

# Engaging local communities in drug demand reduction

- lessons learned from 26 years' experience



# What ECAD does

**Share best practices and research on prevention, treatment and control on drugs**

- Annual Mayors Forums**
- Lectures/Education**
- Advocacy/Policy**
- Contributor to EU and UN drug policy discussions**



# What can explain drug use?

**Biological:** drug abuse has a beginning stemming from physical characteristics. Explains addiction in terms of genetics, brain dysfunction, and biochemical patterns

**Psychological:** unconscious conflicts and motivations that reside within us as well as our reactions to early events in our lives moves a person toward drug use and abuse

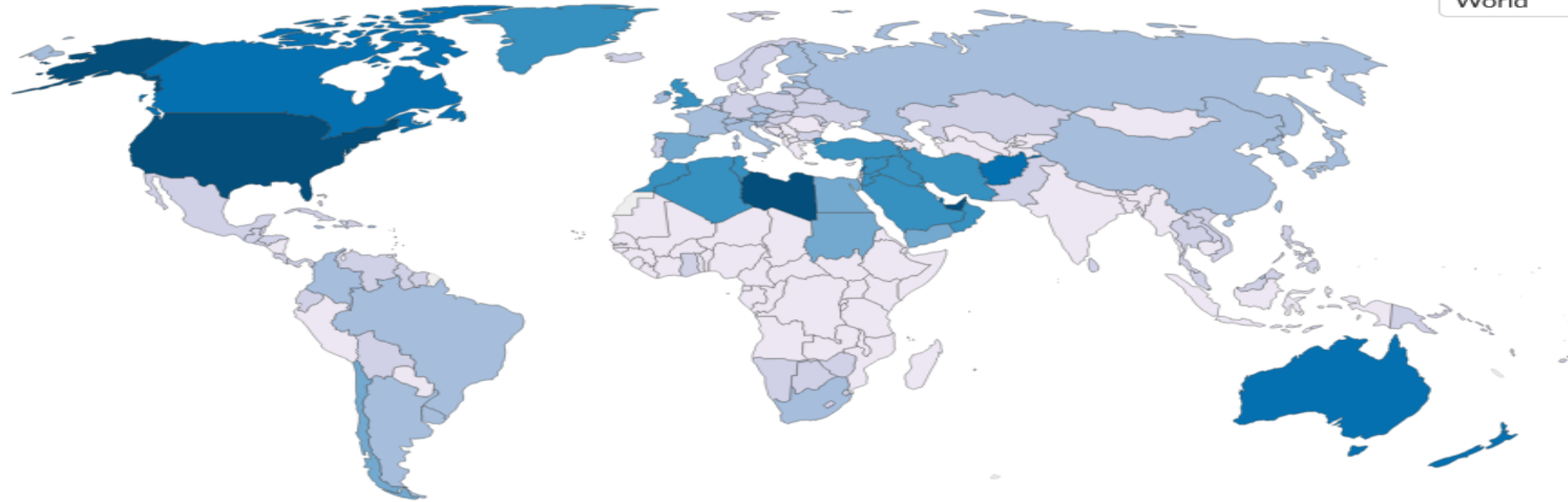
**Sociological:** An individual's motivation to seek drugs is caused by social influences or social pressure

# Share of population with drug use disorders, 2017

Drug dependence is defined by the International Classification of Diseases as the presence of three or more indicators of dependence for at least a month within the previous year. Drug dependency includes all illicit drugs.

Our World  
in Data

World



Source: IHME, Global Burden of Disease

CC BY

1990

2017

CHART

MAP

TABLE

SOURCES

DOWNLOAD



<https://ourworldindata.org/illicit-drug-use>

The deck is stacked against us. Yet, there is a paradox. Why do so few people use illicit drugs when the components for use and addiction are embedded in human biology and psychology? Merely a few percent of adults use drugs on a regular basis.

