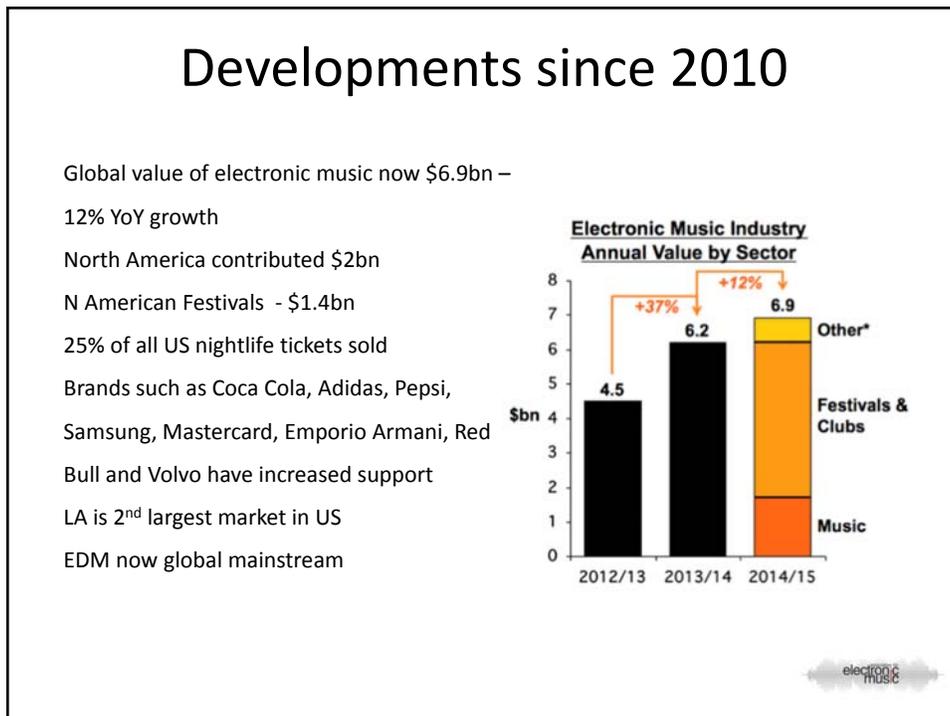
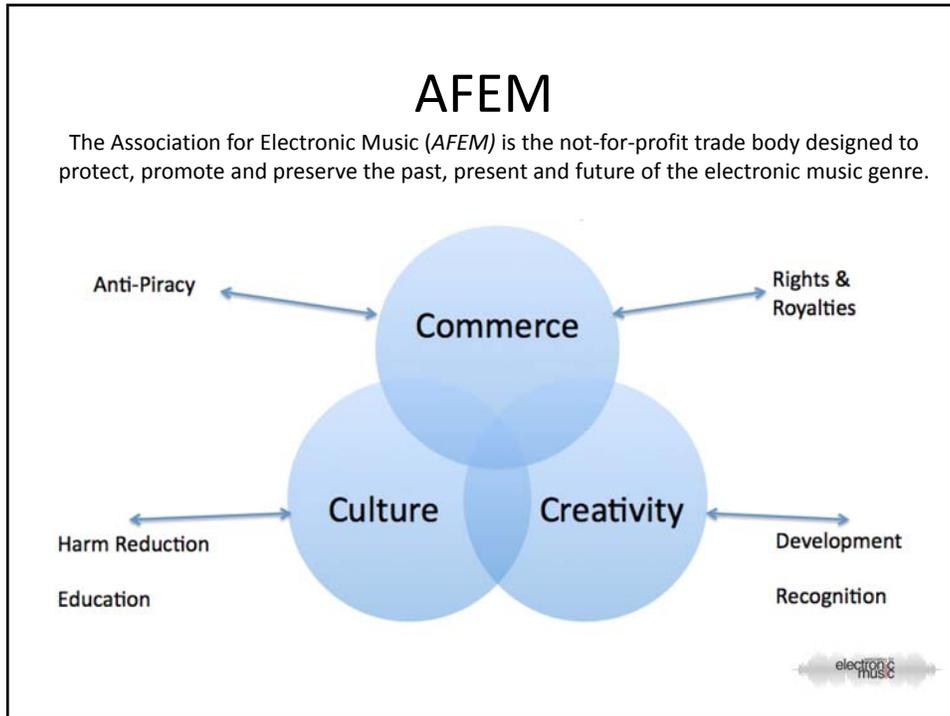


Contributing Allies



AFEM





Embedded into culture

A TV Show...

'The Ultimate DJ' was officially launched by Yahoo, Syco & Ultra Music in April 2015



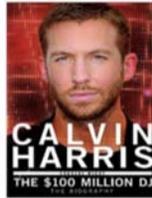
A movie...

'We Are Your Friends' starring Zac Efron is scheduled for release in August 2015



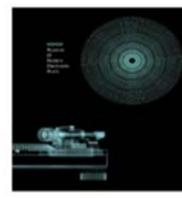
A biography...

