

World Forum Against Drugs

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Gender specific drug prevention – an investment for life

Leena Haraké

General Manager, WOCAD

Catarina Göransson Malmgren

Board member, WOCAD



*Women's Organisations
Committee on Alcohol and Drug Issues*



What is WOCAD?

- An umbrella organisation which is politically and denominationally independent
- 35 national organisations for women
- Alcohol, narcotics, addictive legal drugs
- Focus on girls and women
- Board: 9 members, 4 deputy members
- The annual general meeting has executive decision making powers
- Annual chairpersons conference

Member organisations

- **The DEA Society of Women's Museums**
- **Feminist Initiative**
- **Forum – Women and disability**
- **The Fredrika- Bremer Association**
- **Girls' zone**
- **NGO Tänk Om!**
- **Green Women**
- **HOPP National organisation against sexual abuse**
- **IKF-International Woman's Association**
- **IOGT-NTO Sweden**
- **The Swedish medical women's association**
- **The Women association of the Christian Democratic Party**
- **Christian women**
- **The Swedish Federation of Liberal Women**
- **The Green Party's Committee on Equality**
- **The Moderatewomen**
- **The Women's Club Council of the Swedish Abstaining Motorists' Association**
- **RFHL Women**
- **The Swedish National Association Home and Society**
- **RIFFI/National Federation for International Immigrant Women**
- **The Women's Committee of SIMON**
- **Swedish association of school nurses**
- **ROKS/The National Organisation for Women's Shelters and Young Women's Shelters in Sweden**
- **SKIS Somali Women in Scandinavia**
- **The Swedish Association of Midwives**
- **Federation of Swedish Leftist Women**
- **Swedish Dentist Nurses federation**
- **Swedish Ecumenical Women's Council**
- **Swedish Association School Social Workers**
- **Unizon**
- **S-Women/The National Federation of Social Democratic Women in Sweden**
- **SWIS, Somali Women in Sweden**
- **WCTU in Skåne**
- **The Left Party Committee for Women's Policies**
- **1,6 Million Club for Women's Health**



The Swedish Council for information on alcohol and other drugs



Nordic Alcohol and Drug Policy Network (NordAN)



The Swedish Women's Lobby
European Women's Lobby (EWL)



International Council on Alcohol and Addictions (ICAA)



Membership

(2/2)

- World Federation Against Drugs (WFAD)
- EU Civil Society Forum on Drugs
- Vienna NGO Committee On Drugs





WOCAD's activities

- Information material/Campaigns
- Conferences/Seminars
- Projects
- Education
- Monitor and support research
- Co-operation with local and central government authorities and other organisations
- Body for referral of proposed legislation
- Co-operation within the Nordic area and at international level



Gender specific drug prevention – an investment for life

New challenges when working with gender specific drug prevention

- WOCAD's work with gender specific drug prevention is always evolving as new challenges face those who work with prevention.
- WOCAD continually informs BellaNet International with updated news about topics related to girls and drug prevention.
- WOCAD works with different projects, e.g. about Marketing of drugs, Girls and pills, and Alcohol use among older women.

Aggressive marketing targeting women

Aggressive marketing of addictive substances is increasingly targeting young women through traditional media, internet and social media.

Pink cigarettes, raspberry flavored snus, flowery beer cans, fitness enhancing products, legal and illegal internet drugs and a range of pharmaceutical products are all marketed under the disguise of a successful, fun-filled, free lifestyle.

At the same time, the labelling informs us that smoking kills, alcohol is addictive, snus contains arsenic and internet drugs **can be labelled “not for human consumption”**.



New psychoactive substances

- The number of new psychoactive substances has increased dramatically in Europe.
- WOCAD has noticed an increasing, aggressive and targeted marketing of both legal and illicit drugs to women, mostly online.
- Many of these substances have falsified table of contents and may pose an immediate danger to life.
- The proportion of young women has also increased among convicted of drug-related crime.



