



The needs for **advocacy** knowledge & skills in prevention science & practice

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INTRODUCTION

- **Advocating for evidence-based policies & practice** (in the field of substance use & prevention) since 2006
- **Successes:**
 - plain packaging, licensing & funding at national level (tobacco)
 - inclusion of quality standards & chapter on nightlife-related prevention in Slovenian national drug strategy & action plan
 - impact on EU Council Conclusions on minimum quality standards (EU level) etc.



REPUBLIC OF SLOVENIA
MINISTRY OF HEALTH



Council of the
European Union

Brussels, 16 September 2015
(OR. en)

11985/15

CORDROGUE 70
SAN 279

NOTE

From: General Secretariat of the Council
To: Delegations
No. prev. doc.: DS 10371/1/15 REV 1
Subject: Council conclusions on the implementation of the EU Action Plan on Drugs 2013-2016 regarding minimum quality standards in drug demand reduction in the European Union

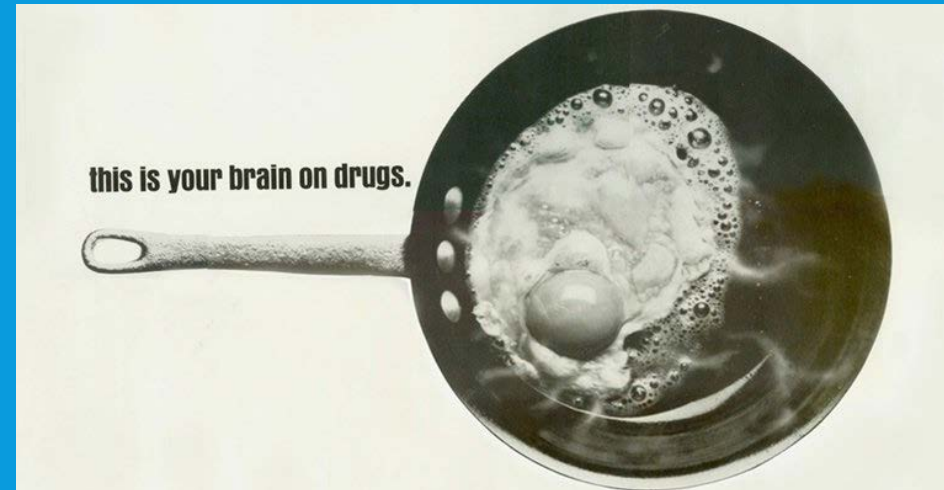
INTRODUCTION

- **Failures:**
 - alcohol sell at sport events (national level in 2017)
 - no alcohol strategy at European level since 2006 (Eurocare) ...

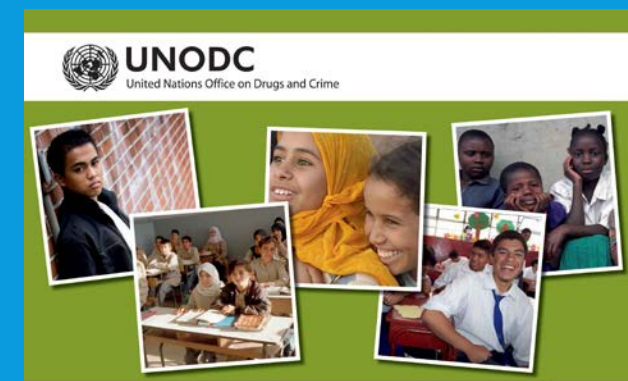



WHAT WOULD YOU DO ...

- **Question:** what would you do if you would notice that somebody is implementing **ineffective or harmful intervention in school** in your community?



THE NEEDS FOR ADVOCACY ...