Calvin Harris: The \$100 Million DJ by Douglas Wight has just been released in ebook format



A museum...

Plans announced for 'MOMEM – Museum of Modern Electronic Music' in Frankfurt



electron
music

North American Festival Market

- Coachella generated \$2.33 per pass sold for the city of Indio, California and \$254 million for the local economy.
- Estimates of EDCs economic impact are now in excess of \$500 million for 2013.

All stakeholders surrounding the Task Force share a common objective; keep young adults healthy. The challenge is how to achieve that objective in a way that meets the needs of all parties to the greatest degree.

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Managing Mass Gatherings

- Electronic Music festivals are no more dangerous than other mass gatherings such as sporting events.
- The number of hospitalizations directly correlates to number of attendees in events.
- 0.01% of dance event attendees were transported to hospital for substance related health issues in Holland between 1997 and 2008. During Burning Man 2011, the figure was 0.06% and at athletic events in South Eastern United States, 0.12% of attendees were transported for medical care relating to heat stroke.
- **The average mortality rate of 0.00004% at SFX events held throughout the 2013 in the US is 5 times less than the alcohol related death rate on any given weekend in US colleges.**



Market Maturity & Insight

Every territory has, or is developing, an appropriate response.

The US is unique in that a mass market pop culture is mixing with a long standing underground culture, a culture which has existed in Europe for nearly 30 years. EDM is barely 6 years old.

Europe: Switzerland Holland UK Germany

R o W: India Australia Malaysia



Dina Perrone, PhD California State
University Long Beach



GOALS

- Mass Gathering Events
 - EDM events/festivals (\$6.2 billion industry [Ganguly, Friedman, & Bazos, 2014])
- Few negative health related incidents
- Few drug and alcohol related incidents
- Minimal violence
- Minimal violence related harms
- Few arrests



PPTT Rates for EDM Festivals

Table 3.
PPTT at large EDM festivals (24)

Event	PPTT
Electric Daisy Carnival, 2010	21.6
Love Festival, 2010	22.8
Monster Massive, 2010	16.8
Together as One, 2010	13.7



PPTT rates for other Mass Gatherings

Table 2.
PPTT reported at large events.

Event	PPTT	Reference
Ski marathon	441	8
Marathon	228	29
Twin City marathons, 1983-1994	189	37
Woodstock, 1969	125	5
Baltimore Marathon, 2002-2005	107	41
Royal Adelaide Show, 1991	91	7
Rock concerts	83	20
Glastonbury, 1971	77	3
Vermont Rock Festival, 1973	69	30
U.S. Festival, 1982	64	31
Rolling Stones concert, 1972	50	16
Summer Olympics, 2008	44	46
NASCAR race, 1997	43	13
Winter Olympics, 2002	26.9	1
Winter Olympics, 1988	19	42
Papal visit, 1995	19	6
Summer Olympics, 1984	16	2
College football season, 1995	11	38
Winter Olympics, 2006	12.7	36
New York State Fair, 2004-2008	4.8	15



Known Risks + Consequences

- Overcrowding
- Overheating
- Sunburns
- Dehydration
- Hearing Loss
- Alcohol and drug related harms



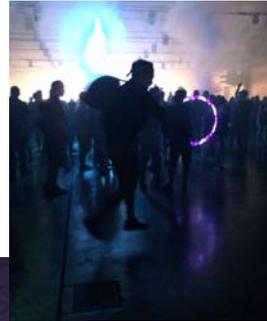
Known Risks + Consequences

- Alcohol and drug related harms
 - Limited data in U.S. on drug & alcohol consumption at events
 - Canadian, U.K., European data show alcohol, cocaine, MDMA, marijuana, and tobacco are most common (e.g., Young et al., 2015).
 - Miami study +benzodiazepines (Kurtz, 2013)
 - SF study only 5.4% exiting EDM clubs had positive MDMA/amphetamine drug assays (Ridpath et al. 2014)



Known Risks + Consequences

- Arrests
- Sexual Assaults
- Violence
- Injuries
- Death



Evidence Based Best Practices for Goal Achievement

- **Balanced Approach**
 - Imbalance = harm creation
 - Imbalance = cost-ineffective
 - Long-term and short-term harms to public & patrons, patrons' friends, patrons' families (see Mosher & Akins, 2014 for overview)
 - Long-term and short term costs to public & patrons, patrons' friends, patrons' families (see Belenko & Spohn, 2015)



Evidence Based Best Practices for Goal Achievement

- **Stakeholder Collaboration** (Bazos, 2014; Yeoman et al., 2009)
 - Promoters, law enforcement, security, harm prevention, education, and reduction providers, medical and mental health staff
 - Each have limitations, but each have value and should have equal weight



Evidence Based Best Practices for Goal Achievement

- Alcohol and drug-related harm prevention, education, and reduction
 - **Peer-to-peer-based education** (Nielan et al., 2011; Turner & Shepherd, 1999)
 - Accurate, nonjudgmental, realistic
- Successful among MSM, IDU, and NTE populations



