



Government of the Republic of Croatia
Office for Combating Drugs Abuse

How to use new tools in tailoring national drug policies?

Marko Markus, Croatian Office for Combating Drugs Abuse
61st session of the UN Commission on Narcotic Drugs
Side event “Social marketing in promoting online interventions”

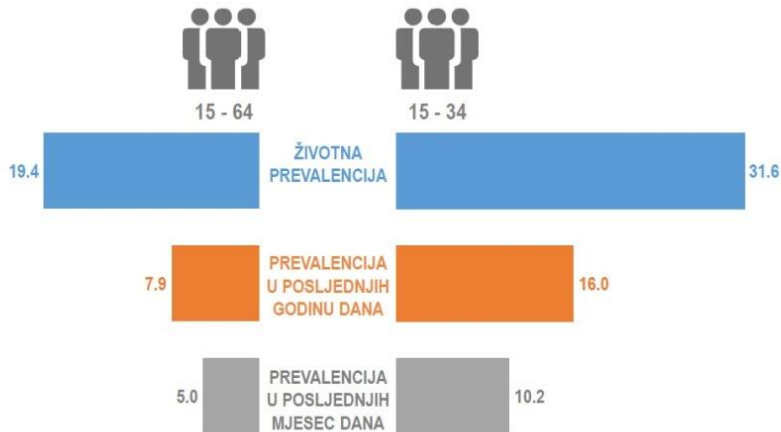
Content:

- ❖ **Experience with social marketing**
- ❖ **Profile of clients in online intervention Drughelp.eu**
- ❖ **Evaluating system response**
- ❖ **Adapting strategic approach**

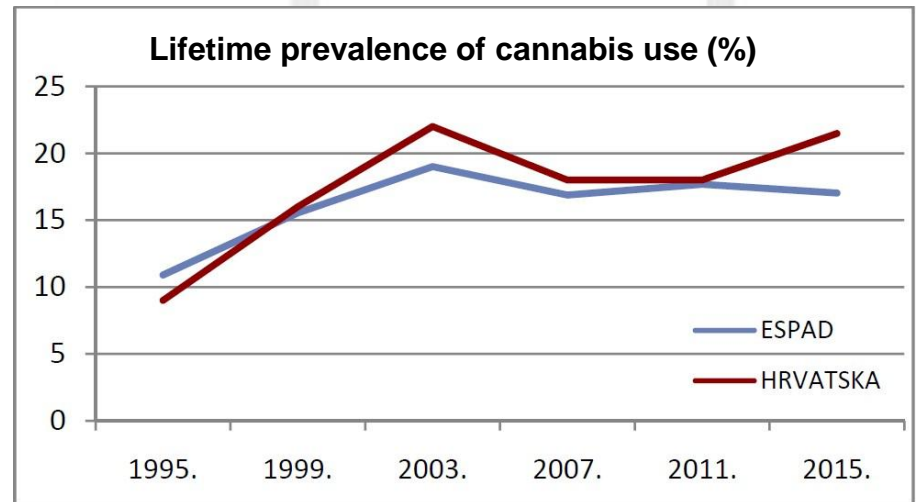


In brief about new trends in Croatia

Prevalence of cannabis use in Republic of Croatia



Source: Global Population Survey, OCDA, 2016



Source: ESPAD – Croatian Report, NPHI, 2016

Experience with social marketing techniques



Ad preview


1 of 1 ad <> [share icon]

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Drughelp.eu - Ispitivanje rizika uzimanja droga Like Page

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Ovaj anonimni test daje procjenu mogućih problema te rizika vezanih uz uzimanje droga.



Drughelp.eu - Anonimna samoprocjena rizika uzimanja droga

Saznajte koliko je rizično vaše uzimanje droga uz pomoć anonimnog testa.

[HTTPS://WWW.DRUGHELP.EU/DODATI-FMPPL-HR-HR](https://www.drughelp.eu/dodati-fmppl-hr-hr) Apply Now

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Performance Demographics Placement

284,016
Results: Reach

284,016
People Reached

\$310.00
Amount spent

Custom

284,016 Results: Reach \$1.09 Cost per result 44.77% Result Rate



Drughelp.eu | Test rizika od uzimanja droga

 www.drughelp.eu

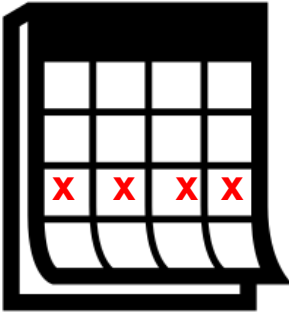
Saznajte koliko je rizično vaše uzimanje droga uz pomoć ovog anonimnog testa!



