

## The Rock Challenge®



The Master was invited to present an award at the Hackney Empire on behalf of the 'Rock Challenge'® which is an international anti-drug and crime prevention initiative that takes the form of a performing arts competition for secondary schools.

The Rock Challenge® delivers anti-drug and crime-prevention messages to the heart of teenage culture by communicating, via music, dance, fashion and media, images that are familiar and attractive to large numbers of young people.

The event captures the imagination of young people, providing them with an exciting and unique opportunity to experience the 'drug-free high' of performing in a supportive and professional environment with over 100 of their fellow school students, rehearsing in the company of from 500 to over 1,000 of their contemporaries, before going on to perform their piece in an evening show that increasingly is played to sell-out audiences.

The BYBF and its directors are convinced The Rock Challenge® is an ideal communication method of addressing the issues of drug and substance misuse with young people, allowing them the opportunity to see that by hard work, commitment and team work they can obtain a drug-free 'high'.

Feedback from participating schools indicates that the use of tobacco products, alcohol and other drugs is reduced or stops entirely among participating students, and Australian research shows that schools participating in Rock Challenge® have significantly lower proportions of students who have ever tried drugs or been drunk.