

**FINAL REPORT
NARCOTICS AWARENESS
AND EDUCATION PROJECT**

May 1990 - August 1995

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The Narcotics Awareness and Education (NAE) Project is designed to strengthen the capabilities of Lesser Developed Country (LDC) institutions to design, implement and evaluate effective drug awareness and prevention programs. The project focuses on drug demand reduction through public awareness and education. Key to the overall project strategy are activities that: generate an understanding of the nature and extent of drug abuse in a given country; develop public awareness of the problem among government policy makers, opinion leaders and the general public and of the importance of implementing comprehensive prevention programs before the drug problem gets out of hand; and assist in obtaining the support of key national leaders and institutions to develop and effectively implement national prevention strategies. Among the technical support services involved in the project strategy are technical assistance, training, research, information dissemination, and policy dialogue.

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Introduction

Drug abuse represents a significant problem to the public health and overall sustainable development of many countries in Latin America, Asia, Africa, Russia and Eastern Europe. Drug production and trafficking can undermine the political stability of a country and threaten democratic processes. Drug abuse is linked to serious health threats and social development problems facing developing nations. Vast numbers of deaths, illnesses and disabilities are directly or indirectly related to substance abuse, including increased risk of AIDS and sexually transmitted disease among substance abusers and their partners. The workplace is affected as well. Alcohol and drug abusers are costlier, less productive employees. The increased costs of health care due to drug abuse and the losses to the work force severely tax the ability of a country with limited health care resources to meet primary health care needs. Alcohol related traffic accidents also figure prominently as a cause of premature death in many developing countries. In addition, alcohol and illicit drug use often results in family violence and child abuse, and the safety of many local communities is threatened by violence associated with the drug trade.

For many years the influx of illegal drugs from producing countries (in Asia, Mexico, Guatemala, South America) has been of serious concern to United States Government efforts to reduce or eliminate the use of drugs in this country. Extensive interdiction efforts and attempts at "crop substitution" have had little effect on the overall availability in this country. Some of the major producer countries, seeing this as a U.S. problem, did not take aggressive action to control production and export of those drugs. That should not be surprising. Only when people (and governments) realize that a particular problem affects them, and are empowered, and the responsibility to do something about it, will they take the necessary action to stop production and trafficking within their borders.

Nonetheless, there is ample evidence that some people in producing and trafficking countries have been aware of drug use for some time and have tried to do something about it. Church-sponsored organizations and civic organizations were attempting to deal with this problem long before USAID became involved. In 1973, the Catholic Church in Santo Domingo, Dominican Republic, sponsored the establishment of a private voluntary organization called Casa Abierta to carry out prevention activities. This was followed by a community-sponsored rehabilitation and prevention program called Hogares Crea. Cruz Blanca Panameña has been in existence in Panama City since June 1978, one of the best examples of self-sustainable organizations. Rotary and Lions Clubs, Scouts, and other civic organizations have attempted for years to provide basic information and educate young people on the dangers of drug use, however, they lacked necessary information, technical knowledge, and backup support to carry out these activities effectively.

In recognition of drug abuse as a serious obstacle to achieving sustainable development, the demand for awareness and prevention programs as well as control programs has increased in developing countries. In response, during the 1980s, the United States Agency for International Development (USAID) became more involved in drug awareness and education programs as an element of its overall anti-narcotics program. USAID-supported country programs were started in Belize, Peru, Guatemala, Haiti, Jamaica, Bolivia, Ecuador, Colombia, and El Salvador, followed by a regional narcotics education program in South and Southeast Asia. Some, such as Bolivia, Peru, Ecuador, and El Salvador were comprehensive integrated awareness, education and prevention programs. Others were more focused, concentrating on specific activities (epidemiology studies) or target populations.

Background

In May of 1990 USAID's Bureau for Research and Development launched the Narcotics Awareness and Education Project (NAE). This five-year initiative has been implemented by Development Associates, Inc., a private consulting firm, and its sub-contractors, the Academy for Educational Development (AED), Macro International, Inc., and Porter/Novelli. The purpose of the NAE Project has been to strengthen the capabilities of developing country institutions to design, implement and evaluate effective drug awareness and prevention programs. The project's focus is on drug demand reduction through public awareness and education. Understanding of effective and implementable drug prevention strategies in a developing world context is enhanced through small-scale operations, or applied research projects attached to operational programs.

Since 1974, Development Associates, Inc., has designed, implemented and evaluated domestic and international programs in the field of drug awareness and education. Over the last decade Development Associates has conducted projects in over twenty-five countries in Latin America, Asia, and Eastern Europe. These projects have been funded by USAID. As a result of this practical field experience, a number of lessons have emerged regarding what works and what does not in designing and conducting effective drug awareness and education programs in the diverse political, social and cultural contexts existing among and within developing countries.

Development Associates' direct international involvement in this area dates back to 1984 when USAID/Peru asked for assistance in addressing drug-related concerns that were being referred to them by local community organizations and by the U.S. Congress. Since that time, under various mission contracts with USAID Development Associates has worked on drug-related issues in Ecuador, Haiti, Guatemala, Bolivia, and Colombia. Under a three-year contract with the Asia Bureau the firm also provided assistance and training to seven countries in that region. The NAE Project provided the opportunity to further develop and refine a global strategy to drug abuse awareness and prevention and test new approaches and methodologies.

Collaborating with Development Associates on this project are: the Academy for Educational Development, a firm with extensive experience in implementing communications projects; Macro International, Inc., a firm with considerable domestic experience in drug abuse

prevention training; and Porter/Novelli, a social marketing and communications firm. Directed by the Office of Field Support and Technical Assistance, Center for Human Capacity Development, Bureau for Global Programs, Field Support and Research, the project is intended to complement USAID Mission bilateral programs and to help stimulate new initiatives. It is a demand-driven project (principal source of funding for in-country activities is Mission buy-ins) which has been set up to serve the objectives and needs of USAID Regional Bureaus and Missions. The services to be provided by the project include technical assistance, training, operations research, evaluation, information dissemination, and policy dialogue.

Although the project is designed to cover the training and technical assistance needs of USAID Missions world-wide, the major effort has focused on Latin America, with the exception of a buy-in from the former Eastern Europe/Near East Bureau to conduct a needs assessment in several Eastern European countries. In keeping with the spirit of the Project's worldwide focus, the NAE maintains contact with drug prevention professionals and programs in countries in other regions, providing information and materials as needed.

Discussion

During the five years of the project, the NAE assisted in strengthening host country drug abuse prevention efforts in eleven countries in Latin America and the Caribbean. In the case of Bolivia, the project's emphasis country, NAE played a key role in strengthening and facilitating coordination of three national drug prevention agencies. It provided to these Bolivian agencies a full range of training and technical assistance, facilitated their participation in international as well as national training events and provided materials required to strengthen their resource base. Technical assistance and materials were provided to establish documentation centers in Bolivia, Mexico, and Paraguay. As part of this technical assistance, the NAE facilitated the integration of Bolivia and Paraguay into the Inter-American Drug Information System (IADIS), a database network of the Inter-American Commission on Drug Control (CICAD), an agency of the Organization of American States (OAS). At the policy level, the NAE project provided assistance in Paraguay leading to the formation of a public/private partnership which produced a long-term integrated National Drug-Abuse Prevention Plan. In Brazil, similar technical assistance resulted in the development of a comprehensive State Anti-Drug Control Plan in the State of Ceará and mobilized the State of Sao Paulo to develop a Drug-Abuse Prevention Program.