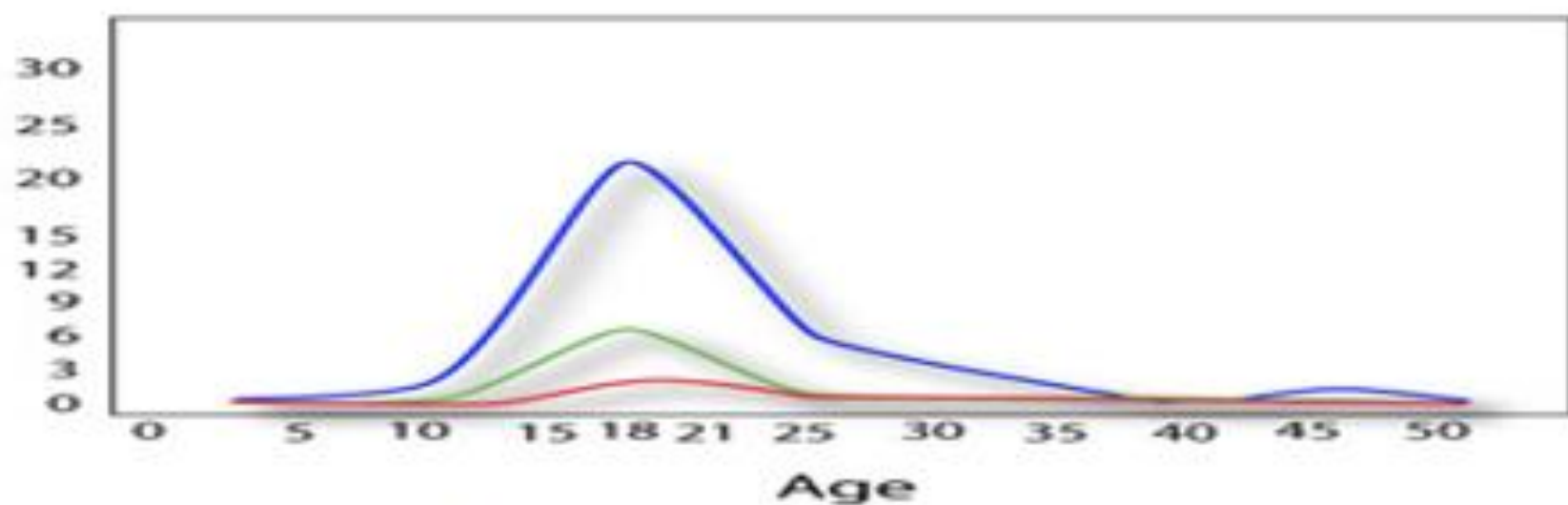
ECAD Chairmans Report 2018

# Vulnerabilities



UNODC World Drug Report

Probability of first drug use in %



Alcohol  
Marijuana  
Cocaine

Wagner, F. A., & Anthony, J. C. (2002). From first drug use to drug dependence: developmental periods of risk for dependence upon marijuana, cocaine, and alcohol. *Neuropsychopharmacology*, 26(4), 479-488.

