



# European Action on Drugs (EAD)



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL  
JUSTICE, FREEDOM AND SECURITY

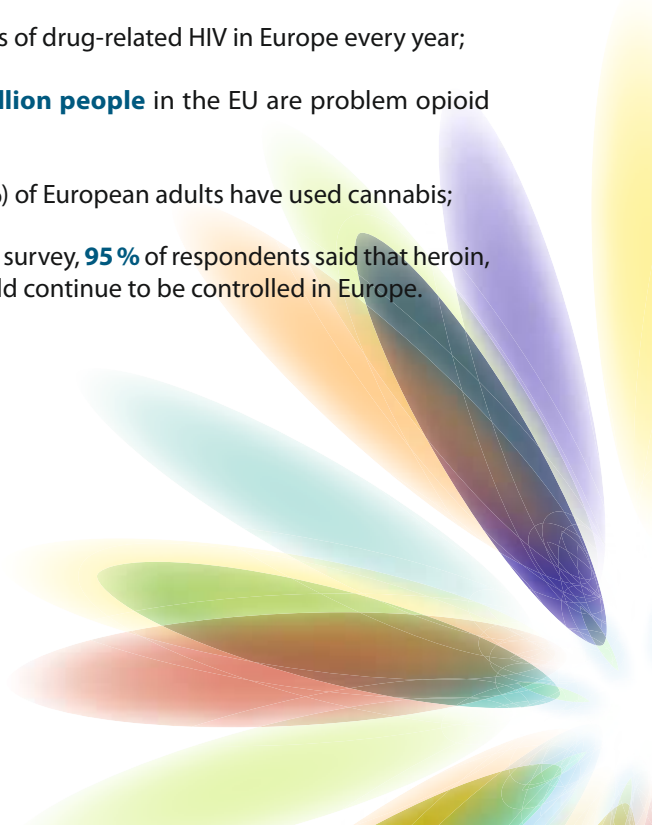


EUROPEAN ACTION ON DRUGS



# Did you know that?

- Around **12 million people** in the EU take, or have at some time taken, cocaine;
- An EU citizen dies **every hour** of an overdose;
- There are **7 000 to 8 000** drug-induced deaths in Europe every year;
- There are **3 000** new cases of drug-related HIV in Europe every year;
- Between **1.3 and 1.7 million people** in the EU are problem opioid users;
- More than **one fifth** (22%) of European adults have used cannabis;
- In a recent Eurobarometer survey, **95%** of respondents said that heroin, cocaine and ecstasy should continue to be controlled in Europe.



# Action speaks louder than words

Through its Action Plan on Drugs 2009–2012, the European Union aims to provide a strong, coordinated and balanced answer to a growing problem that affects European society as a whole.

The European Commission's Directorate-General for Justice, Freedom and Security is playing an important role in this joint effort. It is now launching a new initiative, the European Action on Drugs (EAD), which is designed to be a platform for all European public and private organisations, stakeholders, NGOs, citizens and anyone active or interested in this field.

Complementing the various drugs policies and schemes run in the Member States, the EAD will serve as a new tool for everyone in the EU – whatever their organisation, approach, national policy or attitude towards drugs.

If you feel concerned and want to make a difference, then go for it, take action!





EUROPEAN ACTION ON DRUGS

# Take part in the European Action on Drugs

The EAD will be launched in Brussels on 26 June 2009. Any organisation or citizen willing to take responsibility for tackling the serious drugs problem in the EU can sign it.

Signing the EAD represents a real commitment to engage in practical action, such as: raising awareness of illegal drugs and the dangers of abusing them; highlighting the potentially devastating economic and social consequences of misusing drugs, especially among young people; and preventing drug abuse and helping to reduce associated risks. A commitment can also apply to a responsible attitude to legal substances such as alcohol and prescription medicines.

So just what kind of action can be taken? It depends on who you are and what you can do in concrete terms. Practical and creative initiatives that positively influence drug-related behaviour in European society in general are very welcome, especially if they generate greater awareness.

Your commitment should be simple, specific, and measurable. You can hand out leaflets on drugs, talk about the issue to friends, family and colleagues, organise a dedicated workshop, sponsor drug studies or help with a national drugs awareness-raising campaign.

Whatever it is, your action will also directly contribute to implementing the EU Action Plan on Drugs (with which it should be in line), increase awareness of drugs in society and open up a wider debate, and encourage the exchange of best practice among European experts in this field.

# European support for your action

If **you are a professional in the drugs field**, joining the EAD provides a European dimension and visibility to your work,

or

if **you want to engage and make a difference as an individual**, you too can join in and help bring about change.

