



MULTILATERAL EVALUATION MECHANISM PROMOTIONAL STRATEGY

Proposal by the Executive Secretariat
CICAD
April 2005

MEM PROMOTIONAL STRATEGY



GENERAL OBJECTIVE

- ◆ For the MEM results and its objectives to reach **all persons involved in anti-drug policies** on a national and hemispheric level.

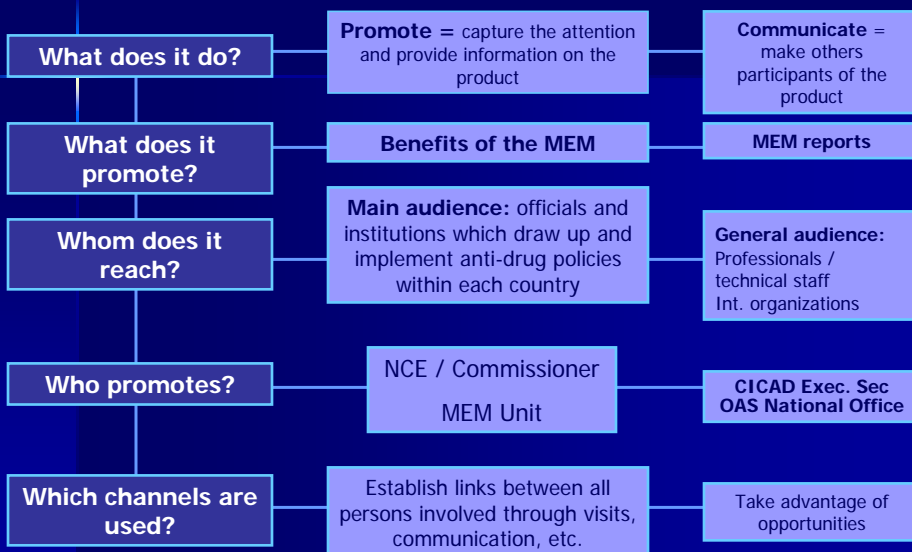
MAIN BENEFICIARIES OF THE MEM



SPECIFIC OBJECTIVES

- ◆ Establish the MEM as a **diagnostic tool** for the design and implementation of anti-drug policies and programs in each country and within an international context.
- ◆ Communicate the **transparency** and **multilateral nature** of the MEM which is a unique characteristic and an important strength of the national and hemispheric reports.
- ◆ Highlight the uniqueness of the MEM and **differentiate** it from other reports or evaluation processes, showing the benefits which institutions and States may gain from the Mechanism.

STRUCTURE OF THE STRATEGY





CHARACTERISTICS

- ◆ Should not be an isolated activity, rather continuous and sustainable
- ◆ An evolving activity which is improved during its implementation
- ◆ Active participation on behalf of all involved
- ◆ Based on the unique situation of each country



What does the strategy “sell” ?

- ◆ The Promotional Strategy promotes the mechanism itself (its benefits) and the Reports

Strengths	Opportunities	Weaknesses	Threats
<ul style="list-style-type: none"> ▪ Multilateral ▪ Themes addressed ▪ Identifies weaknesses ▪ Transparent ▪ Continuous ▪ Shared Responsibility ▪ No sanctions 	<ul style="list-style-type: none"> ▪ High level authorities ▪ Offers solutions and means ▪ Evolving 	<ul style="list-style-type: none"> ▪ Commitment levels vary ▪ Difference in quality of information received ▪ Current situation 	<ul style="list-style-type: none"> ▪ Financing ▪ Unknown MEM ▪ Credibility ▪ Specialized



FUTURE ACTIVITIES

Oriented towards four different audiences:

- Institutional Promotion on a national level
- International Organizations
- Media
- Specialized public



PROMOTION – NATIONAL LEVEL - I

Action phases:

1. **Identify** Institutions involved in:
 - MEM Questionnaire
 - National Anti-Drug Plan
 - CICAD programmes
2. **Diagnosis** on the situation in each country
3. **Approach institutions** to provide them with their National Report:
MEM promotional event
4. Establishment of **data base** on contacted institutions
5. **Follow up** / update



PROMOTION - NATIONAL LEVEL - II

1. Identify institutions involved

The following table could be used:

TABLE A

Who provides the information?	From where is it obtained?	National Institutions (example country X)
MEM Unit	Institutions which participate in the completion of the MEM questionnaire	Council against Addictions and State Committees against Addictions
National Coordinating Entity		National Treatment Centre
		Law Courts
	Etc.	
CICAD Executive Secretariat	Implementation and coordination of CICAD projects	Universities
National Drug Commission		Municipal Committees etc.