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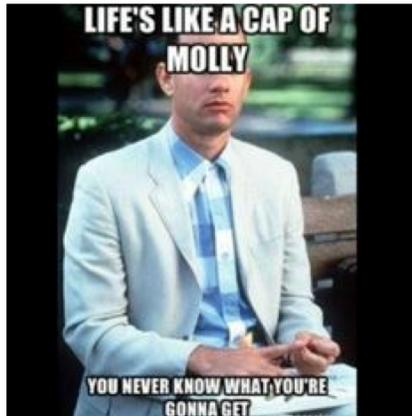


Evidence Based Best Practices for Goal Achievement

- Public health messaging (Ridpath et al. 2014)
- Drug checking (Hungerbuehler, 2011)
 - Illicit substances
 - Varying potential harms
 - » Adulterants (e.g., NYC & methylene [Ridpath et al., 2014])
 - » Bulking Agents
 - » Research Chemicals
 - Alert patrons and medical staff

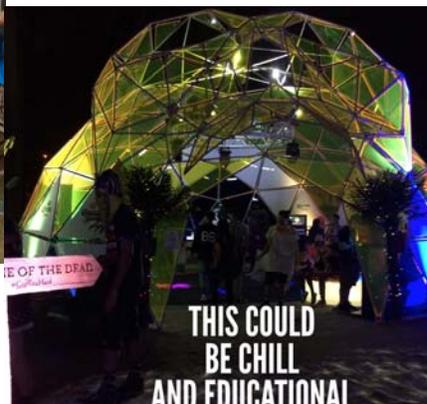


Adulterants + Mimics



Evidence Based Best Practices for Goal Achievement

- Access
 - Free water
 - Low-cost electrolyte filled beverages (coconut water)
 - Low-cost sunscreen sprays
 - Shaded, sitting areas
 - Visible medical tents (more than one and effective signage)
 - Free earplugs
 - Well-lit restrooms and attendants
 - Amnesty boxes and information





Evidence Based Best Practices for Goal Achievement

- Management
 - $\leq 18+$ (Ridpath et al., 2014)
 - 75°F (air conditioning)
 - 85+ Decibels
 - Roaming EMTs and peer-educators
 - Crowd control



Evidence Based Best Practices for Goal Achievement

- Collaboration
- Balance, Cost-Effective, Evidence-Based Approach



DanceSafe

Promoting Health and Safety Within the Electronic Music Community

partnering with community-based organizations

- ◆ Experts
- ◆ Trained
- ◆ Trusted
- ◆ Integrative approach
- ◆ Prevent imbalance = prevent further harm
- ◆ Community-based public health!
- ◆ How?



Peer-based education

- ◆ Best practice
- ◆ Trusted
- ◆ Relatable, identifiable, and approachable
 - ◆ Less fear!
- ◆ Credible sources
- ◆ Most impactful at moving young people through 'stages of change'
- ◆ Mutually beneficial (educator vs. educated)
- ◆ Strengthens social environment and changes social norms
- ◆ Cost-effective
- ◆ Sustainable
- ◆ Gap in educational initiatives



How do harm reduction services and education work in the field?



Safe space

If someone is having a challenging experience try to move them into a comfortable, warm, and calm environment.

Support psychedelic harm reduction. sandproject.org

Sitting, not guiding

Be a calm meditative presence of attention, compassion, and caring. Promote feelings of trust and security. Let the person's unfolding experience be the guide.

Support psychedelic harm reduction. sandproject.org

Talk through, not down

Without distracting from the experience, help the person connect with what they are feeling.

Support psychedelic harm reduction. sandproject.org

Difficult is not bad

Challenging experiences can wind up being our most valuable and may lead to learning and growth.

Support psychedelic harm reduction. sandproject.org



Why implement Harm reduction strategies?

- ◆ Non-judgmental
- ◆ Realistic and pragmatic
- ◆ Best practice
- ◆ Educates on drug contents, effects, dose, risk, and provides strategies to reduce risk and empower youth to make informed decisions
- ◆ Effective at reducing # of medical emergencies and fatalities
- ◆ Cost effective
- ◆ Need exists!
- ◆ Opportunity to educate youth



**electronic music
a l l i a n c e**

*There is a significant question as to whether governmental bodies could - constitutionally - treat electronic music events differently from other similar events based solely on the music performed. In fact, it is well established that content based restrictions on speech are presumptively unconstitutional.



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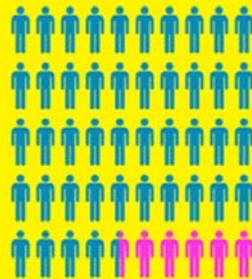


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“Problem” drug users (abusers) is a small % (legal and illicit)



Just as most people who drink alcohol aren't alcoholics, most people who use (other) drugs do so without problem.

But whatever the nature of someone's drug use, they should be protected, not punished.

- Non-problematic drug users
- 'Problem' drug users*

* Defined by the UN Office on Drugs and Crime as people who are dependent on, or inject, drugs.

Data taken from the UNODC's 2013 World Drug Report. Each person represents approximately 4,800,000 people