In addition, the NAE project conducted a needs assessment in five countries in Eastern Europe and provided technical advice regarding drug prevention activities in various parts of Asia, including Indonesia, the Philippines and Sri Lanka. Project staff conducted needs assessments, helped plan and design national awareness and prevention programs, provided training and technical assistance in policy and organizational development, program design, financial management and program administration, institutional sustainability, community, school-based and workplace prevention interventions, information dissemination, and conduct of applied research in drug prevention and program evaluation. Throughout the contract period, the NAE worked to establish a network of host country institutions that are mutually supportive,

reinforce national efforts and enhance the impact of outside donor efforts to promote drug abuse prevention. To build this network, NAE utilized key staff members from one host country agency to provide technical assistance to other host country agencies. It also promoted the use of NAE trained host country personnel as "multiplier agents" within their own country to expand knowledge and skills in drug awareness and education. This included support of two university graduate degree programs in Brazil - the first such programs to exist in South America - that resulted in increasing the cadre of trained professionals in drug abuse awareness and prevention. It promoted the development, use, and sharing of locally relevant drug abuse prevention materials and publications. Communication with the network was maintained through a series of publications including the **International Drug Prevention Quarterly** which reached host country agencies in every continent, providing information regarding on-going prevention programs and discussions of key drug prevention issues. Drug-abuse resource and documentation centers and libraries in these host country agencies were developed and strengthened through technical assistance and donations of materials that represent the leading edge in prevention techniques.

An essential step in the Narcotics Awareness and Education (NAE) Project's efforts is to **empower**, through information, training, technical assistance, and financial support, host country governmental and non-governmental organizations to take action against drugs and drug-related activities in their countries. Using a collaborative approach, where the NAE team served as a catalyst and a resource to host country organizations to help them develop or improve their capability to design, develop, implement, and evaluate drug awareness programs relevant to their individual needs. The objective of empowering was to take it to a plane high enough so as to lead to **sustainability** of the program/organization with an established **capability** to continue to address these issues over the long term. Throughout the five years of the project, NAE has also emphasized technical assistance leading to the **financial independence** of its partner organizations. In this regard NAE participating organizations have continued to maintain their activities after USAID funding has ceased. Notable examples are to be found in Mexico where drug-abuse prevention activities have continued in project sites up to two years after USAID funding ended; and in Paraguay, El Salvador, Panama and Brazil where host country organizations have generated funds from both local and external sources.

Technical Assistance

The cornerstone of the developmental efforts of the NAE Project is the use of technical assistance to transfer drug prevention concepts and skills that have proven effective in other countries to host country client agencies. Technical assistance outputs expected over the life of the project include: (a) development of the capacity of host country organizations to design, implement and evaluate public awareness media campaigns and drug prevention programs; (b) development of improved management systems to strengthen coordination and institutionalization of national organizations working in the drug abuse field; and (c) development of epidemiological research capabilities in 5 to 7 countries to measure the nature and extent of drug abuse.

The most extensive program of technical assistance was directed at host country private and public sector agencies in Bolivia where the NAE Project established and staffed a local office with a permanent technical assistance team. The NAE project team started its technical assistance program by working with USAID/Bolivia and four organizations (two government and two private sector) to develop operating plans and procedures as a prelude to applying for external donor (in this case USAID) financial support. The four agencies working in drug awareness and education supported by USAID/Bolivia were: PROINCO, the research arm of the Directorate for Drug Abuse Prevention and Social Reinsertion (DINAPRE), within the Secretariat of Health; the Subsecretariat for Alternative Development's (SUBDESAL) Communications Unit; the System for Anti-Drug Education and Social Mobilization (SEAMOS); and the Center for Drug Education (CESE). The Communication Unit was subsequently dropped after a government reorganization eliminated SUBDESAL.

PROINCO is responsible for undertaking both basic and applied research into the problem of drug use in Bolivia which includes the conduct of national prevalence surveys, ethnographic studies of special populations such as street children and rural population. Technical assistance to PROINCO included organizational development; design and development of a research strategy; design, development, and conduct of national household and school-based surveys on the prevalence of drug use; and conduct of ethnographic studies of drug use among street children. As a result, PROINCO conducted three major studies plus numerous smaller studies. They produced nine major reports and seven smaller reports related to the prevalence of drug use in Bolivia, Peru, Mexico, and the United States. They also publish an annual report on their activities for the lay person.

In summary, a research capability, particularly in epidemiology, has been established in Bolivia. The PROINCO staff have demonstrated that they are qualified to carry out rigorous research in the area of drugs and drug-related problems.

SEAMOS is the lead private non-profit organization in Bolivia undertaking national prevention programs through the mass media, schools and communities. NAE provided SEAMOS with technical assistance in drug awareness and education, drug abuse prevention principles, policy development, program design and implementation, outreach and social mobilization, applied research techniques, conduct of focus groups, data analysis, message design, materials development, social marketing, and tracking of communication campaigns.

As a result, SEAMOS staff has been strengthened and action taken to improve its visibility and influence in drug awareness issues. With NAE assistance, SEAMOS redefined and sharpened their communication and social mobilization programs. SEAMOS implemented a series of round table discussions to address specific issues and generate interest among public opinion leaders. These "Round Table Discussions" have led to renewed public interest on drugs and drug-related issues, particularly those dealing with the coca leaf, its properties, and derivatives. The proceedings of these round table discussions, published and made available to public officials and to private sector professionals, have served to initiate a very useful dialogue relative to the impact of drug use, production, and trafficking in Bolivia. A significant outcome

of the discussion on the coca leaf was the development of a comprehensive annotated bibliography on coca leaf research in Bolivia and Peru. This bibliography is available in English and Spanish.

SEAMOS launched pilot initiatives through elementary and high schools that opened new ground for drug prevention. The elementary school program, "SEAMOS va a la Escuela" (Seamos goes to school), pilot-tested in 15 schools, has proved to be effective in providing teachers with a series of tools to better the quality of the education they provided at the same time as it served as a vehicle for transmitting lessons regarding a healthy lifestyle. Follow-on projects include, SEAMOS Va al Colegio, directed at middle-school students to determine the effects of anti-drug materials on student and parent understanding of the drug problem; SEAMOS Va al Trabajo, designed to address the problem of drugs-in-the-workplace.

A separate intervention in community mobilization conducted by SEAMOS in three schools in La Paz proved successful in securing parental cooperation for action against the drug problem. It demonstrated that students can influence parents and that parents once mobilized were willing to take action in the form of sending letters to local authorities.

SEAMOS supported and enhanced its drug awareness and community mobilization efforts through several national media campaigns. It has continued to design and broadcast mass media campaigns to combat drug production, processing, trafficking, and use. The television and radio campaign "SEAMOS Bolivianos" (We are all Bolivians) has been a great success in unifying the diverse cultures and ethnicity of Bolivian society in the fight against drugs.

CESE is a private drug prevention agency that concentrates on school-based programs. Working closely with the Ministry of Education and international donors, CESE has developed a number of educational materials and carried out various innovative programs over the past decade. Established by the U.S. Embassy in 1983, it was converted into a non-governmental organization (NGO) with assistance from the NAE/Bolivia project team. Technical assistance was provided to the organization to strengthen its administrative and financial management capabilities and enhance its capability for self-sustainability.

Overarching the technical assistance effort in Bolivia, as described above, is the establishment, early in the project period, of a National Project Coordinating Unit (PCU) to negotiate and establish a process for monitoring project activities and minimize duplication of effort. The PCU quickly became the vehicle for regular discussions of project activities among the project elements and other interested parties. In addition to the USAID-supported project elements, representatives from the US Embassy and the United Nations Drug Control Programme (UNDCP) were frequent participants. The PCU continues as an open forum where agreements are made, activities discussed, and concerns raised. Although the PCU has no formal authority to demand clearances or force everyone to agree on a course of action, it serves as a venue where disagreements can be brought to light and resolved on the spot, thus avoiding smoldering resentments that could affect future results oriented performance.