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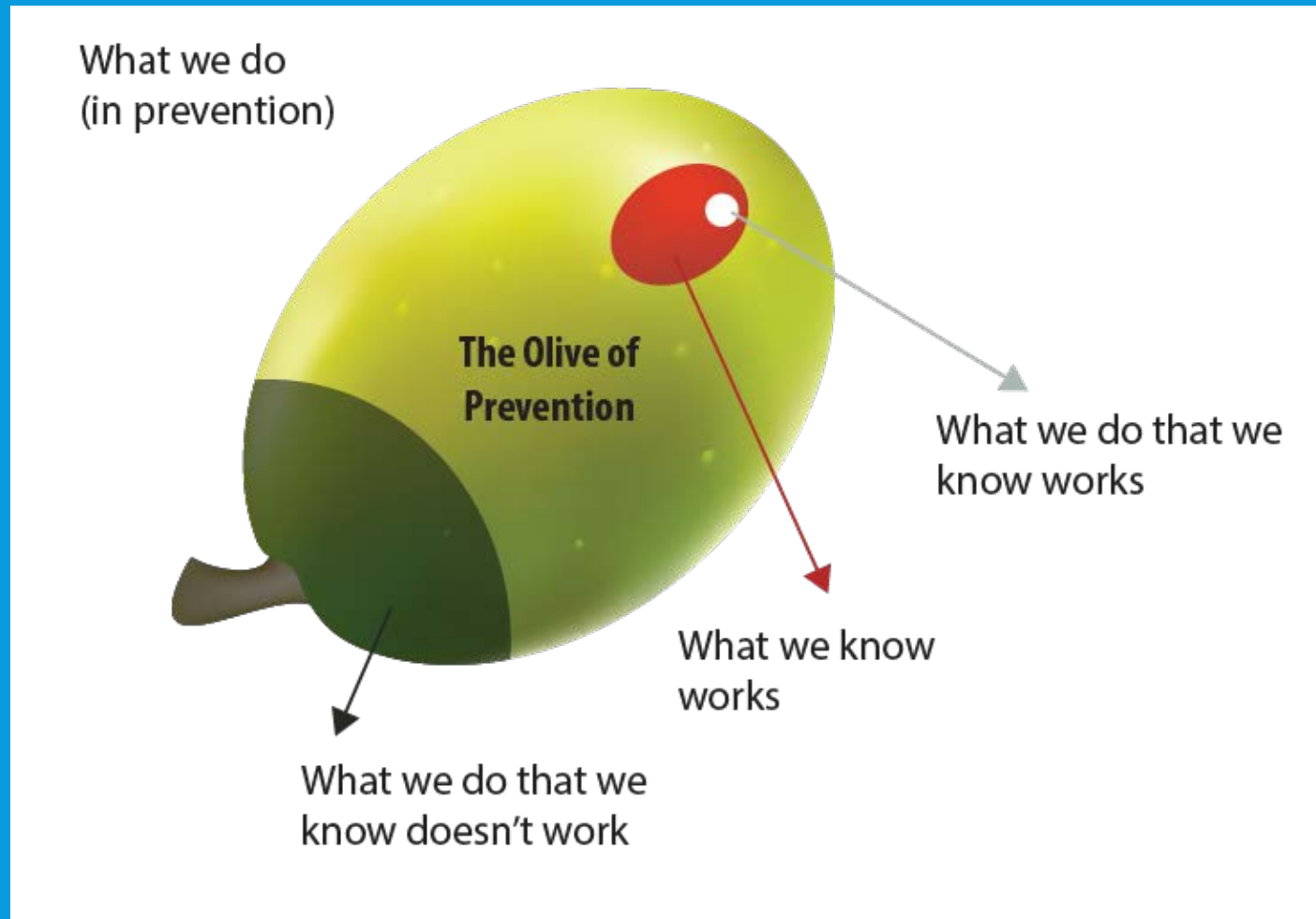
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International Standards
on Drug Use Prevention

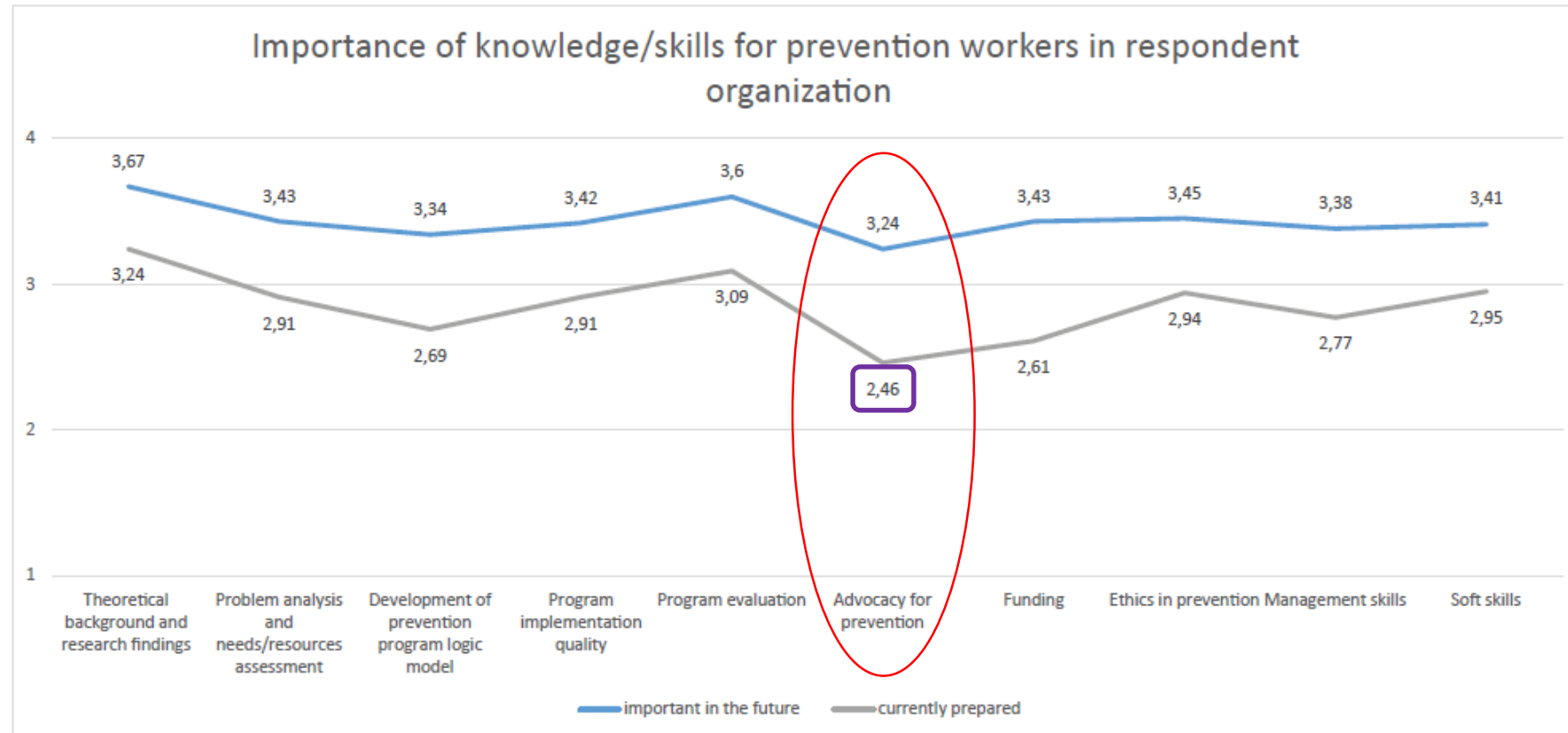
THE NEEDS FOR ADVOCACY ...



