EU DRUG STRATEGY

BALANCED APPROACH TO THE DRUG PROBLEM REQUIRES ADEQUATE CONSULTATION WITH A BROAD GROUP OF SCIENTIFIC CENTRES, PROFESSIONALS, REPRESENTATIVE NGOs, CIVIL SOCIETY AND LOCAL COMMUNITIES
CIVIL SOCIETY FORUM ON DRUGS

- to feed specific grass-roots experience into future Commission proposals, but also into the work to monitor the EU action plan on drugs
- Evidence Based Decision
- Increased Influence of Civil Society
- Local Strategies
TREATMENT/FINDINGS AND BEST PRACTICIES

- Time Factor most essential/cost cuttings
- Treatment to be ready available/reality of long waiting lists
- No single treatment appropriate for everyone /programmes predominately not flexible
- Focus on multiple needs-co morbidity-social factor/ come-go-come back” effect
- Continuous assessment/rare existence
MARKETING AND TREATMENT

- Addiction treatment is not interesting topic vs. sensation stories – drug crime
- Success is not marketed – relapse as failure still widespread opinion
- Negative marketing through public opinion – treatment as unpleasant, strict instead of positive, joyful development process
SUBSTITUTION TREATMENT

Facts and Findings

- Around 600,000 patients receive treatment in Europe
- BEST PRACTICE
  - Long term basis and effective dosage
  - Psychosocial treatment
  - Excellent results in combination with residential treatment
- Good availability of substitution drugs –
  - but not treatment
MARKETING /RESEARCH AND ADDICTION POLICIES

- TOBACCO: excellent research – good marketing and advocacy of outcome and political support: success stories of smoking ban in Australia, USA, Canada, Europe

- ALCOHOL: extensive research – little effect of outcome, good marketing and lobbying concerning interests of industry
ADVOCACY vs. LOBBYING

- Legalisation vs. prohibition
- Interest groups (mis)use research
- Harm of restrictive policies vs. harm of substances
- Opposite to evidence based drug strategy
- Myths: liberal Netherlands and Portuguese drug strategy
**RESEARCH MARKETING AND PREVENTION**

- **Example**: “sport against drugs, drug free world” - good marketing, high public acceptance, excellent funding opportunities – **poor outcome** – does not reach target groups

- **Example**: drug testing – low public acceptance – no marketing – difficult implantation and funding – **prooved effective** – perfect reach of target group
OFFICIAL ROLES OF CIVIL SOCIETY

- VIENNA NGO COMMITTEE / Consensus policy resulting in „Beyond 2008“

- CIVIL SOCIETY FORUM / difficult process of identification and finding of direction – weak position in the influence new European Drug Strategy
KUR UND GESUNDHEITSZENTRUM
KNAPPENHOF
Making Treatment Attractive