

Keepin' it REAL

KENYA PILOT FINDINGS



Keepin' it REAL (kiREAL) is an evidence-based, culturally-grounded substance use prevention program for youth.

- ✓ *kiREAL* has proven effective at preventing youth alcohol, tobacco, and other drug use and increasing anti-drug attitudes and beliefs
- ✓ Youth also develop life skills such as decision-making, risk assessment and interpersonal communication
- ✓ The skills developed in this program aid in the prevention of multiple youth problem behaviors



REFUSE: say “no” in a clear, direct, & respectful manner



EXPLAIN: provide a reason or reasons for not doing something undesirable or harmful



AVOID: physically keep yourself away from risky situations or places



LEAVE: remove yourself from a situation that is dangerous, threatening, or risky



The *kiREAL* program is managed by the Global Center for Applied Health Research (GCAHR) at Arizona State University



kiREAL is a culturally-grounded curriculum that has proven effective at preventing and reducing youth substance use in settings all over the world.



GCAHR, in conjunction with the African Institute for Child Studies, is adapting the *kiREAL* curriculum for the Kenyan culture.

Demographic characteristics

The *kiREAL* pilot study in Kenya involved:



4

Schools

- Around **Nairobi**
- 2 experimental
- 2 control



841

Students

- ♀ **55%** female ♂ **45%** male
- 10-16** years of age
(average = **13.2** years)

↳ Due to methodological challenges during implementation, the results are reported for a smaller subset of the sample above:

