



Nordic Alcohol and Drug Policy Network Action Plan 2013-2014

Nordic alcohol and drug policy

NordAN has been based on supporting and advocating of restrictive alcohol and drug policy. Policies that are evidence-based and proven to be effective in decreasing alcohol and drug related harms.

NordAN will continue with a focus on advocating public health oriented alcohol and drug policy in pan-Nordic and Baltic level as well as on national level. Through its input and cooperation with Eurocare and GAPA, NordAN will give a voice to Nordic experience in implementing successful policy strategies.

One of the main focuses will be the Nordic Councils welfare committees alcohol and tobacco policy proposal for 2014-2020. Proposal is made to the Nordic Council of Ministers with 12 specific points suggesting different developments in alcohol and tobacco policies.

NordAN will focus through different initiatives to support the document and invites all member organisations to ask their country representatives at the welfare committee and ministers at the NCM level to give their political support.

Growing cooperation with regional institutions

NordAN is putting priority into having a good cooperation with different institutions like Nordic Council of Ministers, Nordic Council, Nordic Centre for Welfare and Social Issues, The Northern Dimension Partnership in Public Health and Social Well-being, Baltic Assembly but also European Commission and WHO Europe. NordAN will also work to strengthen its work with member countries and governmental institutions.

Strengthening membership

NordAN will review its membership list, raising the involvement of member organisations and making sure that all members are actually interested and motivated of being a member of NordAN network.

NordAN is keeping in mind, through its projects and efforts, how to be useful and helpful to its member organisations and how to bring added value to the work of member organisations.

At the same time NordAN will focus on international advocacy where most member organisations are not active, thus representing the network in supporting policy development in the region at large.

NordAN will make special effort in finding new members and cooperation partners. Special focus is on Faroe Islands, Greenland and Latvia.

Advocacy North project

AN project has grown into a next stage and with sufficient funding (applied from NCM) will organize a series of events and seminars that will build up a support for NordANs goal – Development of Nordic Alcohol Policy Plan 2014 – 2020.

Planned meetings:

- 1) February / March 2014: AN seminar on Nordic Councils 2014-2020 initiative Stockholm, Sweden. Roundtable to analyse “Nordic alcohol and tobacco policies in a public health perspective”.
- 2) April / May 2014. AN seminar on Passive drinking. Riga, Latvia. With International passive Drinking network and NordAN passive drinking section.
- 3) August / September 2014: AN seminar on International cooperation and networking, Helsinki, Finland.
- 4) October / November 2014: NordAN conference 2014 Oslo, Norway.
- 5) October / November 2014: Nordic Council 66th Session.
AN project presentation workshop by Nordic Council welfare committee.

Emphasis on alcohol advertising

NordAN's new section is focusing on alcohol advertising and monitoring by gathering cases and best practices from different countries, producing models and suggestions how to tackle different problem situations regarding alcohol advertising. As a possible outcome, section will produce a position paper on alcohol advertising that will be discussed at the NordAN conference in 2014.

Media advocacy

NordAN understands that to be effective in advocacy it needs support from media. During last couple of years NordAN has established a problem that in international advocacy national media channels seem not to be interested in international work and international channels have no power to attract attention. They are rather small and with low relevance in the region. NordAN will build up its work with media as well as in social media channels (mainly Facebook).

Center of information

NordAN is aiming to become a stable source of information, a center for all relevant to alcohol and drug policy in the region. We will develop our website into constantly evolving source of information and materials. Through weekly newsletters and daily updates on our Facebook page, we will inform our member organisations, partners and interested parties about our activities and news about alcohol and drug policy and research.

NordAN will prepare number of easy to understand presentations showing updated and fresh and comparable information regarding situation in member countries. We will use our network of organisations to find latest data and present these materials as tools for advocating effective policies.

Drug policy back to the picture

NordAN is a network of alcohol and drug policy, but drug policy has been on the back seat for some time now. We will work, with our member organisations who are active in drug policy, to come up with a clear plan how our network can work more effectively in advocating for drug policy.

Funding

NordAN has been dependent on few sources of funding. We will explore new sources and continue working with member organisations to support the work of NordAN through membership fee and special contributions. We will also work with a new plan to involve individuals as possible financial supporters.