In Mexico, the NAE project worked with the National System for Family Development (DIF), a governmental agency, and with the Federation of Private Associations for Health and Community Development (FEMAP). From the beginning, the NAE staff has concentrated on working closely with the DIF and FEMAP staff and those of its affiliates to assess training and technical assistance needs and to jointly plan for and carry out the appropriate responses to those needs. All needs assessments were conducted jointly, with the client staff taking a leading role in the design, development, and conduct of the necessary training, to include the logistical arrangements. Technical assistance has included assistance in: (1) preparation of project proposals for marketing and delivery of drugs-in-the-workplace prevention programs; (2) development of operations research plans; (3) importance of data collection to determine the impact of interventions; (4) adaptation of techniques and evaluation instruments as well as development of evaluation plans; (5) evaluative research, data analysis, and report preparation; and (6) development of specific programs and techniques designed to promote the financial and institutional sustainability for drug abuse prevention programs. Focusing on FEMAP's past experience in providing health-related services in the workplace, the NAE and FEMAP staff designed a strategy and training program to promote FEMAP's line of drug abuse prevention and health promotion services for the workplace. Additionally, telephone and fax technical assistance is available, and has been provided on an ongoing basis to FEMAP and its affiliates. It has been used most frequently during periods prior to the conduct of a specific workshop, although telephone technical assistance is available on any topic related to alcohol, tobacco, and drug abuse.

Although direct USAID support for FEMAP and DIF has ended, both organizations are moving ahead with drug awareness and education efforts with help from the business community, local sources, and other international donors. The NAE technical assistance on self sustainability has placed special emphasis on developing and marketing prevention programs targeted at industry and the business community. In the absence of direct funding for drug awareness, education, and prevention, prevention activities are incorporated into other areas, not the least of which is health promotion. At its latest national conference in July 1995, FEMAP show-cased its accomplishments in providing integrated health promotion and prevention programs to business and in brokering support from the business community for local school-based prevention programs. The latter program, aimed at schools attended by children of local workers, represents a significant vehicle for influencing the workers themselves as well their families. Technical assistance in materials development has resulted in brochures, pamphlets, and manuals that are attractive, factual, direct, and easy to understand and are developmentally appropriate for different age groups. This program has been undertaken in 10 locations across Mexico, including three FEMAP Regional Training Centers.

In the state of Nuevo León NAE technical assistance focused on evaluative research, to include study design, instrument development, data collection and analysis, and application of findings to the development of appropriate programs and/or materials. In the area of educational materials development, the NAE used a hands-on approach, including a knowledge, attitude and practices (KAP) survey and focus groups, in the design and development of educational materials for prevention programs. In addition to on-site technical assistance, a system was set up

whereby NAE consultants were available by phone and fax, to provide assistance and answer questions. This was particularly useful during the design and implementation of surveys to measure the results of two key programs: street murals containing drug prevention messages, and a pilot school-based prevention program for 8 project sites along the U.S./Mexico border.

Paraguay, like Bolivia, provided an excellent opportunity to establish and support a comprehensive integrated national drug awareness, education, and prevention program. With financial support from the Latin America and Caribbean (LAC) Bureau and the USAIDREP/Asunción, the NAE project team worked with representatives from public and private sector organizations to assess needs and resources and identify tasks and requirements necessary to organize and make operational a drug awareness and information center. Provisions were made for training and technical assistance in the areas of institutional development, management, and administration; drug research methodology and communications and drug abuse prevention techniques as well as a minimum amount of operational support. Assistance was to be provided and progress monitored through periodic conferences by NAE specialists.

Specific accomplishments over the three years of development between the Paraguay Narcotics Awareness and Education Project included:

Institutionalization: Establishment of a fully operational drug awareness, education, and information center which has been designated by the Government of Paraguay to serve as a national resource center for that country in the area of drug control for the host country's public and private sectors as well as internationally with such organizations as OCEAS/OAS and the United Nations. Technical assistance provided included development of a long range drug awareness strategy, an organizational philosophy and Mission statement, organizational structure and staffing patterns, review and assessment of current and proposed resources, and actions required to attain self-sustainability. As part of the development of its new national identity, the organization developed a name in Guaraní for the institution, MARANDU. This term translated this means to guide, to enlighten. This term contains strong nationalistic meaning for the population of this bi-lingual nation.

Design of a National Drug Prevention Strategy to include identification of strategic priority intervention areas and the formation of a high-level working group known as the Prevention Consultative Council of the National Anti-Drug Secretariat (SENAD) charged with the task of developing a national prevention plan.

A key component of MARANDU's drug awareness and education program was the work with the Ministry of Education to prepare teachers to address the needs of their students. Technical assistance was provided to MARANDU's Coordinator of the School Prevention Program to assist in the design of the necessary evaluative research to assess the impact of new school-based programs. A quasi-experimental applied research design was developed involving experimental and control schools. Examples of instruments for students, teachers and counselors were provided.

A series of teacher's guides for grades 4, 5 and 6 were prepared and pre-tested in two schools. Based on the pre-test revisions were incorporated into the final modules which were subsequently distributed to class room teachers. In follow-up surveys and interviews teachers indicated that positive attitudinal and behavioral change especially regarding such resiliency factors as school bonding were observed after the revised modules were incorporated into the school programs.

Research: During the first year of operation, the NAE Project staff worked with the MARANDU staff to design, conduct, and analyze and report the findings of a national drug prevalence and attitude study. The results of the study established a national baseline for future comparisons on drug use, and served as a basis for design, development, and implementation of a long-range drug awareness strategy. The research study was subsequently published in a Latin American peer-reviewed journal ACTA, and won its annual prize for the best piece of mental health scientific research in Latin America for that year.

Additionally, the NAE staff provided training and technical assistance on applied research techniques involving focus group surveys, rapid assessment action research techniques, public opinion and attitudinal surveys in high risk population areas. The findings from these qualitative and quantitative research activities were used to develop themes and specific messages for printed materials, radio public service announcements (PSAs), and television spots. The radio spots were subsequently broadcast in Spanish and Guaraní. The media campaign has been adopted for use at the national level by SENAD.

Communication: As a result of the technical assistance provided on applied research techniques and materials development, MARANDU initiated mass production of printed materials and used them in conjunction with community mobilization efforts, radio PSAs and drug-prevention interviews allowing for audience telephone participation. Arrangements were made with local newspapers in Asunción for inclusion of periodic articles on drugs, effects of drugs, and other drug-related problems. Over 300 newspaper articles were published and weekly radio interviews and discussions were regularly broadcast over the life of the project.

Information and Documentation Centers: The NAE provided technical assistance on the development of a drug information and documentation center. The NAE also provided a basic library of journals, monographs, and other technical documentation for the Documentation Center. Subsequently, the NAE assisted the Center to receive training from and become incorporated into the CICAD/OAS' Inter-American Drug Information System (IADIS), giving them the ability for interchange and exchange of information. The Center has also been designated by SENAD as the official Paraguayan information resource for international networks.

The above descriptions provide overview of the technical assistance services provided under the NAE Project. Similar services, although not as extensive or comprehensive, were provided to the Latin America and Caribbean (LAC) Bureau (development of policy papers, briefings for the evaluation team, etc.), Panama (strategic planning, institutional sustainability,

public dissemination of survey results, evaluation and curriculum design), El Salvador (analysis of action plans, development of program strategies, communication techniques and institutional sustainability), Jamaica (program development), Belize (program analysis, needs assessment), Ecuador (program analysis), Colombia (program analysis and development), and Brazil (training needs assessment, program development). Services provided were both proactive, and in response to specific requirements.

The future of host country drug prevention agencies presently supported by USAID, above all those in the private sector, depend on their ability to sustain the benefits of their programs as USAID funding diminishes or ends. Throughout the project period NAE placed considerable emphasis on the design and implementation of plans for sustainability of benefits. NAE provided technical assistance in the identification of a variety of international and host country funding sources, design of approaches to those sources, identification of alternative forms of reducing costs and guidance in the development of proposals.

