



NordAN Conference 2017, 28-29 October, Tallinn

Moderator Leena Haraké KSAN, WOCAD

## **NordAN Women's seminar**

**28 October 2017**

“Facing the situation when Alcohol and other Drugs are targeted, marketed and made available in ways, forms and quantities we have never seen before.”



# Why a women's section?

NordAN's women's section was formed in 2006 by Sweden's KSAN (Women's Organisations Committee on Alcohol and Drugs Issues) and Finland's Naistenkartano R.y (Women Together Against Addictions) to encourage voluntary organisations to commit themselves more deeply towards issues pertaining to girls' and women's misuse and abuse of alcohol, addictive pharmaceuticals and drugs.

## **The goals of the women's section are:**

- influence attitudes and values regarding girls' and women's abuse and potential for treatment;
- influence decision-makers in the Nordic Countries, the Baltic States and the rest of Europe such that resources are made available for research and preventive initiatives in this field;
- stimulate interest in women's abuse issues among groups that have not previously been involved in work of this nature;
- increase exchanges and cooperation between various players in the Nordic countries and the Baltic States to stimulate increased gender-specific, gender-sensitive initiatives for girls and women in the combat against alcohol and drugs;
- create a joint strategy for NordAN's work in alcohol and drug issues from a women's perspective.



# The 11th Women Seminar!

Moderator: Leena Haraké, General Manager, KSAN/WOCAD, Sweden

## PROGRAM

### 1. Women's section

Chair: **Leena Haraké**, KSAN/WOCAD Sweden

- **15.30 Welcome**
- Introduction of two projects run by KSAN in cooperation with Naistenkartano, Blatt Afram and Retretten
  - - Nordic Girls Rights (funded by the Nordic Council of Ministers) and
  - - New Sober Norms in the Nordics (funded by SAFF Stiftelsen Ansvar för Framtiden)
- **15.45** Discussion about how the participating NGO's and entities face the situation when Alcohol and other Drugs are targeted, marketed and made available in ways, forms and quantities we have never seen before. What does it mean for drug preventive gender-specific prevention work and policies and what is needed for a successful approach gaining approval both locally and globally?
- **Leena Haraké**, WOCAD, **Helena Palojärvi**, Naistenkartano r.y and **Rita Nielsen**, Retretten, **Sigrídur Björnsdóttir**, Blatt Afram via Skype, lead the discussion.
- **16.30** Closing remarks.



## NordAN Women section, speakers at the seminar at Nordiskt Forum, Malmö, 12 Juni 2014





# Findings

## **The problem**

- Women's alcohol and drug issues are being overlooked and made invisible, even when considering new actions on women's rights.

## **Actions required**

- It's time to break the male power tradition!
- Change attitudes and values
- Describe women's specific needs
- Have these issues put on the agenda

Jämställdhetsdagarna (Equality days), 27-28 January 2016, Malmö, Sweden

A result of Nordiskt Forum and a follow up!

[jamstalldhetsdagarna.se](http://jamstalldhetsdagarna.se)





# Two Nordic projects

## 1. Full Rights for Girls in the Nordic Countries

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**Status:** [Active project](#)

**Granted year:** [2016](#)

**Subjects:** [education and pedagogics](#)

**Countries included in the project:** [Finland, Iceland, Norway, Sweden](#)

**Type of project:** [network](#)

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The organisations behind this project are troubled by the increasingly harsh climate in society where alarming reports about the vulnerability of girls in the school environment and elsewhere in the public space are becoming progressively commonplace. Regardless of in which country sexual harassment occurs, it implies consequences for young women's health, participation in the democratic process and overall room to manoeuvre in life.

The ambition with this project is to create a knowledge base and to strengthen the public opinion in the Nordic countries with respect to girls' rights, gender equality, equal treatment and sustainable health. The aim is to strengthen the public opinion and to shed light on injustices from a Nordic perspective, make room for the situation of girls in the political agenda and demand responsible policy work. The project will also provide training for key persons involved in the implementation of these policies, as well as persons working within organisations that deal with young women's issues.



## 2. New Sober Norms in the Nordics

Research today does not support the health-promoting effects of alcohol, so it is important to work for a sober lifestyle and for breaking the invisibility of girls' and women's alcohol and drug habits and their consequences. Epigenetics today show that earlier generations of drinking habits also affect the future generations.

The project aims to strengthen Nordic sober and clean lifestyles and advocacy for this and to promote the care and education of children in this direction.

The Foundation Responsible for the Future, SAFF, approved WOCAD's project application in November 2016. Initial preparations have been made in December. The first day of training with interactive methods to strengthen a sophisticated and healthy life for children and young people in the Nordic countries is organized in collaboration with WOCAD's other project "Full Rights for Girls in the Nordic Region" in February 2017. The project will run throughout 2017.

# Thank you for your attention!

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*Women's Organisations  
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