

TeenFest 2K13

Attendance and Outcome Data

TeenFest is an annual talent contest and showcase of original performances with a substance-free/violence-free theme. It is a forum for young people to raise their collective voices in contribution to the call for safe and drug-free communities in North Carolina. TeenFest also offers youth and their families a substance-free social event where they can gather, support each other and promote the prevention message - at no cost. Age of attendance ranged from 8 y.o. to 80 y.o. There is also an area designated for agencies to feature information relevant to the TeenFest theme.

Teen Fest is a collaborative effort by local and statewide non-profit agencies interested in furthering the substance abuse prevention and anti-violence messages. They include: Partnership for a Drug-Free NC, Inc., NC Cooperative Extension Service & Wake County 4-H Youth Development, and the City of Raleigh. Area high school students comprise the TeenFest Youth Partners who help plan and execute the event. They receive community service hours for their participation. Media sponsors were CW22 televisions and Radio One.

In 2013, TeenFest 2K8 was held at The Raleigh Civic and Convention Center, on April 13, 2013, 10 am to 4 pm. Approximately 550 people attended, and 201 people completed surveys regarding what they learned during the event. The results of the survey are below.

Table 1. Results of TeenFest 2K13 Survey

Variables	Percentage (number)
Gender (Female)	76% (151)
Ethnicity	
African American	93% (187)
White	2% (5)
Hispanic	4% (9)
Asian	0% (0)
Age	
<12 years	5% (10)
12-17 years	49% (98)
18 years and up	46% (92)
City of Residence	
Raleigh	48% (97)
Durham	8% (16)
Knightdale	6% (13)
Cary	4% (8)
Clayton	4% (8)
Nashville	3% (6)
Other (20 NC Cities, MD, VA, & DC)	26% (53)
How I Heard About TeenFest	
Agencies	23% (46)
Contestants	16% (32)
Family	10% (20)
Friends	9% (18)
TeenFest	7% (15)
Parents	6% (13)
Church	6% (13)
Internet	6% (11)
Television	5% (10)
Radio/Newspaper	1% (1)
What Was Learned at TeenFest 2K13	
Dangers of Substance Abuse	89% (178)
Dangers of Violence	72% (145)
Avoiding Dangers of Substance Abuse	74% (148)
Avoiding Dangers of Violence	71% (142)
How to get More Information	66% (132)

Other Cities With At Least One Attendee (N=20 NC, 3 other states):

Apex	Henderson	Wendell
Asheville	Holy Springs	Zebulon
Charlotte	Louisburg	Richmond, VA
Creedmoor	Maccford	Columbia, MD
Dudley	Morrisville	Washington, DC
Fayetteville	Rolesville	
Garner	Sandford	
Greensboro	Spring Hope	
Goldsboro	Tarboro	