MULTILATERAL EVALUATION MECHANISM
PROMOTIONAL STRATEGY

Proposal by the Executive Secretariat
CICAD
April 2005

GENERAL OBJECTIVE

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

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**STRUCTURE OF THE STRATEGY**

**Promote** = capture the attention and provide information on the product

**Communicate** = make others participants of the product

**Benefits of the MEM**

**NCE / Commissioner**

**MEM Unit**

**Main audience:** officials and institutions which draw up and implement anti-drug policies within each country

**General audience:**

- Professionals / technical staff
- Int. organizations

**Establish links between all persons involved through visits, communication, etc.**

**Take advantage of opportunities**
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

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Opportunities</th>
<th>Weaknesses</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multilateral</td>
<td>High level authorities</td>
<td>Commitment levels vary</td>
<td>Financing</td>
</tr>
<tr>
<td>Themes addressed</td>
<td>Offers solutions and means</td>
<td>Difference in quality of information received</td>
<td>Unknown MEM</td>
</tr>
<tr>
<td>Identifies weaknesses</td>
<td>Evolving</td>
<td></td>
<td>Credibility</td>
</tr>
<tr>
<td>Transparent</td>
<td></td>
<td></td>
<td>Specialized</td>
</tr>
<tr>
<td>Continuous</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shared Responsibility</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No sanctions</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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>
<thead>
<tr>
<th>Who provides the information?</th>
<th>From where is it obtained?</th>
<th>National Institutions (example country X)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEM Unit</td>
<td>Institutions which participate in the completion of the MEM questionnaire</td>
<td>Council against Addictions and State Committees against Addictions</td>
</tr>
<tr>
<td>National Coordinating Entity</td>
<td></td>
<td>National Treatment Centre</td>
</tr>
<tr>
<td>CICAD Executive Secretariat</td>
<td>Implementation and coordination of CICAD projects</td>
<td>Law Courts</td>
</tr>
<tr>
<td>National Drug Commission</td>
<td></td>
<td>Universities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Municipal Committees etc.</td>
</tr>
</tbody>
</table>

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>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you heard of the Multilateral Evaluation Mechanism?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you read your National MEM Evaluation Report on your country?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you read the national MEM Evaluation Report on any other country?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you know of/have you read a section of the Hemispheric Report?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Have you ever entered the CICAD/MEM Webpage?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3. National Promotional Event

**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

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

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# MULTILATERAL EVALUATION MECHANISM

PROMOTIONAL STRATEGY

www.cicad.oas.org