Training

NAE provides training as an integral part of its overall effort to transfer drug prevention concepts and skills and thus strengthen the capacities of both public and private organizations and PVOs, to operate effective drug demand reduction programs. Additionally, the training component has been critical in developing the management and financial systems and the technical expertise to ensure that institutionalization and sustainability is achieved. NAE both provides training directly and supports training efforts by host country agencies. Training workshops, using both of these modalities have been held in Bolivia, Brazil, Dominican Republic, Guatemala, Panama, Paraguay and Mexico. Major training events included workshops on strategic planning and policy development; program development and project design; drug abuse prevention modalities (school and community-based--drugs in the workplace, etc.); drug research techniques, to include survey research methods, use of focus groups, use of database software and SPSS; materials development and testing; communication methods; social marketing; program evaluation; and institutional development and strengthening, to include techniques to enhance self-sustainability. Maximum use was made of the availability of host country or third country specialists as part of the NAE training team, thus fostering a mechanism for cross-fertilization among key experts and leaders from the various countries and regions. Additionally, the NAE Project commissioned, particularly in Bolivia, Brazil and Paraguay, host country organizations to provide training in prevention skills to members of high risk communities and to selected target groups. For example HOJE, a PVO in Fortaleza, Brazil, trained members of Accident Prevention Committees of Industries (CIPAS) in Ceara; Pastoral do Menor trained social workers in slum areas of Sao Paulo; FUSSESP, a government agency in Sao Paulo, trained over 600 community leaders on community mobilization and drug abuse prevention; GREA and PROAD, two university-based PVOs, trained medical students and doctors in drug abuse prevention; and in the state of Ceara, the NAE supported two pilot graduate study programs leading to a certificate in drug abuse prevention for the graduates. Training outputs expected over the life of the project include:

(a) a minimum of 1,200 persons working in the public or private sector in drug abuse awareness and prevention activities to be trained in country; and

(b) a minimum of 300 key leaders and personnel involved in narcotics demand reduction activities from throughout the three regions to be trained at regional or outside the region events.

Although the contract calls for training at three levels; in-country, regional and outside the region, the project team focused almost exclusively on in-country training related to specific host country needs. The projections for in-country training have been achieved, and in fact exceeded, particularly when the multiplier effect is taken into consideration. Plans to reach the number specified (300) for regional or overseas training did not materialize, primarily due to the project's financial constraints.

The NAE project team provided training to approximately 1,600 persons involved in drug awareness and education activities. Many of these persons received training in more than one topic, e.g., program leaders received training in all aspects of planning, administration, financial management, as well as in the technical areas such as program design and development, communication, social marketing, evaluation, etc. Additionally, board members were trained in policy development, developing strategies, setting priorities, fund raising, etc. Program technical personnel were trained in basic research design, survey research techniques, materials development, communication campaign development, prevention techniques, etc.

In addition to training provided by NAE Project staff, the project promoted, commissioned and supported training by host country organizations, SEAMOS and CESE in Bolivia, CONAPAD in Guatemala, FEMAP in Mexico, Marandú member organizations in Paraguay and over 11 public and private sector agencies in Brazil. These host country organizations provided training to approximately 60,000 teachers, health professionals, social workers, researchers, trainers, public opinion leaders, journalists, legislators and community leaders. These people in turn, have reached thousands of people involved in drug abuse awareness and prevention activities. For example, CESE alone, in Bolivia, has trained over 40,000 teachers throughout the country. Appendix 1 contains an approximation of the number of persons trained during the project period.

The NAE project supported the participation of key leaders and personnel involved in narcotics demand reduction activities in regional events. This included participation in the Asian Regional Task Force Meeting on Drugs and the Workplace in Manila in November 1991; participation of key leaders at the 20th International Institute on Prevention and Treatment of Drug Dependence in Sao Paulo, Brazil, in August 1993; attendance by Paraguayan personnel at a research training workshop in Brazil; participation by program personnel from Latin American programs at the 1995 NAE Symposium on Drug Education in January, 1995; and sponsorship of FEMAP participation at the 37th International Congress on Alcohol and Drug Dependence held in San Diego, California in August 1995.

As a result of these training efforts, a well-prepared cadre of professionals and program personnel is now in place and continuing drug-abuse prevention activities. Many of these volunteer their efforts; many are funded by other international donors or through local fund raising activities. Additionally, key personnel in the public sector are now more aware of the negative impact that drugs and drug-related problems have on a country's economic, political, and social fabric, placing them in a better position to take aggressive action against drugs. More importantly, the training of teachers in drug awareness and education will have a long-term impact and influence on the students they have now and those in the future.

Information Dissemination

A vital part of the NAE program is the dissemination of information on innovative approaches to drug awareness and education throughout the world. The project used several means to achieve this purpose. Its newsletter, the **International Drug Prevention Quarterly**, (IDPQ), mailed to over a thousand host country agencies and drug awareness professionals in the United States, Latin America, the Caribbean, Asia, Africa and Europe was designed to keep the NAE's clientele informed on current happenings in the field.

A key component of the NAE drug awareness and education effort was the promotion and establishment of a capability to operate a documentation center in select host country organizations. Towards this end, the NAE assisted in setting up and strengthening drug resource centers and libraries in Latin America, the Caribbean, Asia, Eastern Europe and Africa. In this effort the NAE provided a basic "starter set" of resource materials, along with training on the operation of a documentation center. Scholarly monographs were provided to a similar mailing list, with special emphasis on organizations operating documentation centers. Using materials drawn from USG sources (National Institute on Drug Abuse, United States Information Agency, Center for Substance Abuse Prevention, etc.) and from local US agencies such as state programs, NAE stocked over 25 host country prevention program libraries with publications regarding prevention techniques.

Special materials dealing with the application, design, implementation and evaluation of prevention programs were developed for specific occasions. Not counting the semi annual progress reports, the NAE Project produced and distributed over 20 special reports, manuals, and training guides on drug abuse awareness and prevention. These include development of training manuals and materials on social marketing (translated into Spanish and Portuguese), communication, and evaluation. Also translated into Spanish and made available to host country organizations were special materials and chapters from well known documents such as Prevention Plus III and selected CSAP/OSAP Monographs. Many of these translations were incorporated into specific training manuals developed in conjunction with training events conducted by NAE personnel.

The NAE Project printed and made available to organizations and individuals world wide, special reports of activities carried out by the Project. These included reports on research studies on drug use, attitudes, and practices, which were conducted in several countries. Also

available are reports on the uses of data in drug policy formulation, applied behavior change, the role of applied research in public awareness and policy development, and a strategy for promoting sustainability in narcotics awareness and education projects. Appendix 1 contains a list of NAE Project Materials.

Seven of the NAE Project's reports have been accepted for publication by peer review professional journals. These articles are "Applied Research in the Development of Prevention Strategies in Heterogeneous and Rapidly Changing Societies", *Drugs: Education, Prevention and Policy*, Volume 1, No. 2, 1994; "The Uses of Data in Drug Policy Formulation", *Drugs: Education, Prevention and Policy*, Volume 2, No. 1, 1995; "The Role of Applied Research in Public Awareness and Policy Development: The Case of Drug Use in Panama", *Drugs: Education, Prevention and Policy*, Volume 2, No. 1, 1995; "Applied Behavior Change: A Framework for Behavior Change, Interventions and Research", *Drugs: Education, Prevention and Policy*, Volume 2, No. 1, 1995; "Drug Prevalence in Latin American and Caribbean Countries: A Cross National Analysis", *Drugs: Education, Prevention and Policy*, Volume 1, No. 3, 1994; "Maintaining the Momentum", *Substance*, Volume 4, No. 3 & 4, 1993; and "The Epidemiology of Drug and Alcohol Abuse in Paraguay", *ACTA*, 1991. The NAE Project's Applied Research Coordinator has been appointed Associate Editor for the Americas of *Drugs, Education, Prevention and Policy*, a multidisciplinary international journal, and has prepared a special issue on the Americas containing articles provided by NAE client programs.

The Project's efforts in information dissemination have been complemented by host country organizations who have, and are continuing to produce and disseminate their own drug research reports, drug information booklets and manuals, and video tapes. SEAMOS continues with its series of publications, "Drugs: Research for Discussion", and "Drugs: The Bolivian Debate". DINAPRE/PROINCO has published eight research reports on drug prevalence. Its ethnographic study on street children was translated and printed in English. All three organizations have a periodic newsletter or bulletin that is produced for mass distribution. Appendix 2 contains a list of materials produced by host country organizations involved in project activities.