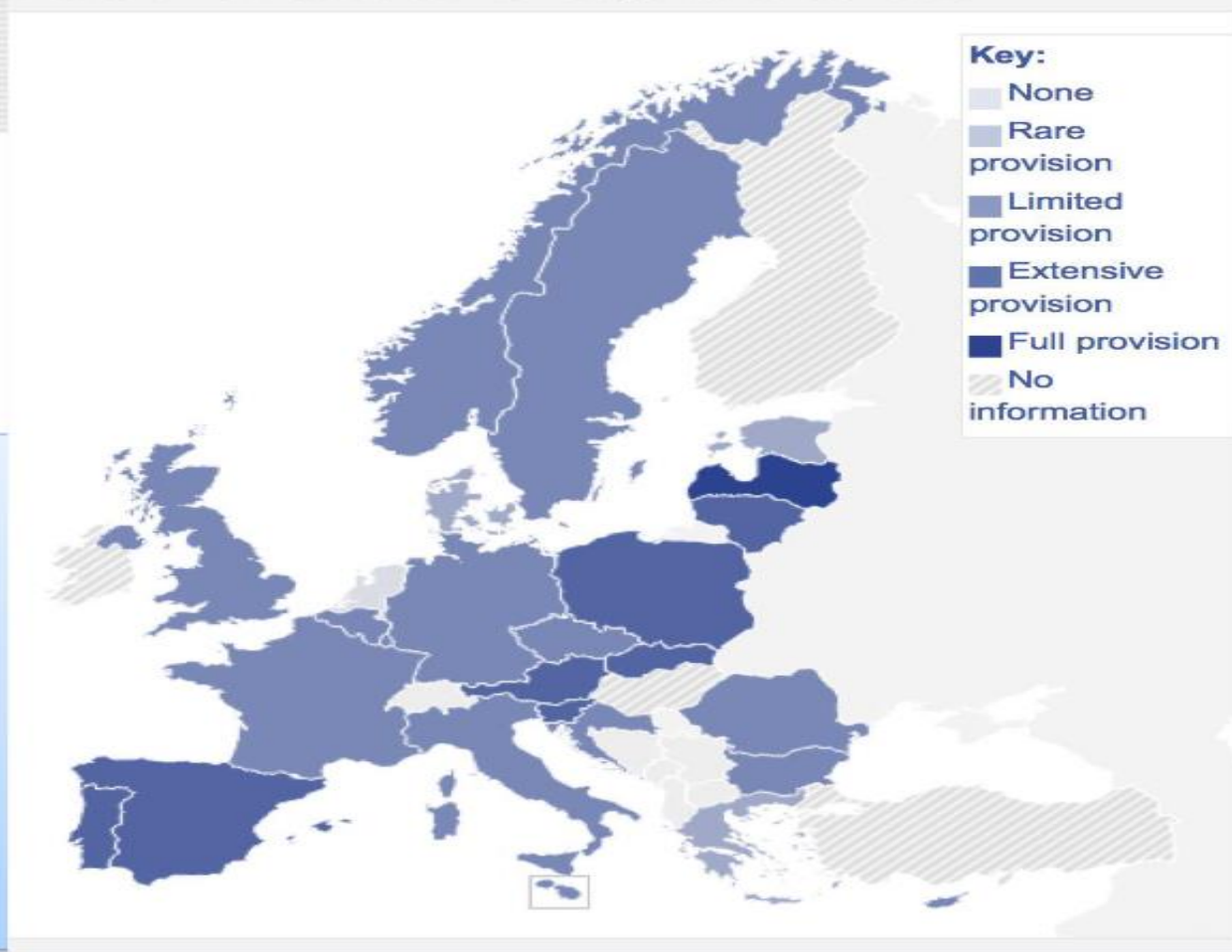


# Information about dangers is not enough

## *Information-based approaches in schools, 2013*

Substance users are far better informed than non-users  
Switzerland (Dermota 2013), Israel (Brook et al. 2001), Australia (Lenton et al. 1997)

Visits of law enforcement agents to schools





# Insight from Philip Morris



**"Smoking a cigarette for the beginner is a symbolic act. . . . 'I am no longer my mother's child, I'm tough, I am an adventurer, I'm not square.' . . . As the force from the psychological symbolism subsides, the pharmacological effect takes over to sustain the habit."**

1969 draft report "Why One Smokes" to the PM board of directors prepared by Osdene's department. Document Bates No. 1003287836

According to repeated nationwide surveys,

## More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool *mildness*, pack after pack, and a *flavor* unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit *your* throat as your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

**MARSHEN O'NEIRA** says: "I pick Camels. They agree with my throat and taste wonderful!"

**DICK HAYNES** says: "I get more pleasure from Camels than from any other brand!"

**SALVIN BELLAMY** reports: "Camels suit my taste and throat. I've smoked 'em for years!"

For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).

A vintage advertisement for Camel cigarettes. It features a doctor in a white coat sitting at a desk, holding a cigarette. To the right is a pack of Camel cigarettes with the text "TURKISH & DOMESTIC BLEND CIGARETTES". Below the pack are three small portraits of people with their testimonial quotes. The overall layout is clean and professional, typical of mid-20th-century advertising.