"The Pink Monster"

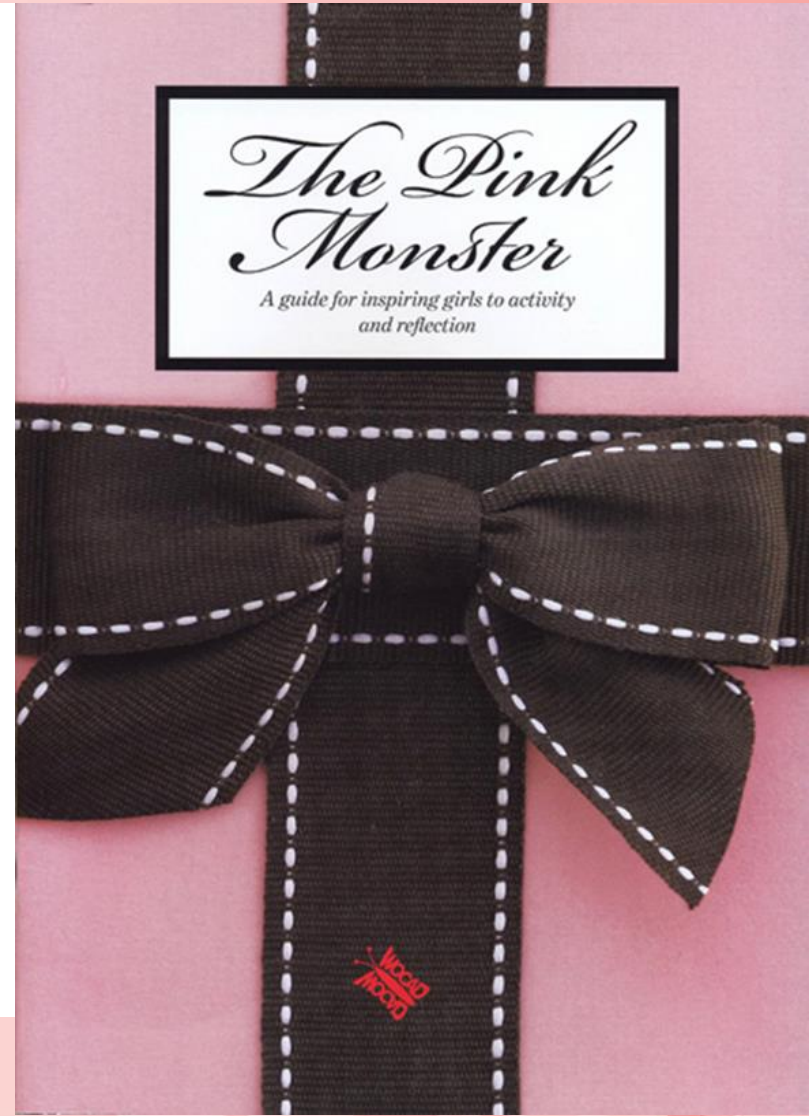
- Method material from WOCAD

The Pink Monster is based on WOCAD's project "Marketing directed towards girls" which started in 2008, its aim being to strengthen the health and lifestyle of young girls.

The book is intended to make young women more aware of the power and purpose of advertising and to enable them to make healthy choices and to find their own inner strength.

The Pink Monster is both a work and information guide book which makes use of the projects' newsletters on drugs, to provide an interactive resource book for group discussions and activities. It can be used in the classroom, youth recreation centres, associations, youth clinics, prenatal care centres and in the workplace.

The book can be ordered at www.ksan.se



Regulation is needed

- **WOCAD believes it is necessary and urgent to increase the awareness of how extensive the marketing of alcohol, tobacco and other drugs is on the Internet and in other interactive media.**
- **This is important in order to prevent drug abuse and to formulate clear rules for regulation.**
- **These rules must protect girls/women from being exploited in sexualised or offensive marketing of drugs.**





Implications

WOCAD fears that these trends will continue.

These trends have important implications for a number of measures, e.g. health services, as hospital departments and treatment services need to be increasingly geared up towards treating people who have taken a mixture of different types of psychoactive substances.

Requires an active cooperation with various stakeholders to counter the continued marketing of deadly and unhealthy substances.

WFAD with almost 140 member organizations **constitutes an important forum** concerning and combating these matters.

We need to market the healthy lifestyle!

Thank you for your attention!

Please contact us for information at:

www.ksan.se

info@ksan.se

+468101041 +468101051

KSAN/WOCAD, Östermalmsgatan 33, 11426 Stockholm, Sweden

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