PROMOTION - NATIONAL LEVEL III

2. Diagnosis on level of awareness

The following instrument could be used, preceded by a brief introduction to the mechanism:

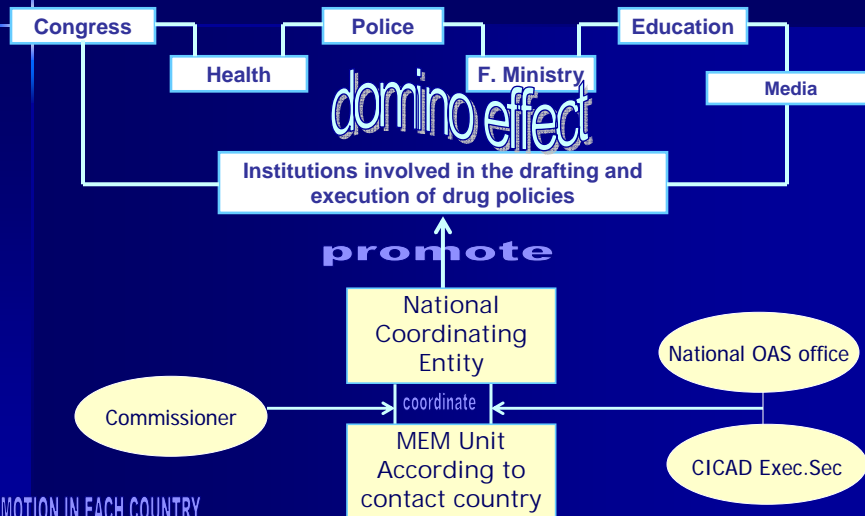
TABLE B

Questionnaire on the MEM		
Name of Institution		
Date		
Question	Yes	No
Have you heard of the Multilateral Evaluation Mechanism?		
Have you read your National MEM Evaluation Report on your country?		
Have you read the national MEM Evaluation Report on any other country?		
Do you know of/have you read a section of the Hemispheric Report?		
Have you ever entered the CICAD/MEM Webpage?		

PROMOTION – NATIONAL LEVEL - IV



3. National Promotional Event



PROMOTION IN EACH COUNTRY

MEM PROMOTIONAL STRATEGY



INTERNATIONAL BODIES

Actions to carry out:

- ◆ Prepare "information packets" on the MEM: distribute in all international fora in which CICAD participates
- ◆ Incorporate the MEM into the agenda of international events (organized by CICAD or in which CICAD participates)
- ◆ Establish contacts in all International Organizations involved in drug policies: maintain updated on MEM activities



MEDIA

Future activities:

◆ Press Conferences:

◆ Press Releases

◆ Publication of articles :



- ◆ **OAS General Assembly**
- ◆ **Summit of the Americas**
- ◆ **National level in each country, promotional event, 26 June (Int. day against drug abuse)**

- ◆ **Articles on specific topics of the reports**
- ◆ **On the Mechanism "per se": MEM achievements and results, operation**



SPECIALIZED PUBLIC

Participate in fora already established in the area of the fight against drugs:

- ◆ On-Line Masters on Drug Abuse
- ◆ Inter-American Observatory on Drugs – "The Observer"
- ◆ National Drug Observatories
- ◆ Scientific Committee / other Expert Groups
- ◆ Scientific / Technical Committees



TECHNICAL PARTICIPANTS

INSTITUTIONAL PARTICIPANT	FUNCTION
National Coordinating Entity	Coordinates the implementation of the promotional strategy in the country
GEG Expert	Participates in the national promotional events
	Drafts articles on the MEM and on the Reports to be published in his/her country
MEM Unit	Coordinates and implements the Promotional Strategy
	Coordinates Press Conferences
	Establishes and updates the database on the media and institutions providing information
CICAD Executive Secretariat	Collaborates with the distribution of MEM materials in the various events organized by CICAD
	Provides contacts for the database
OAS National Offices	Assists in the organization of events in the country
OAS Office of Public Information	Assists the MEM Unit in the promotional strategy through the media (press conferences and releases)



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