# Today's new-old Landscape







**Cannabis Television  
Ads - Current Trends  
and What's to Come!**



DISPENSARIES



420  
ACCOMMODATIONS



FLIGHT



HOTEL



CARS



TICKETS



ACTIVITIES





**ignite** Diamonds are for Dabbing

Visa fler kommentarer

**r4uljr** Healthy AF

**ruben\_jeweler** Like a fancy yellow diamond



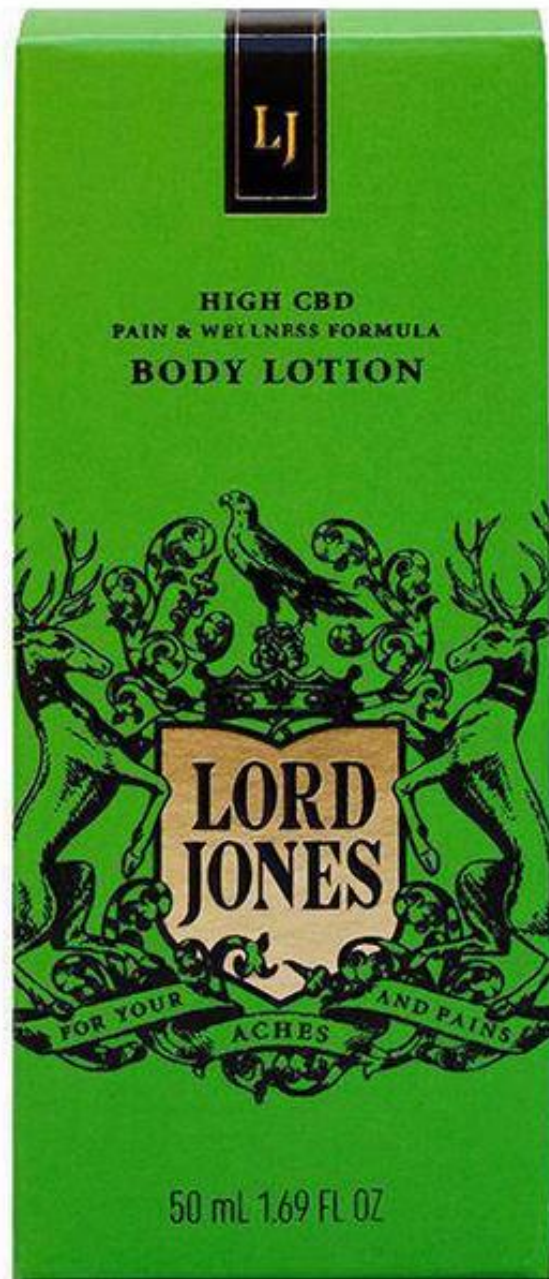
**evan\_walters\_45** @johnstapleton98

**amirali.jalalian** @jahantehrani ine mishnasish ino dan esmeshe

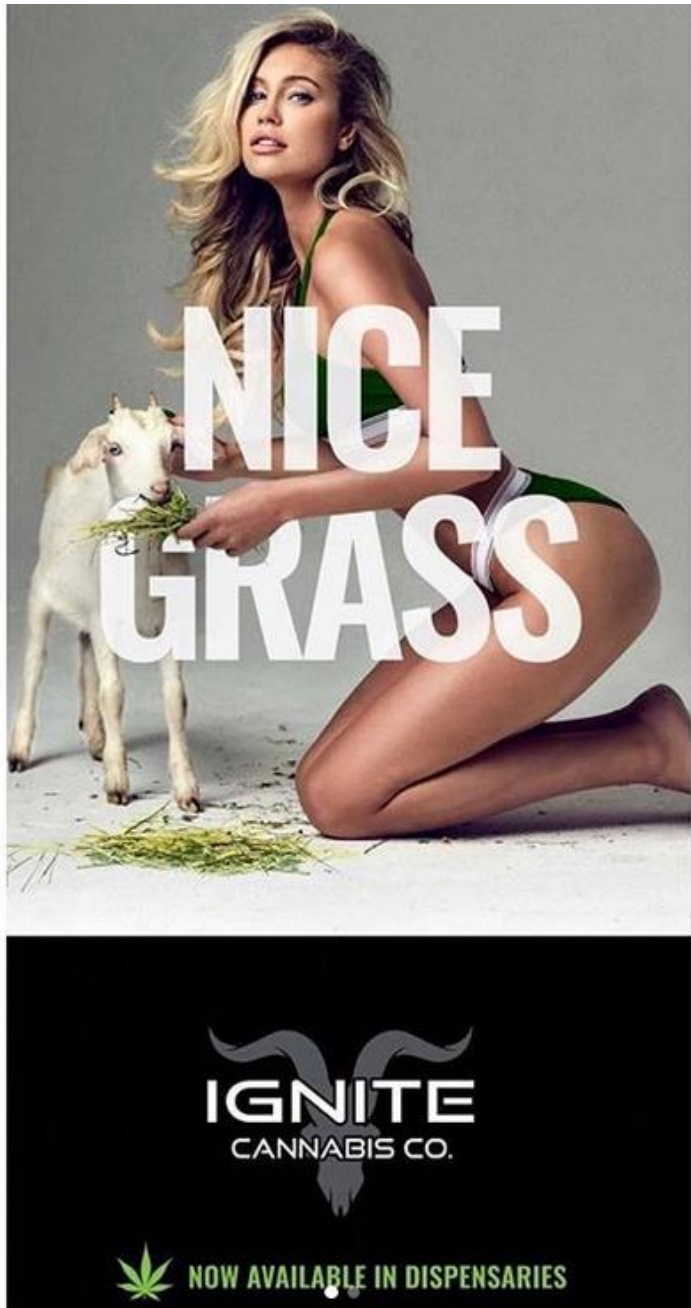


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DEN 9 NOVEMBER 2018







ignite • Följ

ignite "🗣️ sorry haters can't hear u~ ma shit too loud 🤦🏻🗨️🔥 @ignite" - @jonskywalker 😂

