



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”

Mr. Marko Markus,

Senior Expert Advisor,

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

DISCUSSION