Operations Research

An important part of the process of transferring technical skills in drug prevention is the testing of concepts of drug prevention in the varied national contexts where the NAE Project works. The NAE project promoted, assisted, and trained host country organization staff in the conduct of applied research. Specific research projects were carried out in Bolivia, Brazil, Mexico, Paraguay and Panama. In Bolivia, SEAMOS is now fully capable of conducting survey research, having completed a series of tracking polls on attitudes toward drug production, trafficking and use to assess the results of their mass media social marketing campaigns. SEAMOS also supports independent research through its research scholarships and sub-grants to local institutions and organizations. PROINCO completed and published the results of a National Household Survey of Drug Prevalence and Attitudes, a National Student Survey on Drug Prevalence, and an ethnographic study of drug use among street children. The NAE

Project commissioned a literature search to develop a comprehensive bibliography on coca in Peru and Bolivia, which has been published in English and Spanish. In Brazil, Paraguay, and Mexico, the NAE staff provided training and instilled a capability to design and carry out applied research using rapid assessment techniques, focus groups, and knowledge, attitude and practices (KAP) surveys. Employing a standardized questionnaire, NAE-supported organizations in Bolivia, Brazil and Mexico conducted research to assess the effectiveness of street murals as a communications channel for disseminating prevention messages.

The most significant examples of the NAE's contribution to operations research were selected by Transaction Publishers, Rutgers - The State University of New Jersey, for commercial publication. The result of this effort is the book, *Drug Lessons and Education in Developing Countries* which Transaction has published in both hard cover and paper back versions. The book contains 22 articles covering the spectrum of the NAE effort over the past five years. Advance comments on the book received from development and drug-abuse specialists in Latin America and the United States have been overwhelmingly positive (See Appendix 4).

Evaluation

A key element of the NAE Project's training and technical assistance effort has been the topic of evaluation. The principle that evaluation must be planned for and designed early on into any project/program plan has been an overriding one in all of the NAE's efforts. In addition to formal training in evaluation techniques, the NAE provided training and technical assistance in the development of formative evaluation plans for SEAMOS and CESE in Bolivia; DIF, and FEMAP and its affiliates, in Mexico; MARANDU, in Paraguay; and FUNDASALVA, in El Salvador.

The NAE Project has provided evaluation and assessment services for USAID Missions in Latin America and in Europe. These services were provided to the missions in Ecuador, El Salvador, Jamaica, Belize, Bolivia and Eastern Europe. These evaluations include:

The Narcotics Sectoral Assessment for Ecuador - a cross-cutting evaluation of USAID/Ecuador's drug awareness programs, Fundación Nuestros Jóvenes Project, Fundación Guayáquil, and the Ministry of Education's National Drug Education Program. Additionally, the assessment included a review and description of the status of the government's National Drug Council (CONSEP) and the development of a directory containing an institutional review of governmental and non-governmental organizations active in narcotics awareness, education, and prevention.

Organizational Assessment of the Anti-Drug Foundation of El Salvador (FUNDASALVA) - an assessment to ascertain whether FUNDASALVA's first year Action Plan contained activities and objectives that were consistent with the Cooperative Agreement between USAID and FUNDASALVA. In addition to reviewing the Action

Plan itself, the evaluation team also reviewed the various components and activities being carried out by FUNDASALVA.

End of Project Evaluation of the Anti-Drug Foundation of El Salvador (FUNDASALVA) - a progress and impact evaluation of the organizations programs over a three-year period. The evaluation focused on the quality of drug prevention programs provided by FUNDASALVA, the impact of those programs on their respective target populations and the degree to which the benefits generated by FUNDASALVA could be maintained once USAID funding was ended.

Mid-Term Evaluation of USAID/Jamaica Drug Abuse Prevention Project - under this mid-term evaluation, an NAE team assessed progress and capabilities of the Jamaican National Council on Drug Abuse, Jamaica/Western New York Partners, and the Kingston Restoration Company, all funded directly or indirectly by USAID/Jamaica.

Interim Project Evaluation of USAID/Bolivia Drug Abuse Prevention Project (DAPP) - under this interim evaluation, an NAE team assessed progress and capabilities of the four project components of the Bolivia project, SEAMOS, CESE, PROINCO, and SUBDESAL. The evaluation team reviewed the activities in each agency to determine how effective these activities were being carried out as well as whether or not project objectives were being realized.

Training Needs Assessments of USAID/Belize's Drug Awareness Education Project (DAEP) - designed to determine gaps in the skills of the DAEP staff to carry out the programs activities effectively. After a review of the programs activities and accomplishments, the NAE team developed a comprehensive training and technical assistance plan for the organization.

Needs Assessment for USAID/Guatemala which resulted in the design of a one-year drug awareness program to test four different techniques of carrying out drug awareness activities in Guatemala.

Needs Assessment for USAID/Santo Domingo, which led to the decision to conduct a quantitative and qualitative study of drug use in ten selected urban areas in the Dominican Republic.

Needs Assessment for USAIDREP/Mexico which led to the development of a three-year training and technical assistance program to strengthen existing drug awareness programs and to promote more community-based activities.

Needs Assessment for the Europe/Near East Bureau to develop an understanding of the nature and extent of drug use and drug-related HIV infection in five countries in Eastern Europe and to assess the capabilities of existing drug prevention agencies. Under this task an NAE team visited Poland, Romania, Czechoslovakia, Hungary, and Bulgaria and

interviewed health and education officials in those countries as well as officials of the European Community and the Council of Europe.

The accomplishments of the NAE in conducting program evaluations served to not only provide an assessment of progress and accomplishment by the programs evaluated, but more importantly, served to make recommendations for program improvements and to draw lessons learned for future program efforts. As important are the results obtained from the NAE's direct emphasis on and training that enabled host country organizations to design and implement evaluation as an integral part of their own project design, planning and implementation. Host country organizations including those in Bolivia, Belize, Brazil, El Salvador, Mexico, Panama, and Paraguay now employ evaluation both as a monitoring management tool for decision making on mid-course programmatic and administrative modifications, and as a summative assessment of program efficacy and effectiveness at the end of a project.

Policy Dialogue

The NAE Project placed considerable emphasis on this component in order to raise the awareness of LDC policy makers regarding the damaging impact of narcotics production, trafficking, processing, and use on the social and economic fabric of their countries. Recognizing that such awareness must emanate from the populace itself, NAE worked closely with local drug awareness professionals to help them educate and inform community and public opinion leaders and other policy makers on the dangers of drugs and drug-related activities.

In Paraguay, Marandú member organizations meet regularly with members of Paraguay's legislative assembly to discuss the problem. In addition, the results of the national drug prevalence study conducted in Paraguay were released at a public ceremony attended by media and key government leaders. Also in Paraguay, the NAE staff was instrumental in the establishment of a working group from the public and private sectors to develop a national drug plan. The working group was formally constituted into a National Coordinating Committee comprised of governmental and non-governmental entities which produced a long-term integrated National Drug-Abuse Prevention Plan approved by the Government of Paraguay.

In Panama, NAE worked closely with Cruz Blanca Panameña, a local private voluntary organization, to publicize the results of the first household survey of drug use in that country. The release was made in a major public presentation to national authorities, private sector organizations and the press. An immediate outcome of this presentation was recognition on the part of national authorities of the need for a public-private partnership to formulate a national prevention strategy. A similar presentation was made in the Dominican Republic, where the National Drug Council co-sponsored the public event releasing the results of the household study in that island.

In Bolivia and Brazil, NAE staff worked with local institutions to develop the necessary contacts and activities designed to inform policy makers. Extensive use was made of television spots in Bolivia and workshops with the press are an ongoing activity. In the case of Brazil, NAE staff worked directly with Sao Paulo and Ceara State government officials to develop

policies and programs to address counter-narcotics issues. The NAE project Director also entered into preliminary discussions with the United Nations Drug Control Programme representative in Brazil to look at training needs in the design of a national drug plan. In the State of Ceará, NAE technical assistance resulted in the development of a comprehensive State Anti-Drug Control Plan and mobilized the State of Sao Paulo to develop a Drug-Abuse Prevention Program.