3

Schools

- 2 experimental
- 1 control

533

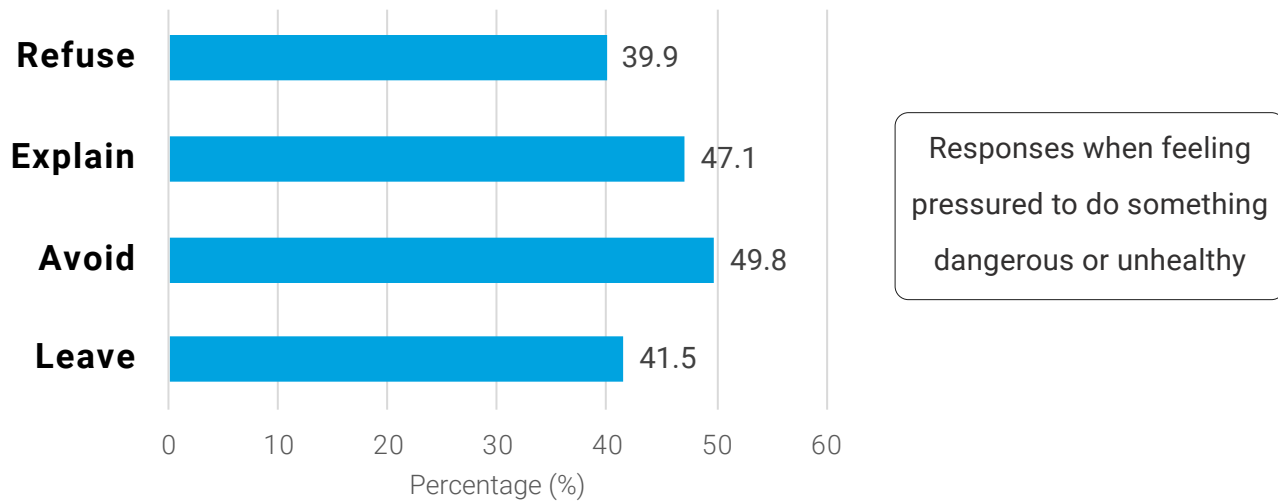
Students

Pre-test results

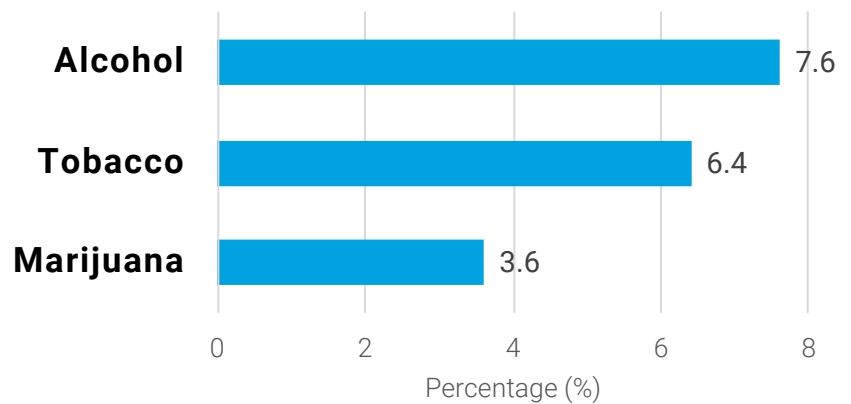
Substance use vulnerability prior to intervention



