



61st SESSION OF THE COMMISSION ON NARCOTIC DRUGS

# Social marketing in promoting online interventions

13th of March 2018

09:00 - 09:50

Conference Room M5

Breakfast will be served!



**SCAN ME!**



Government of the Republic of Croatia  
Office for Combating Drugs Abuse



MINISTRY OF  
SOCIAL AFFAIRS AND HEALTH  
Finland



UNODC  
United Nations Office on Drugs and Crime

# PROGRAMME:

## OPENING BY THE CHAIR:

**Ms. Elena Hedoux,**

**Programme Manager of the Pompidou Group of the Council of Europe**

## OPENING REMARKS:

**Mr. Gilberto Gerra, MD,**

**Chief of Drug Prevention and Health Branch, UNODC**

## SPEAKERS:

**Ms. Mirka Vainikka,**

**Executive Director of Free from Drugs**

**“Potential of social marketing in internet-based interventions”**

**Mr. Thomas Kattau,**

**Deputy Executive Secretary of the Pompidou Group of the Council of Europe**

**“Applying social marketing strategies in practice”**

**Ms. Lidija Vugrinec,**

**Advisor at the Office for Combating Drugs Abuse of the Government of the Republic of Croatia**

**“How to use new tools in tailoring national drug policies?”**

## DISCUSSION