In Guatemala where the NAE Project, in conjunction with the National Council on Drug Abuse Prevention (CONAPAD), sponsored a national seminar to study the feasibility of developing a national drug control plan. Inaugurated by the President of the Republic, the seminar was attended by representatives from key government and non-government organizations as well as the United Nations International Drug Control Programme (UNDCP) regional representative. At the end of the seminar, CONAPAD submitted a request to UNDCP for assistance in developing the plan. As of the end of the reporting period the request was still under consideration.

The deliverable calling for a computer presentation model to help sensitize policy makers on the social and political impacts of narcotics has not been undertaken. Attempts were made early in the project to obtain funding for this activity but proved to no avail. Moreover, it is felt that such a model, similar to RAPID which is used in the population area, is probably not feasible at the present time in the field of narcotics awareness and education.

Lessons Learned for the Development of an Overall Strategy in Narcotics Awareness and Education Programs

Over the course of the NAE Project lessons emerged which generated a series of guiding principles that should be considered in the design of any future program efforts. They have been instrumental in the development of our overall strategy in narcotics awareness and education in this project. The guiding principles are:

- **Host country ownership**--The first principle to guide the development of an information and education program is that it be based thoroughly as a host country institution so that it is perceived first and foremost to be operating in the country's best interest taking the society through the awareness process. A U.S.-directed project on this particular subject area could be perceived as responding to U.S. needs, and an unwanted intervention in the host country's affairs. A response that develops from the grass roots, builds on and unites past efforts at drug abuse prevention, and has the visible sanction and support of influential leaders and opinion molders has greater chances for success.
- **Sustainability**--The second major principle builds upon the first. While U.S. financial and technical support may be required initially to establish and operate the organization, it is essential that the organization's staff and directors work to identify alternative sources of support. A sense of ownership, of control and of

having a stake in the program are attitudes which from the outset must be engendered among the program's founders, supporters, and indeed, the population at large.

- **Credibility**--Third, a new organization must move quickly to establish its credibility. While the process of organizing and establishing an information and education program may be slower than desired, it is imperative that such a program establish credibility at an early stage in its development. This can be achieved by the involvement and input of respected leaders and organizations and the careful planning of activities. Early on, the program must take positive action toward educating the public; whether this is the stimulation of public dialogue through a series of newspaper articles or the convening of a national drug abuse conference, an effort must be made to quickly gain credibility in the public's mind.
- **Participatory Development**--A fourth guiding principle concerns the organizations and individuals involved in, or interested in getting involved in drug prevention activities. Capitalizing on the existing network of organizations, individuals and groups that have expressed an interest in cooperating in a drug-related information and education effort will be an important step. This will enable the program to reach a larger audience through existing organizations. Uniting the various public sector agencies private clinics and individual medical personnel, and civic and social associations that have made attempts at drug abuse prevention activities into a focused information dissemination network will be a crucial element of any plan. Similarly, combining and guiding the potential contributions (of assistance, media time and space, and other supports) from interested agencies and groups toward a specific goal will make for a well-coordinated approach. This will achieve broad-based support for the program and expand the program's constituency to include various segments of the population. It will also assist the program to get off to a quicker start, be less expensive and work to assure the effort is thoroughly grounded in the local culture.
- **Learn from the experience of others**--A fifth principle to guide the design of information and education activities takes into consideration past experiences of similar efforts. Drug information and education activities need not start from scratch; rather, existing resources can be adapted and lessons learned from the experiences of other information and education efforts.
- **Phased implementation**--Initially, efforts should be focused on raising public awareness of the dangers of drugs and on establishing the link in the public's mind between the proximity of drug cultivation and processing and the availability of pure, relatively inexpensive derivative substances. Later in the organization's evolution, its emphasis might be expanded to a more comprehensive approach, namely a health promotion approach. This approach focuses on abuse behavior

rather than on any particular drug. This may mean ultimately expanding the organization's efforts to include the abuse of substances such as prescription drugs, folk remedies, marijuana, inhalants, and alcohol and cigarettes.

- **Target audience**--The next guiding principle relates to the programs' broad-based orientation. The influence and activities of an information/education program should affect and unite differing levels of the society. For example, information activities should be aimed at leaders who can affect legislation; parents, educators, clergy, medical personnel, and individuals involved with youth and with social service activities; and at the media, which can stimulate public dialogue and effect change. Decision/policy makers and opinion molders need information upon which to base decisions regarding not only prevention and treatment activities, but also decisions relative to actions that impact drug production, trafficking, and availability within the country.
- **Planned growth and development** should guide the implementation of an information and education effort. Growth for its own sake, or too rapid expansion, will be counter-productive. If based on the programs' capabilities to achieve its mission and on evaluations of the effectiveness and levels of need, planned growth and development can be achieved. The ultimate objective is to institutionalize the program as a viable and responsive entity, able to progressively, over time, meet the country's need for narcotics and other drug information and education activities.

Conceptual Framework

An organized and well-defined program to raise awareness, inform, and educate the public about narcotics issues should be built within a conceptual framework which specifies the program's orientation and direction. This framework defines the program as a coordinated effort of information, education, referral, training, technical assistance, research and advocacy/lobbying activities. It should also serve as a catalyst for these types of activities on the part of other organizations and individuals. The program should evolve as the leader of a coordinated effort of education and information, setting the precedents, standards, and policies to guide drug abuse prevention activities. In essence, a comprehensive integral program should include the following components:

- promotion of public policy dialogue, lobbying and legislative change, especially among business leaders, politicians, community leaders, journalists and other media representatives, and religious leaders;
- information provision, both on a request basis and on a proactive basis, to identified groups that can affect or participate in public awareness/education activities (opinion leaders, schools, church groups, youth groups, the media, medical groups, police, etc;

- development (or coordination of the development) of informational materials, media messages, campaigns, etc;
- collection and review of materials, curricula, research studies, audio-visual materials, and training materials to establish a clearinghouse;
- informational service to increase networking among other service and information providers;
- networking, exchange of information and resource development among network organizations and expansion of network;
- provision of training and technical assistance to organizations and individuals through the development of conferences, training workshops, discussion groups, debates; and
- sponsorship/leadership of research and data collection efforts, media campaigns, and related activities.

Overall Project Strategy

Key to the overall project strategy are activities that: generate an understanding of the nature and extent of drug abuse in a given country; develop public awareness of the problem among government policy makers, opinion leaders and the general public and the importance of implementing comprehensive prevention programs before the drug problem gets out of hand; and assist in obtaining the support of key national leaders and institutions to develop and effectively implement national prevention strategies.

An essential step in USAID's efforts is the **empowerment** of host country governmental and non-governmental organizations --through training, technical assistance, and financial support - - to take action against drugs and drug-related activities in their countries. In this effort, USAID tries to identify, work with, and strengthen existing organizations. This resulting empowerment leads to **sustainability** since it establishes a **capability** to continue to address these issues over the long term. A second aspect of sustainability, **financial independence**, is more difficult to achieve, although many existing organizations have made great strides in identifying and obtaining financial support from local and international sources.

Key Elements of The Strategy

The strategy is founded upon methodologies drawn from the social and behavioral sciences, development communication, social marketing and organizational development. The elements critical to success are consistent with many of the themes USAID has adopted to guide its current programs, including support for broader public health issues, sustainable development, emphasis on participation, and integrated approaches and methods. Key to the

overall strategy are activities that (1) generate an understanding of the nature and extent of drug abuse in a given country; (2) develop among its, policy makers, opinion leaders and the general public an awareness of the problem and the importance of implementing comprehensive prevention programs before the drug problem gets out of hand; and (3) assist in obtaining the support of key national leaders and institutions in order to develop and effectively implement national prevention programs.

NAE project efforts at shaping attitudes and achieving behavior change have shown that an integrated, comprehensive approach targeting different aspects of the political, social and cultural environment, in addition to the individual, is required in order to generate effective and sustainable drug prevention programs. Such an approach, introduced into a specific cultural context, must address the individual and the social environment in which the individual makes decisions about lifestyles and health issues. This approach invokes the full panoply of available channels of communication to call upon opinion leaders, policy-makers, government agencies, civic organizations and local communities to plan and work with each other in mind.