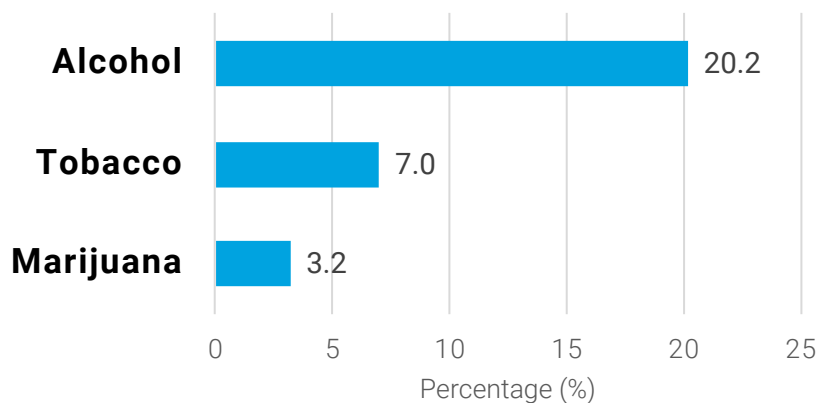
Use of REAL strategies



Past 30-day substance offers



Past 30-day substance use



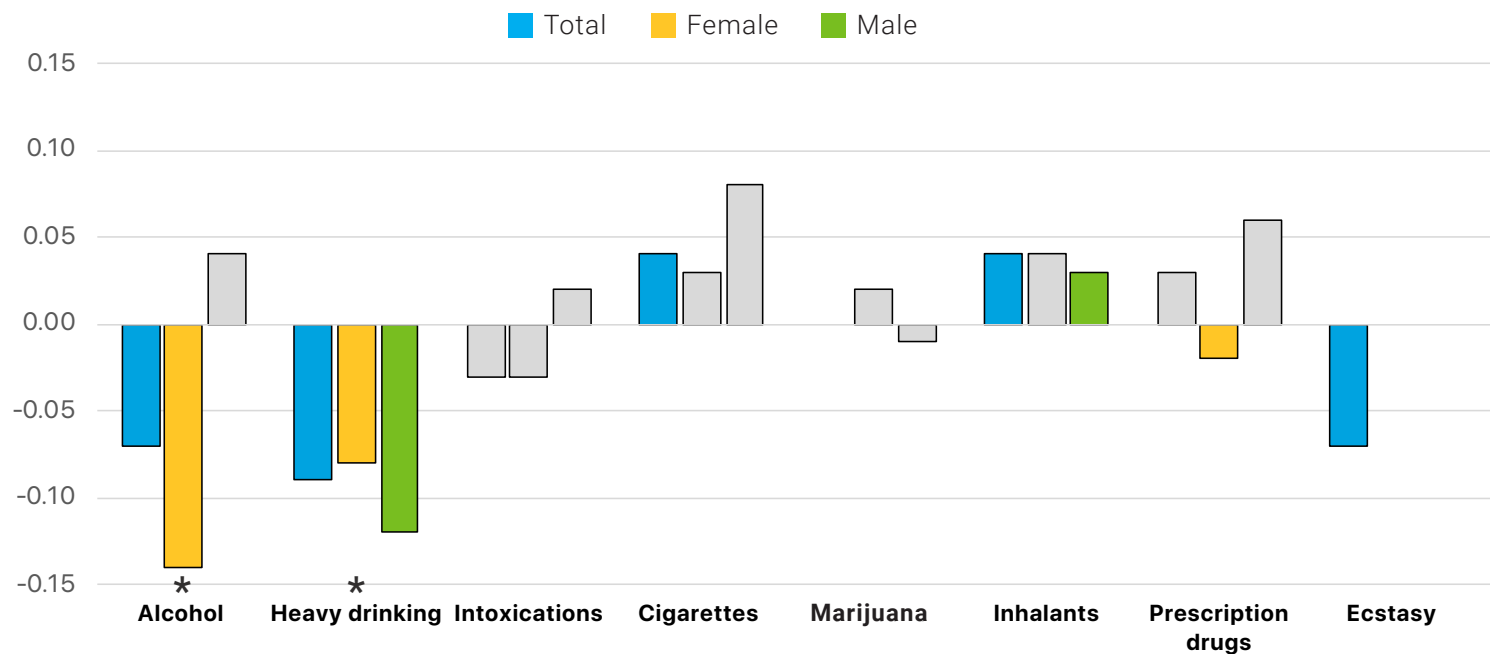
Results

Effects of the intervention

The efficacy of *Keepin' it REAL* was assessed comparing the experimental and control group students, while adjusting for pre-existing differences between them on demographic characteristics like age and gender.



Intervention effects on substance use frequency (unstandardized)

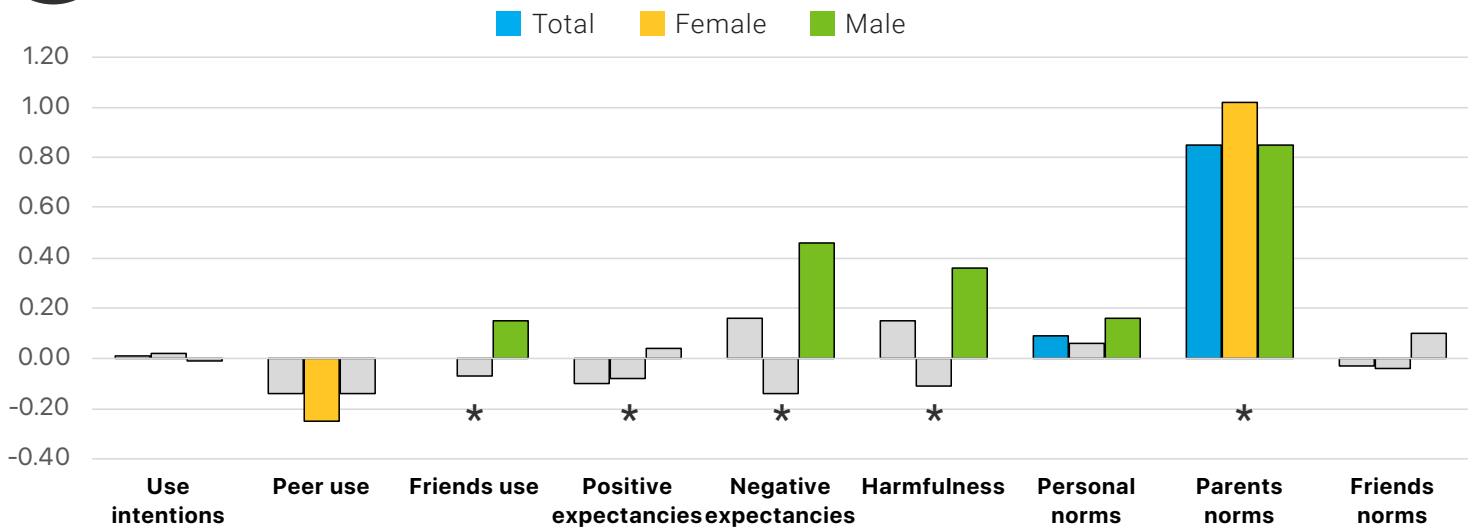


Note: grey columns signify non-significant results * = gender interaction effects were found

Keepin' it REAL students reported relative reductions in the frequency of **alcohol use** (only in females), **heavy drinking** (in females and males), **prescription drug misuse** (females only) and **ecstasy use**. The control group showed relatively better results in the use of **cigarettes** (marginally) and **inhalants** (only in males).



