

## **Real, Tania**

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### **IMPLEMENTATION OF KEEPIN' IT REAL IN SCHOOLS ON MEXICO-USA BORDER**

#### Background

Keepin' it REAL (kiR) is an efficacious and evidence-based substance use prevention program focusing on social skills and competencies linked to preventing substance use. It was developed at Arizona State University and it targets preadolescents and adolescents, ages 11 to 15. The program is taught in the classroom, by teachers, previously trained, consisting of weekly lessons, including videos based on real stories, games, role plays, scenarios and decision-making applications (Marsiglia & Hecht, 2005). The program takes into account cultural diversity; its effectiveness has been proven with population in various cities and contexts (Marsiglia, 2015). The results of the implementation studies have demonstrated efficacy in Mexico (Marsiglia, 2019). The objective was identify and describe dissemination barriers and assets to the implementation of kiR in high schools in Tijuana.

#### Method

KiR has been tested in schools in Tijuana- Mexico, a border city with the United States, and information on implementation is also being collected in field diaries by each school (4 experimental and 4 control) to identify possible factors that can explain how local contexts and conditions influence the efficacy of the program. At the end of the implementation, focus groups will be held with participating teachers and students to collect more information.

#### Results

Analyzed factors have been cataloged in different factors: i) factors related to the teacher who implements kiR, ii) characteristics of organization and infrastructure of schools, iii) characteristics of the education system iv) environmental and contextual factors such as weather, violence, labor union activities.

#### Conclusions

Results of the pilot study whose aim is to identify and analyze what local conditions facilitate or challenge the implementation of a prevention program in a complex sociopolitical context. Tijuana is located at the northern border of Mexico with the United States, violence and neighborhood insecurity are common, it is also facing a humanitarian crisis of migrants mainly from Central America wanting to cross the border with the United States, high levels of homicide, and use of heavy drugs is also reported. We will show what local conditions need to be addressed in order to implement a prevention program in this setting.