This approach builds also upon a **participatory process** in which communities identify for themselves what their unique needs and strengths are. In turn, these efforts initiate a process of seeking alternatives for action through the creation of new partnerships and the strengthening of coalitions among broad groups of individuals and organizations which are mobilized to take ownership of the prevention program.

In practical terms the strategy requires: applied research to formulate an understanding of the problem and a shaping of the attitudes of specific target populations in accordance with that understanding. It also requires a commitment on the part of both government and populace that drug abuse constitutes a significant social problem that requires action. Consequently, **drug abuse awareness and prevention programs require a process of constituency building to have an impact on society.**

This process of education and mobilization requires a considerable effort over time to achieve meaningful results. It requires the development of institutional structures capable of reaching target populations through formal channels such as schools, through the mass media and through informal channels including community and peer-based groups. NAE Project experience has led to the conclusion that there are **four principal elements** in an effective strategy for drug abuse prevention.

1. **Development of an understanding of the nature and extent of the drug problem** to its fullest extent, including understandings of knowledge, attitudes, and values that define drug use in a given country, and of the relationship of the problem to other developmental concerns.
2. **Development of an awareness by the government, opinion leaders and the general public** of the importance of the drug abuse problem, and the need to deal

with the drug abuse problem in anticipation of the actual appearance of extensive drug abuse i.e., focus on primary prevention.

3. **Development of the institutional capacity to conduct drug abuse prevention programs through a variety of channels**, including the ability to develop, implement, monitor and evaluate innovative programs and use that evaluation as feedback for future programs. That institutional capacity needs to include the ability to network with other institutions concerned with, but not necessarily focussed on drug awareness and prevention. It also requires the development of the host country agency's capacity to provide training and technical assistance to that network;
4. **Within this institutional framework, development and implementation of behavioral change interventions** based on the understanding of the nature and extent of the drug problem, incorporating research into prevalence, knowledge, attitudes and behavior.

The actual details of the approach taken, the means chosen for implementing that strategy and the specific groups targeted, need to respond to the reality of the country (or countries) in question. In other words they have to relate to the particular culture and be in accord with the actual dimensions of the drug problem in that country.

Depending on the circumstances in each country, these activities might be located in either the public or private sector or some combination of both. Given that resources are limited, efforts need to be made to avoid any duplication of effort without however stifling initiative among agencies seeking to provide services.

SUMMARY

The purpose and objectives of USAID's Narcotics Awareness and Education Project were achieved during this initial five-year period of what was originally planned as a ten-year effort. The NAE Project received buy-ins from ten USAID Missions and three Regional Bureaus. The level of services provided ranged from a simple needs assessment (with no further action required) to a large technical assistance effort requiring an on-site technical team over the period of the contract. Host country organizations are now competent, and confident in their abilities, to initiate, carry out and evaluate new behavioral change activities on their own. In addition a broad range of technical, management, and programmatic skills has been effectively transferred to host country organizations which now have the capacity to successfully initiate, consolidate and solidify their own efforts in the area of self-sustainability, both from the financial and operational perspectives.

Our experience suggests that implementation of an effective prevention program requires that:

- A narcotics awareness and prevention education effort must be primarily a host country effort, not a U.S. based program.
- Community involvement in the institution building process is essential if the resulting organization is to enjoy the wholehearted support of the people it is designed to help. Involvement of community and business leaders in the development process and their participation on the institution's Board of Directors provides influence and access to resources that will benefit the institution both politically and economically.
- Identifying and addressing the more immediate concerns of the population is essential in obtaining their cooperation in dealing with issues that are of importance to the institution. For example, in Peru, as in other coca-producing countries, we were concerned with coca use. However, more people were affected by, and concerned with alcohol problems than with other drugs. Thus it will be necessary for prevention education programs to address the more immediate needs and concerns of the population if they are to convince the target population of the efficacy of these programs.
- The program should be a coordinated effort of information, education, referral, training, technical assistance, research and advocacy/lobbying activities. It should also serve as a catalyst for these types of activities on the part of other organizations and individuals.

PERSONS RECEIVING TRAINING THROUGH THE NAE PROJECT

| <u>Country</u> | <u>Category</u> | <u>NAE Direct</u> | <u>Indirect</u> |
|----------------|---|-------------------|-----------------|
| Guatemala | Public Sector Leaders | 25 | 166 |
| | Teachers | | 330 |
| | Trainers | 60 | 40 |
| | Program Personnel | 86 | 425 |
| | Health Professionals | | 1191 |
| | Parents Others | | 10,000 |
| Brazil | Public Sector Leaders | 505 | 600 |
| | Program Personnel | 50 | 240 |
| | Health Professionals | 20 | 290 |
| | Researchers | 29 | n/a |
| | Community Leaders | 50 | 224 |
| Bolivia | Promoters | | 773 |
| | Program Personnel | 105 | 40,475 |
| | Teachers | 70 | n/a |
| | Communication Personnel Research Specialists | 20 | n/a |
| Mexico | Program Personnel | 270 | n/a |
| | Board Members | 25 | n/a |
| | Business Leaders | 50 | n/a |

PERSONS RECEIVING TRAINING THROUGH THE NAE PROJECT

| <u>Country</u> | <u>Category</u> | <u>NAE Direct</u> | <u>Indirect</u> |
|----------------|-----------------------|-------------------|-----------------|
| Paraguay | Trainers | 50 | 250 |
| | Program Personnel | 64 | n/a |
| | Board Members | 15 | n/a |
| | Public Sector Leaders | 24 | 50 |
| | Teachers | | 500 |
| Panama | Program Personnel | 15 | n/a |
| El Salvador | Program Staff/Others | 30 | |
| | Board Members | 15 | |
| Belize | Program Personnel | 20 | |

NAE PROJECT MATERIALS

Special NAE Project Reports

- DRUG LESSONS AND EDUCATION PROGRAMS IN DEVELOPING COUNTRIES, Transaction Press, May 1995.
- Jamaica Drug Abuse Prevention Project Mid-Term Evaluation, October 1992
- National Study of Drug Prevalence and Attitudes Towards Drug Use in Haiti, June 1991
- Guatemala Needs Assessment, April 1991
- NAE Technical Advisory Group Meeting Report. December 1990
- NAE Technical Advisory Group Meeting Report, November 1991
- NAE Technical Advisory Group Meeting Report, November 1992
- NAE Technical Advisory Group Meeting Report, November 1993
- Combined Symposium and Technical Advisory Group Meeting, 1995
- Survey on Drug Prevalence and Attitudes in the Dominican Republic, September 1992 (English and Spanish versions)
- NAE Semi-Annual Reports #1-9, May 1990 - November 1994
- Narcotics Sectoral Assessment for Ecuador, August 1991 (English and Spanish versions)
- Encuesta Sobre Prevalencia de Drogas y Actitudes en Panamá Urbana, Abril 1992 (English and Spanish versions)
- Needs Assessment of the Drug Problem in Eastern Europe, March 1992
- The Uses of Data in Drug Policy Formulation, August 1992
- Applied Behavior Change: A Framework for Behavior Change Interventions and Research, January 1991
- Report on the Status of Drug Abuse Awareness and Prevention Activities in Latin America and the Caribbean, May 1992
- Organizational Assessment of the Anti-Drug Foundation of El Salvador (Fundasalva), October 1991 (English and Spanish versions)

- The Role of Applied Research in Public Awareness and Policy Development - The Case of Drug Use in Panama, June 1992
- Final Report - Alternative Development in Bolivia - A Public Opinion Study, May 1992 (English and Spanish versions)
- Aportes Para La Planificacion De La Prevencion Integral Del Abuso De Sustancias Adictivas -- CONAPAD
- El Panorama Actual De La Prevencion Del Consumo De Drogas En Bolivia
- Evaluacion De Necesidades Para Un Programa Contra El Consumo De Drogas En Guatemala
- International Drug Prevention Quarterly - 1990 - 1994