Intervention effects on substance use attitudes (unstandardized)

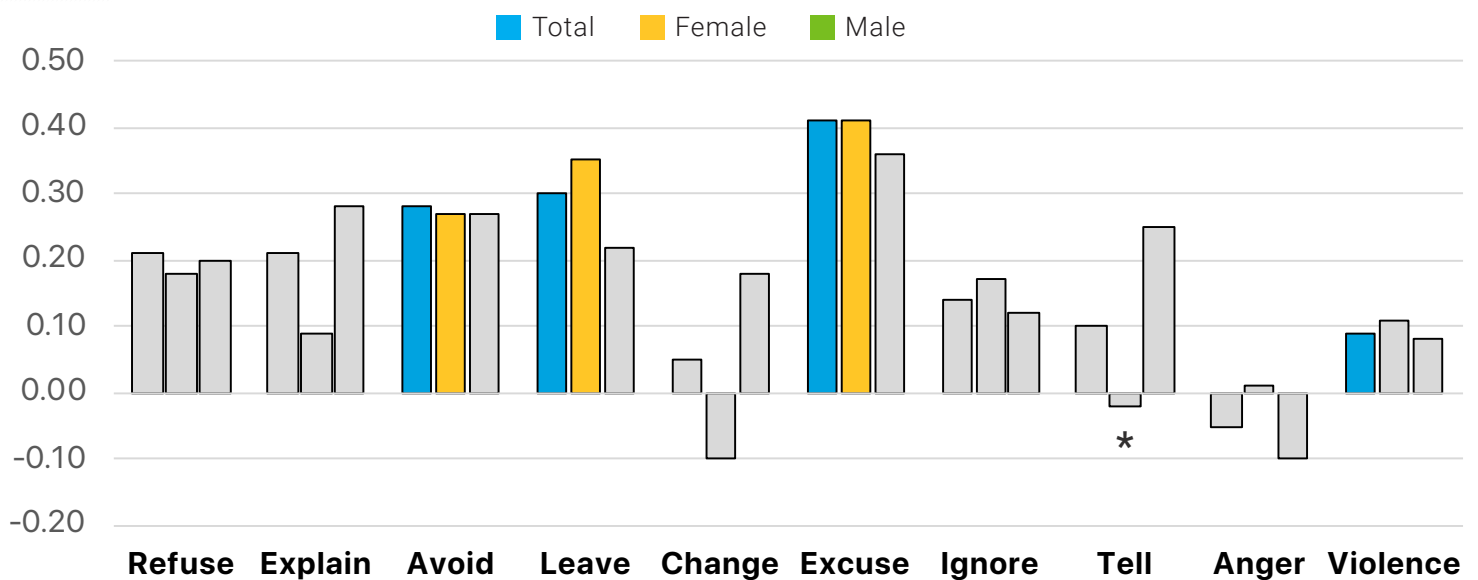


Note: grey columns signify non-significant results * = gender interaction effects were found

Overall, *Keepin' it REAL* strengthened anti-drug personal norms (especially in males) and perceptions of parental disapproval of substance use, while increasing negative expectancies about drug use and its harmfulness in males. While it lowered females' estimates of the prevalence of substance use by school peers, in males it increased estimates of how many of their friends used substances.



Intervention effects on use of strategies under pressure (unstandardized)



Note: grey columns signify non-significant results * = gender interaction effects were found

Keepin' it REAL students (and females in particular) reported increasing use of the REAL strategies of **avoid** and **leave**, as well as the strategy of providing an **excuse**. They also reported increasing likelihood of relying on **violence**.

Next steps for *kiREAL* in Kenya

