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.

STRUCTURE OF THE STRATEGY

- **What does it do?**
  - Promote = capture the attention and provide information on the product
  - Communicate = make others participants of the product

- **What promote?**
  - Benefits of the MEM
  - MEM reports

- **Whom does it reach?**
  - Main audience: officials and institutions which draw up and implement anti-drug policies within each country
  - General audience: Professionals / technical staff
  - Int. organizations

- **Who promotes?**
  - NCE / Commissioner
  - MEM Unit
  - CICAD Exec. Sec
  - OAS National Office

- **Which channels are used?**
  - 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 • Themes addressed • Identifies weaknesses • Transparent • Continuous • Shared Responsibility • No sanctions</td>
<td>• High level authorities • Offers solutions and means • Evolving</td>
<td>• Commitment levels vary • Difference in quality of information received • Current situation</td>
<td>• Financing • Unknown MEM • Credibility • Specialized</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
1. Identify institutions involved

The following table could be used:

### TABLE A

<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>Etc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Universities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Municipal Committees etc.</td>
</tr>
</tbody>
</table>

2. Diagnosis on level of awareness

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

### TABLE B

<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

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

#### Press Releases

#### Publication of articles
- 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>

## MULTILATERAL EVALUATION MECHANISM

**PROMOTIONAL STRATEGY**

[www.cicad.oas.org](http://www.cicad.oas.org)