Visa fler kommentarer

candycechivon If only his legs matched his upper body 🙄

mrmim7775 @ali\_hashemy76 🔥🔥

redbuck1111 #boofpacks

andre.monteiro26 @andersondias680



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# Additional Insight from Philip Morris

“Today's teenager is tomorrow's potential regular **customer**, and the overwhelming majority of **smokers** first begin to **smoke** while still in their teens...

‘The **smoking** patterns of teenagers are particularly important to **Philip Morris.**’”



# Lessons learned: Understanding Prevention

- A) More than simply giving information
- B) As drugs are being commercialized parents need to build resilience and cooperation early on
- C) Message to youth need to involve more than just information about dangers
- D) Map specific risk and protective factors
- E) Build a network centered around young persons and form local alliances.

 23rd ECAD Mayors' Conference  
STAVANGER: MAY 9-10, 2016



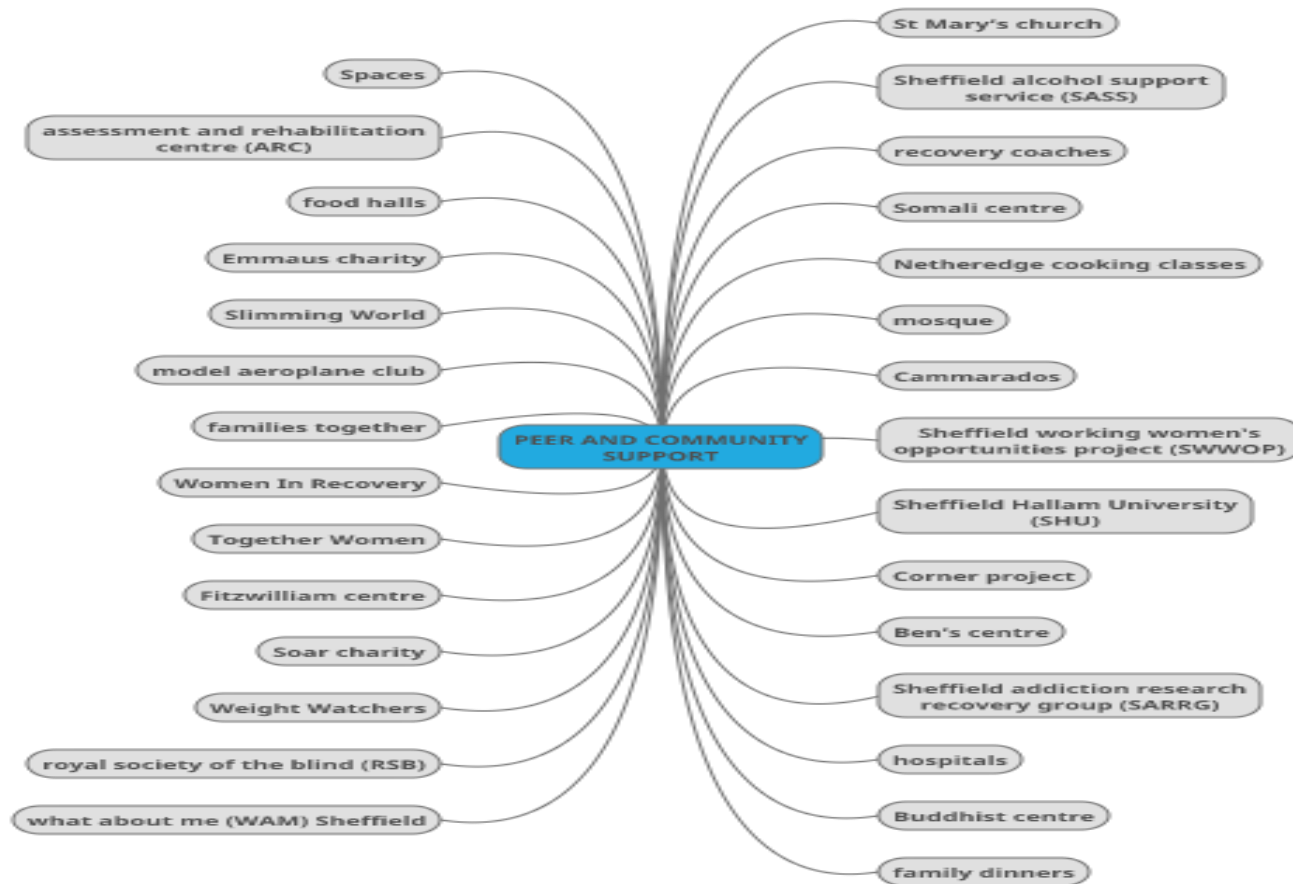
CONFERENCE PROGRAMME  
May 9–10, 2016

PROACTIVITY BEATS  
REACTIVITY:  
Examining the evidence for sound  
prevention in our cities

STAVANGER, MAY 9-10, 2016  