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Adapted from Dr Harry
Rutter, LSHTM /
previously National
Obesity Observatory (UK)

THE NEEDS FOR ADVOCACY ...

Importance of knowledge/skills (N=114)



1. very, 2. moderately, 3. slightly, 4. not at all

SPAN, 2015

THE NEED FOR ADVOCACY TRAINING ...

- How to influence policy- & decision making process
- Terminology, definitions, aims & objectives
- Building coalitions / alliances
- Making the case with media advocacy
- Evidence-based prevention policies / practice
- Strategies & tactics by unhealthy industries

WHY ADVOCACY EDUCATION & TRAINING ?

- **Advocacy training** (potentially) increase competences on:
 - forging **stronger relationships** with policy- and decision-makers & other key stakeholders in the field
 - advocating for the **use of research to inform** policy- and decision-makers about evidence-based policies & practices
 - providing **expert testimony**
 - **writing** position papers, press releases & social media posts;
 - committing to **ongoing** advocacy.

FINAL THOUGHTS ...

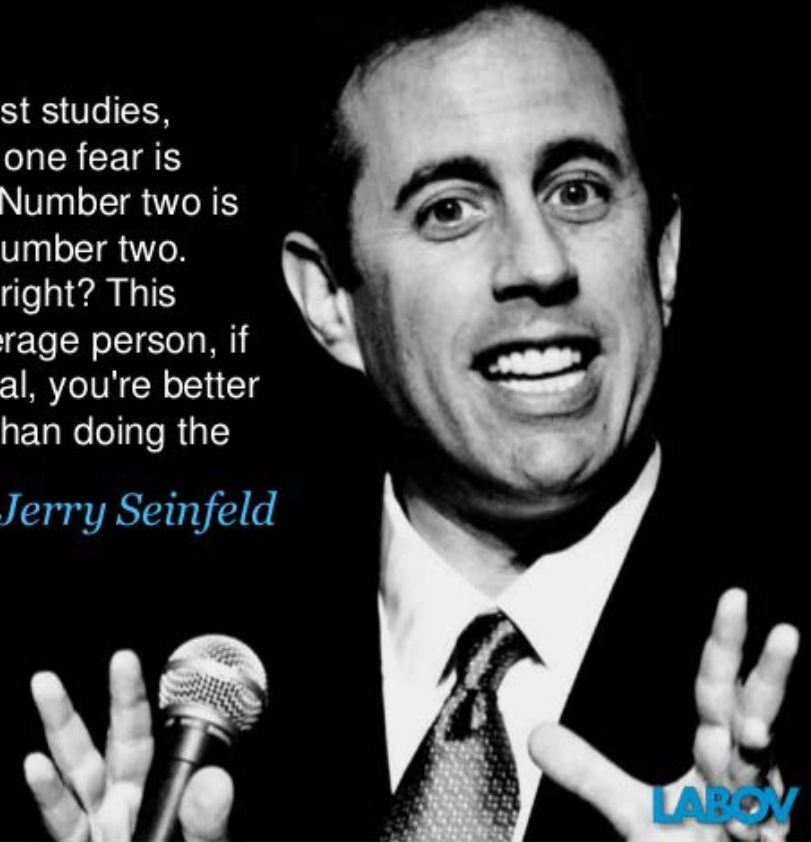
“

**THERE ARE NO BORING
TOPICS, THERE ARE ONLY
BORING SPEAKERS.**”

- DAVID ELLIS-JONES,

“According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy.”

- Jerry Seinfeld



THANKS FOR ATTENTION!

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