

16 July, Zagreb

## An introduction to the EMCDDA and its products

**Kathy Robertson, Head of sector, Media relations and marketing, EMCDDA**  
Roundtable — New trends and challenges: What do we know about the new drugs phenomenon?

## EMCDDA, your reference point on drugs in Europe

### I. EMCDDA: the EU drugs agency

- Who we are
- What we do
- Why we do it

### II. Our communication strategy

### III. Our products and services

- European data and information
- National data and information
- Keeping up-to-date with our news

## I. EMCDDA: the EU drugs agency — Who we are

- A decentralised EU agency
- Formally established in 1993
- Based in Lisbon, Portugal (operating since 1995)
- The hub of drug-related information in the EU (Reitox network)
- Budget 2013: EUR 16 million (European Commission budget line B3-441, general budget of the EU)



## What we do

### Mission: an information agency

'Provide the Community and EU Member States with factual, objective, reliable and comparable information at European level concerning drugs and drug addiction and their consequences'

### Main tasks

- Collecting and analysing existing data
- Improving data-comparison methods
- Disseminating data
- Cooperating with European and international bodies and with non-EU countries



## What we do

**A revised mission statement** (enforced in 2007) helps us provide a fuller picture of the drug phenomenon (Recast Regulation, December 2006)

It broadened our scope, giving us a more active role in monitoring new drug use patterns and emerging trends

**A key mechanism** for monitoring and acting on new drugs

Council Decision on the information exchange, risk assessment and control of new psychoactive substances (May 2005).



## Why we do it

The EMCDDA works on the premise that sound information is the key to effective drug strategies and policies

We generate comparable, high-quality European datasets and an evidence base for informing policy

'the Centre may not take any measure which goes beyond the sphere of information and the processing thereof'

The EMCDDA can have an impact on decision-making via its analyses, instruments, tools



## II. Our communication strategy (2012)



Rapidly-changing communication landscape  
Audiences with new information-seeking behaviours  
Need to deliver an ever-expanding set of communication channels and tools

Communication is a core activity of the EMCDDA, supporting it in its role of information agency and helping it further its reputation as the reference point on drugs in Europe

## Communication goals

Our communication strategy is designed to help the agency:

- provide independent information to the EU and its Member States so that they can make informed decisions
- enhance the reputation of the EMCDDA as authoritative source on drugs
- provide a platform for the exchange of expertise and knowledge
- raise awareness on the European drugs problem

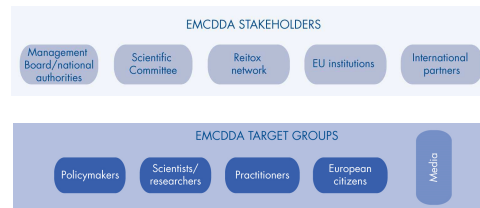
## Integrated communication

Communication not an isolated function at project-end but an integral part of the agency's daily scientific and technical activity

- Responsibility of all staff
- Better use of multidisciplinary expertise
- Early collaboration on content and format
- Increased dialogue with stakeholders and target groups



## Stakeholders and target groups



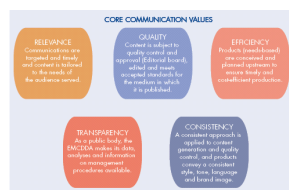
In order to deliver a high-quality information service on drugs, emphasis must be placed on developing user-focused products tailored to the needs of stakeholders and target groups

## Communicating content

Communication channels and tools used to engage with our key stakeholders and target groups

- Website
- Publications
- Scientific publishing
- Media relations
- Social media
- Audiovisual
- Events
- Multipliers/networks
- Marketing and promotions

Core values:  
Relevance, Quality,  
Efficiency, Transparency,  
Consistency



## III. Our products and services

### European data and information

In 2013, the EMCDDA reshaped the way in which it reports on Europe's drugs problem, via a new information package designed to be 'more timely, interactive and interlinked'

- European drug report package
- Statistical bulletin
- Perspectives on drugs



Press conference: 28 May

## European Drug Report: Trends and developments

Central to the package is the EDR *Trends and developments* report

Available for the first time in Croatian



Latest on the European drug phenomenon across 30 countries

Data and analyses: across Europe and by country

Latest trends and responses

## Statistical bulletin

Over 400 tables and 100 graphs presenting the latest data on the European drug phenomenon

View on screen or download in Excel format  
Information submitted by the Reitox network

Details on methods and definitions

[www.emcdda.europa.eu/stats13](http://www.emcdda.europa.eu/stats13)

Information is organised according to 11 datasets

For example: prevalence of drug use; demand for treatment; price and purity of drugs; responses to drug use; drug-related crime; infectious diseases drug-related deaths