HOSTED BY THE CITY OF STAVANGER, NORWAY



# Insight from research on recovery from drug addiction



26th ECAD Mayors' Conference  
Cork: June 13-14th, 2019



CONFERENCE PROGRAMME

## Pathways to Recovery

HOSTED BY THE CITY OF CORK, IRELAND

Lord Mayor of Cork  
Councillor John Sheehan



CORK CITY COUNCIL  
COMHAIRLE CATHRACH CHORCAI



# Constructing Local Infrastructure of Prevention

- Mapping the problem makes it concrete and not seem like the invisible enemy
- Map and inventory available resources and stakeholders
  - Schools
  - Community Policing
  - Leisure time
  - .....
- Build local alliances, rinse and repeat.  
Build political support for long term work



ECAD 24 MAYORS' CONFERENCE  
KAUNAS: JUNE 12-13, 2017

PROGRAMME HIGHLIGHTS



SAFE CITIES WITHOUT  
DRUGS:  
PREVENTING, PROTECTING,  
POLICING



June 12-13, 2017  
Kaunas, Lithuania  
Hosted by the City of Kaunas



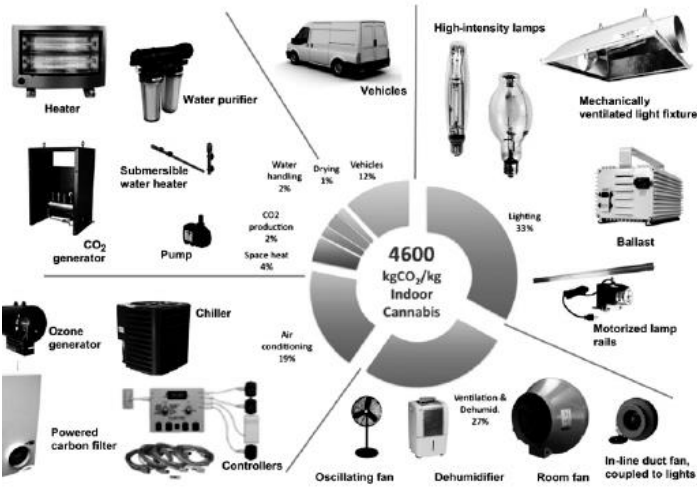
# Addressing children

1. Specific and concrete message on vulnerable brain development
2. Safety issues and support of organize crime
3. Environmental impact of illicit drug production
4. Manipulation strategies by drug sellers