Manuals

- Prevención en la Comunidad: Nuevos Enfoques y Alianzas
- Planificación y Evaluación de Programas de Prevención
- Manual de SPSS y Estadística
- Manual de Evaluación de Programas de Comunicación para la Prevención del Uso Indebido de Drogas
- Manual de Comunicación y Prevención del Uso de Drogas
- Communication for Drug Abuse Prevention: A Manual for Trainers
- Guatemala Training of Trainers Manual
- Manual De Entrenamiento Para Entrenadores En El Area De Prevencion Del Abuso De Drogas
- Mercadeo social na prevenção do abuso de drogas
- O uso de grupos focais para desenhar ações de prevenção na comunidade: um manual
- La prestación de servicios integrados en la industria

Translations in Support of Specific Training and Technical Assistance Events

- Communication Manual for Drug Abuse Prevention Programs
- Selected Sections from Prevention Plus II: Tools for Creating and Sustaining a Drug-Free Community

- Selected Chapters from Prevention Plus III: Assessing Alcohol and Other Drug Prevention Programs at the School and Community Level
- OSAP Prevention Monograph 8 - Preventing Adolescent Drug Use: From Theory to Practice

SELECTED HOST COUNTRY AGENCY PUBLICATIONS

BOLIVIA

DINAPRE PROINCO (PREID)

- El Uso Indebido De Drogas En Estudiantes De Bolivia - DINAPRE Investigacion Series 1 - 1992
- Escuela, Trabajo y Drogas - DINAPRE Investigacion Series 2 - 1992
- El Uso Indebido De Drogas En Bolivia (Población Urbana) - DINAPRE Investigacion Series 3 - 1992
- La Prevalencia Del Uso Indebido De Drogas En Bolivia (Población Urbana) - DINAPRE Investigacion Series 4 - 1992
- Niños Vulnerables (Forgotten Children) - DINAPRE Investigacion Series 5 - 1993 (English/Spanish)
- La Prevalencia Del Uso indebido De Drogas En Bolivia (Población Urbana) - DINAPRE Investigacion Series 6 - 1993
- Prevencion Integral Del Uso Indebido De Drogas En La Comunidad - DINAPRE Investigacion Series 7 - 1993
- El Modelo Boliviano - Segunda Edición Corregida y Aumentada - DINAPRE, 1992
- Prevalencia Del Uso Indebido De Drogas (Resumen Estadístico-Bolivia Urbana) - 1993
- El Uso Indebido De Drogas En Estados Unidos, Bolivia, Peru Y Mexico - 1993
- Prevalencia Del Uso Indebido De Drogas (Resumen Estadístico-Bolivia Urbana) - 1993
- Drug Use in the United States, Bolivia, Peru and Mexico - 1993
- Edad De Inicio En El Uso Indebido De Tabaco, Alcohol Y Otras Drogas - 1993
- La Prevalencia del Uso Indebido de Drogas, 1994 (Población Estudiantil Urbana de Bolivia)

- Antecedentes, Investigación, Prevención en la Comunidad, Capacitación, Misceláneas - ANUARIO - 92
- Investigaciones, Publicaciones, Participación Popular y Prevención del Uso Indebido de Drogas, Capacitación, Asesoramiento Técnico, Evaluación de Actividades, Coordinación Interinstitucional, Desarrollo y Movilización Social, Misceláneas - ANUARIO - 93

SEAMOS

- Los Efectos De La Interdicción En Los Organismos Nacionales De Seguridad Y En La Institucionalidad Del Estado Boliviano - Drogas: El Debate Boliviano No. 1 - 1991
- Problemas Juridico Legales Asociados A La Aplicacion De La Ley 1008; Procesos, Encausamiento Y Penalidades Al Narcotráfico - Drogas: El Debate Boliviano No. 2 - 1991
- La Economía De La Coca En Bolivia: Análisis Macro Y Microeconómico - Drogas: El Debate Boliviano No. 3 - 1991
- Impacto De Los Programas De Desarrollo Alternativo - Drogas: El Debate Boliviano No. 4 - 1992
- El Parlamento Frente A la Problemática - Drogas: El Debate Boliviano No. 5 - 1992
- Investigación Científica Sobre las Propiedades y Usos Legales de la Hoja de Coca: Análisis Histórico y Contemporáneo - Drogas: El Debate Boliviano No. 6 - 1993
- Rehabilitación y Tratamiento de Farmacodependientes en Bolivia - Drogas: El Debate Boliviano No. 7 - 1993
- Sensacionalismo y Responsabilidad Periodística en el Tratamiento del Tema Drogas - Drogas: El Debate Boliviano No. 8 - 1994
- Penalización O Legalización de Drogas en Bolivia - Drogas: El Debate Boliviano No. 9 - 1994
- Familia, Drogas y Pobreza - Drogas: El Debate Boliviano No. 10 - 1994
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GOVERNO DE SAO PAULO

- Drogas: O Que é Preciso Saber Para Prevenir

- A Vida é Uma Conquista

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- Plano Estadual De Combate Ao Uso Indevido De Drogas

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- Estudio Sobre Salud Mental Y Hábitos Tóxicos En El Paraguay

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ADVANCE COMMENTS ON DRUG LESSONS AND EDUCATION PROGRAMS IN DEVELOPING COUNTRIES

Henry Kirsch, editor; Transaction Publishers/Rutgers University, May 1995

"A comprehensive, well structured view of the results of five years of drug awareness and education programs, it demonstrates how theory, research and on-the-ground experience can be combined to design and implement practical programs carried out by grassroots organizations or government agencies. Many of the models from Bolivia, Brazil, Mexico and Peru are ripe for adaptation and replication in other locations, including the United States. This book is a valuable resource for planners and practitioners, donors and doers," ...John Pielemeier, Former USAID Representative to Brazil.

"Here is an up-to-date account of anti-drug and pro health strategies in areas of the world previously thought of as producing or transit countries but now facing serious problems of domestic drug abuse. It provides an understanding of how programs employed in developed countries must be creatively re-thought or even replaced to be effective in developing nations."... Dr. David Musto, M.D., Yale School of Medicine.

"The volume has substantial implications for policy and policy evaluation, and merits publication. The essays are sophisticated, the data are current, and each one draws out policy implications. The opening chapter is comprehensive and does an excellent job of setting the stage for the remainder of the volume. This is solid social science and clear headed policy analysis."...Dr. Irving Louis Horowitz, Ph.D., Rutgers University.

"The book is an asset for any professional or voluntary personnel interested in drug prevention. It has an outstanding value in developing countries, where there is a unique opportunity to prevent a major social catastrophe by implementing strategies that are known to have an impact, therefore saving those scarce resources and make the most of those lessons learned in the field."...Dr. Roberto Tapia-Conyer, M.D., M.P.H., M.Sc., Director General of Epidemiology, Department of Health of Mexico.

"I find this book to be a long overdue contribution to the field. The strategy is a sound one and the approach that builds upon the definition of the needs and participation of communities themselves offer many pragmatic and practical solutions to a problem that is devastating communities around the world. I find it extremely well done, comprehensive in nature and appealing to leaders in the field."...Dr. Lonnie E. Mitchell, Professor and Chair, Department of Applied Psychology and Rehabilitation Counseling, Coppin State College.

"Drug abuse devastates the well being of the individual, the family, and the community at large. It affects all segments of society, especially our most valuable yet vulnerable young people. Drug Lessons and Education Programs in Developing Countries notably illustrates we can move toward freedom from drugs, freedom from pain and anguish, freedom from dependency."... Dr. Antonia C. Novello, M.D., M. P. H., UNICEF Special Representative for Health & Nutrition (Former U.S. Surgeon General).

"This report will certainly add to the existing knowledge-base and research findings already available, but incomplete. Furthermore women specific issues are not often a priority in the field; your focus on women's issues will certainly help us to formulate policy."... Dr. Ketty H. Rey, J.D., Ph.D., Director, Office of Services to Special Populations, Department of Mental Health, Mental Retardation and Alcoholism Services, the City of New York.