## Focus on online and interactive content

Recent products Most viewed Events

- European Drug Report package (EDR) 2013
- Insights 14 Models of addiction
- Highlights from the EMCDDA's General Report of Activities 2012
- Drug-related research in EU Member States
- North American drug prevention programmes: are they feasible in European cultures and contexts?
- Drugnet Europe 92
- General Report of Activities 2012
- EDR 2013: Trends and developments report
- Statistical bulletin 2013
- Country overviews 2013

On 28 May, the agency launched its annual overview of the European drug situation in a new information package designed to be more timely, interactive and interlinked

More news [inside www.emcdda.europa.eu](http://inside.emcdda.europa.eu)

## Interactive products (PODs)

- Synthetic drug production in Europe
- Legal approaches to controlling new psychoactive substances
- Preventing overdose deaths in Europe
- Synthetic cannabinoids in Europe
- Can mass media campaigns prevent young people from using drugs?
- Hepatitis C treatment for injecting drug users
- The new EU Drugs Strategy (2013-20)
- Characteristics of frequent and high-risk cannabis users

## National data and information

### EMCDDA website: Croatia

One stop-shop for information relating to Croatia on our website:

- National focal point
- National reports
- National drug strategies
- Drug situation summaries
- Health and social response profiles
- Country legal profiles

Croatia: drug-related information and data

**Situation summary, Croatia**

**Health and social response profiles, Croatia**

**Key data sheet, Croatia**

**Legal profile, Croatia**

**Prevalence maps, Croatia**

**National drug strategy, Croatia**

[www.emcdda.europa.eu/countries/croatia](http://www.emcdda.europa.eu/countries/croatia)

## National focal point — our partner in Croatia

Office for Combating Narcotic Drugs Abuse

Preobraženska 4/II,  
HR - 10 000 Zagreb  
Tel. +385 14878128  
Fax +385 14878120

National focal point in the Reitox network (NFPs in 28 EU Member States, Norway, Turkey, EC)

National authority for providing national drug information to the EMCDDA



## National reports

- Commissioned each year by the EMCDDA
- Produced by Croatian NFP according to EMCDDA reporting guidelines
- Draws an overall picture of the drug phenomenon at national level
- Provides key information to the EMCDDA and is an important resource for compiling the *European Drug Report*



## National drug strategies

This feature provides access to the current national strategies and action plans for each country



Brief description of recent and ongoing work in the area

## Country situation summaries

Textual overview of the Croatian situation

Updated each year by the national focal point

At-a-glance overview of key recent developments in Croatia's drug situation

- Drug use among the general population and young people
- Prevention
- Problem drug use
- Treatment demand
- Drug-related infectious diseases
- Drug-related deaths
- Treatment responses
- Harm reduction responses
- Drug markets and drug-law offences
- National drug laws
- National drug strategy
- Coordination mechanism in the field of drugs
- Public expenditure
- Drug-related research



## Health and social responses — HSR profiles

How are countries in Europe responding to drug use in the areas of treatment, harm reduction, social reintegration and the prison environment?

These country-by-country HSR profiles aim to answer this question

The profiles include:

- interactive maps
- timelines showing the year in which key treatment and harm reduction measures were introduced in Europe



Key source data and a glossary of terms

## Country legal profiles



Topics covered: possession, trafficking, prosecution, prevention, treatment, etc.

Country legal profiles describe national drug-related legislation in a standardised, comparable format

## Keeping up-to-date with our news

News releases:  
[www.emcdda.europa.eu/news/home](http://www.emcdda.europa.eu/news/home)

Publications:  
[www.emcdda.europa.eu/publications](http://www.emcdda.europa.eu/publications)

Events:  
[www.emcdda.europa.eu/news/events](http://www.emcdda.europa.eu/news/events)

Work programme:  
[www.emcdda.europa.eu/publications/work-programmes/2013](http://www.emcdda.europa.eu/publications/work-programmes/2013)

Newsletter



Facebook  
Twitter  
RSS

[twitter.com/emcdda](https://twitter.com/emcdda)  
[facebook.com/emcdda](https://facebook.com/emcdda)

[info@emcdda.europa.eu](mailto:info@emcdda.europa.eu)  
[emcdda.europa.eu](http://emcdda.europa.eu)

### Key reports (INCB, EMCDDA, Europol, UNODC)

January: EMCDDA-Europol



February: INCB



March-April: Europol




June: UNODC

26 June: International day against drug abuse and illicit trafficking



May: EMCDDA EDR Article 10



Thank you  
 Kathryn.Robertson@emcdda.europa.eu