# Environmental impact of illicit drug production



## Cocaine Is Destroying Forests in Central America

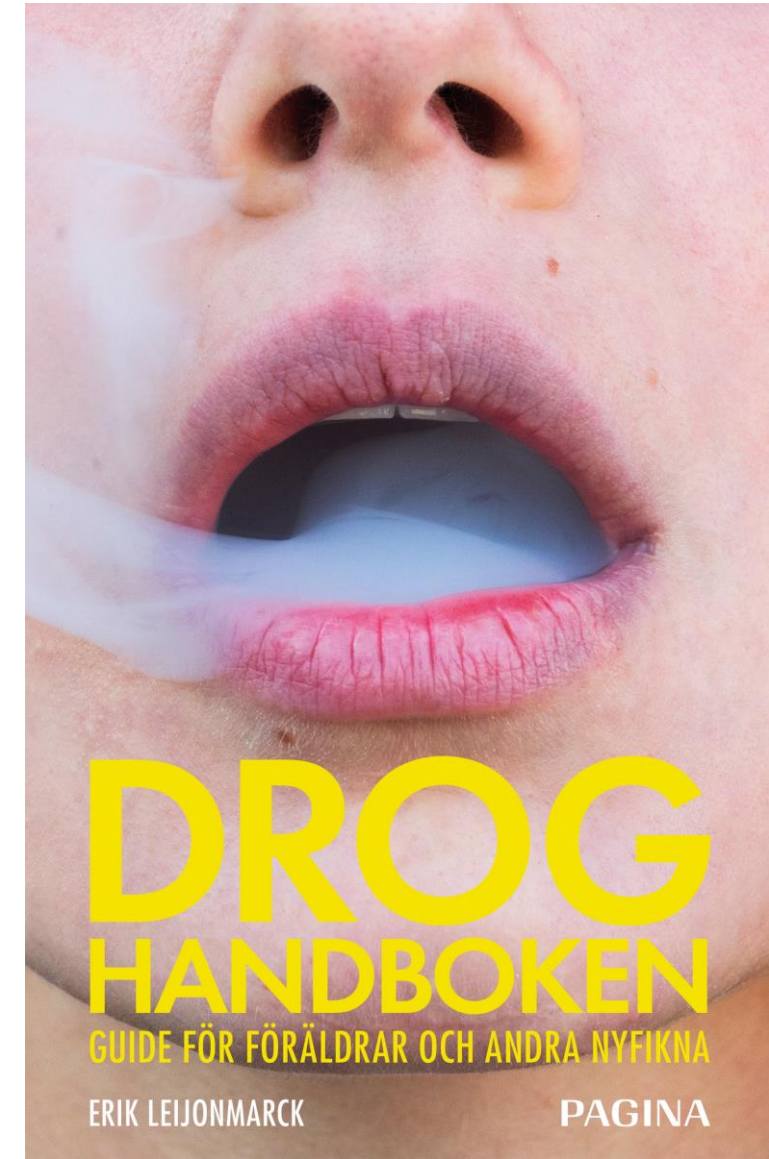
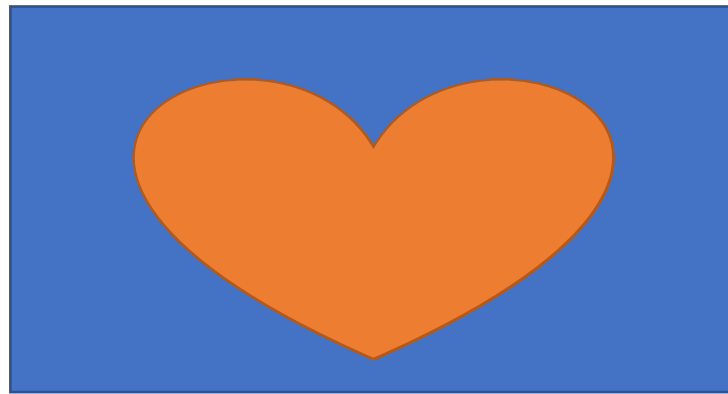
Once-forested lands are being used in money laundering operations





# Addressing Parents

1. You matter more than you think
2. Authoritative Parenting
3. Be firm in your position that drug use during adolescence should not be tolerated no matter what your kid says.





**-26 years of city practice and policy**

**-Roughly 60 cities in Europe**



### Membership

ECAD is first and foremost a network of European cities and municipalities. It currently counts as its members over 250 cities in over 20 countries throughout Europe, Turkey and Russia. ECAD members are leaders and practitioners in the field of drug policy.

Has your city joined ECAD?



### Mayors Conference

ECAD's main annual event, the Mayors Conference, gathers councillors, politicians, and other government officials and brings them together with academics, think tanks, and organizations to discuss current trends in drug prevention policy. The conference theme and location vary each year.

Are you attending this year's conference?