The EAD can become **your 'platform' for communication and exchange** of experience and best practice, as well as a dynamic network of different people and organisations working to achieve the same results.

So what will the European Commission do for you? Although it cannot finance your commitment directly, **the Commission will support your personal action** by providing you with a public platform and tools for your campaign, such as a 'signatory kit' with the campaign's logo.

**Your commitment will be given high visibility throughout the EU.** Being directly linked to the EAD will give it a European flavour.

**A dedicated EAD website** has been set up for everyone who has made a commitment and has pledged to take action, so that you can compare your experience with others.

You will be able to participate in **a broad range of network activities**, such as award events, in your own country or at European level. You will also directly receive regular updates from the Commission and a special newsletter.

# Make your commitment now

Your next step is to fill in an Application Form and sign a Pledge, which includes subscribing to a set of general principles and a blank space for you to describe your own personal commitment and action. **Please note that you only take responsibility for your own commitment!**

You can find the Application Form and the Pledge on the EAD website [www.action-drugs.eu](http://www.action-drugs.eu) or get copies of them from the EAD team:

[info@action-drugs.eu](mailto:info@action-drugs.eu)

Agence ProPager

Warsaw Office: ul. Tamka 49/73, 00-355 Warszawa, Poland.

Tel./Fax: +48 22 826 84 05

Simply return the completed form to the EAD team by fax, mail or electronically, or apply online through the EAD website.

## What happens next?

The European Commission will study your application. Once the application is accepted and the EAD Pledge has been signed, you will receive your signatory kit.

This will contain:

- the EAD certificate
- a signatory's plaque
- a CD-ROM containing promotional material.

The Commission will not of course accept any application that may violate any law, be contrary to EU fundamental principles (e.g. respect for human dignity, freedom, democracy, equality, solidarity, the rule of law, and human rights) or may be libellous, defamatory, obscene, threatening or have the effect of causing a reasonable person to perceive a threat to his or her safety.<sup>1</sup>

<sup>1</sup> Please note that, following the acceptance of your Application, your contact details and related personal information will be collected, processed and made public on the 'EAD' website and related promotional material. This operation will be performed by the EAD team, under the responsibility of the Commission, Directorate-General for Justice, Freedom and Security, in accordance with Regulation 45/2001 on the protection of individuals with regard to the processing of personal data by the Community Institutions and bodies and on the free movement of such data. You will have the right to access and rectify your data at any time; your data will be stored as long as you remain a member of the EAD.

# European Action on Drugs – Pledge

## SIGNATORY

I, the undersigned [name and address of the signatory, plus 'on behalf of', in the case of an association/company/community group],

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## KNOWING

- that drug abuse, particularly among young people, is a major cause of health and social problems;
- that society as a whole, its organisations and individual members, can play a positive role in dealing with problems caused by drug abuse;
- that we need to share responsibilities and promote action and partnerships at local, national and European levels;
  - and that the aims of such partnerships should be to:**
    - raise the awareness of drug-related issues in society, and increase our knowledge and understanding of them, based on scientific evidence;
    - promote understanding of and support for people struggling with drug problems, rather than stigmatise them;
    - raise awareness among European citizens of the potential impact of drugs and the risks of drug use or of being involved in drug dealing;
    - reduce young people's vulnerability to drug abuse by promoting healthy lifestyles and helping them to make informed choices;
    - encourage European citizens to influence behaviour positively on drug use, especially among young people;
    - learn from experience and share that experience by promoting the exchange of information and good practice between all committed signatories to the European Action on Drugs;
    - mobilise European civil society and the wider public to work together in partnerships and establish relations based on trust and solidarity;
    - create a network of responsible and committed European citizens and bodies in the European Action on Drugs, to work to help reduce drug-related harm and to solve related problems, while fully respecting the fundamental rights of all concerned.

## PERSONAL COMMITMENT

My personal commitment to support one or more of these aims is as follows:

[short description of personal commitment and concrete action]

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## DECLARATION

I, the undersigned, certify that the entity that I represent undertakes this commitment, as described above and detailed in the Annexed Application Form, which is in accordance with the objectives of the EAD.

Name, function and signature of the person responsible for the commitment:

Place and date:

Signature:

The signatory gives to the Commission, Directorate-General Justice, Freedom and Security, an unconditional royalty-free licence to use any content and information related to the signatory's commitment under the European Action on Drugs. This includes the right to use any photos, videos, messages or other content and to use them for promotional material for the campaign. The contact person gives his/her consent to their contact details and related personal information being processed and made public on the 'EAD' website and related promotional material, as described in the commitment paper and the Application Form.

Place and date:

Signature:

[www.action-drugs.eu](http://www.action-drugs.eu)