Profile of clients in online intervention Drughelp.eu

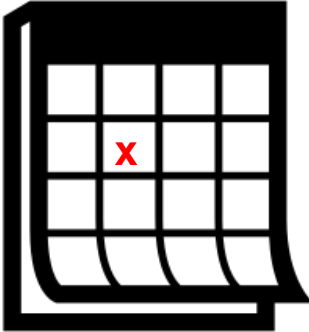
PROFILE

Frequency of use: **20,5 %**



Frequency on a typical day of use:
1-2 x (**57%**)
3-4 x (**16%**)

Polydrug use: **66%**



Age: < 20 (**43%**)
21-30 (**40%**)



F= **50%**

M= **50%**

Main substance of choice



Heavy influence of drugs:
Every month: **26 %**
Less than once a month **19 %**

90% never received treatment

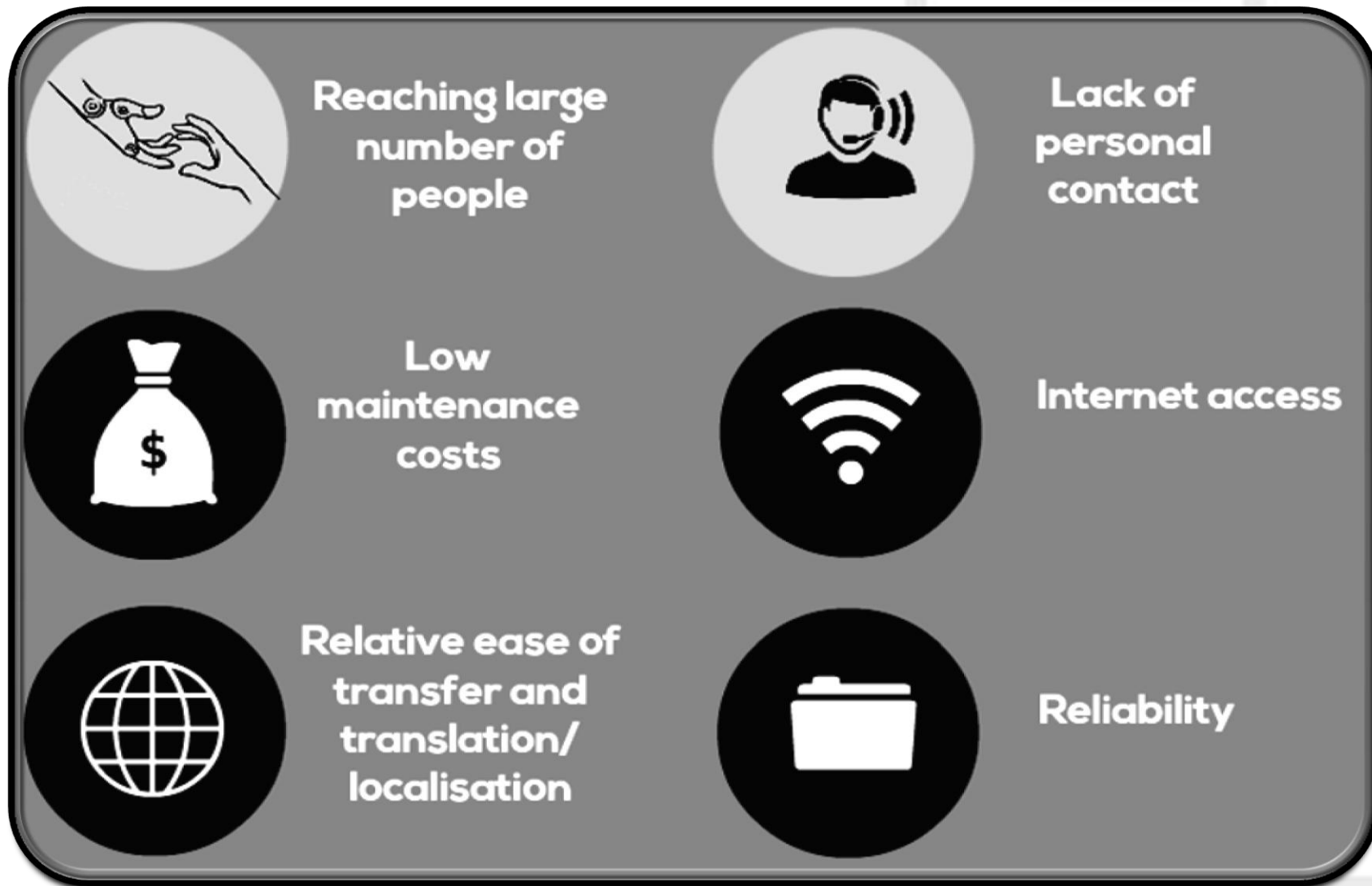
Evaluating system response

- ❖ Can our system respond to current needs and emerging trends?



Evaluating system response

❖ Target group could easily be reached by online interventions



Adapting strategic approach



Thank you for your attention!

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