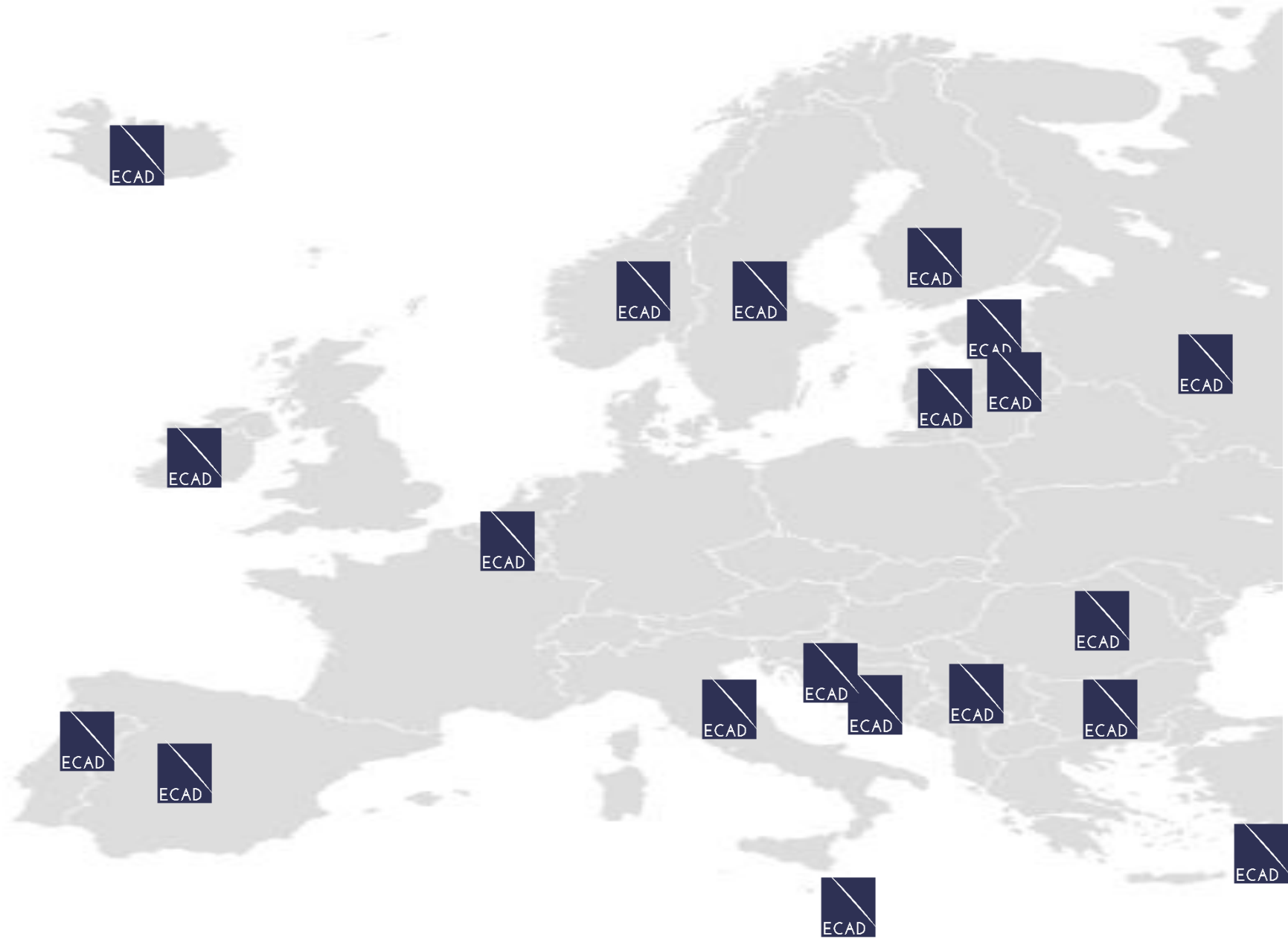
### Leadership & Activities

ECAD's network is highly active, with a continual calendar of projects, conferences, lectures, study visits, and other events and partnerships. For updates on our latest news, as well as links to interesting and cutting-edge research, check out our blog. You can also hire ECAD for a lecture or get in touch directly if interested in partnering with ECAD.



### Newsletter

Interested in receiving regular updates about ECAD current events, projects, and partnerships? Sign up to receive our new e-newsletter, or review the archived mailed newsletter by clicking here.





# Thank you for listening

Erik Leijonmarck

Secretary General ECAD

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Local ECAD politician, parent and a NGO representative during public event.

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& EUROPEAN CITIES AGAINST DRUGS  
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Mayor of Zagreb, ECAD Chairman, Ambassador of Sweden during signing of ECAD declaration in Zagreb 2019.