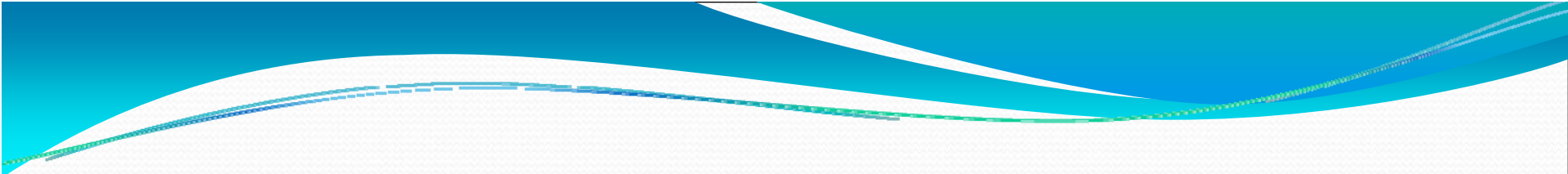
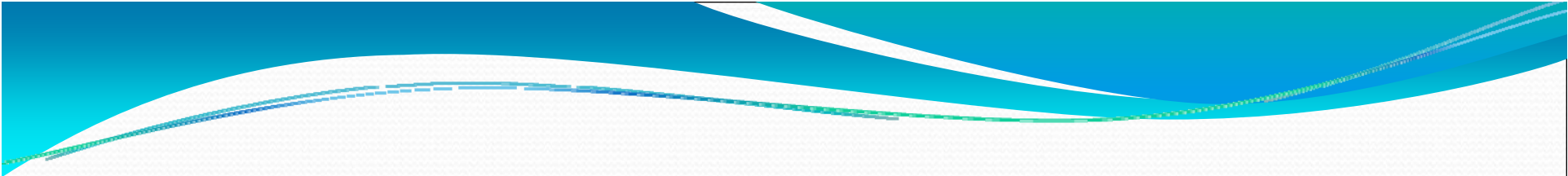


Mass Media, Internet and Nonmedical Drug Use

© Presentation of Ukrainian Medical and Monitoring Center for Alcohol and Drugs
Ministry of Health of Ukraine
Volodymyr Beznogykh, expert



**Mass Media and Internet
are the means of free
information obtaining
and exchange.**



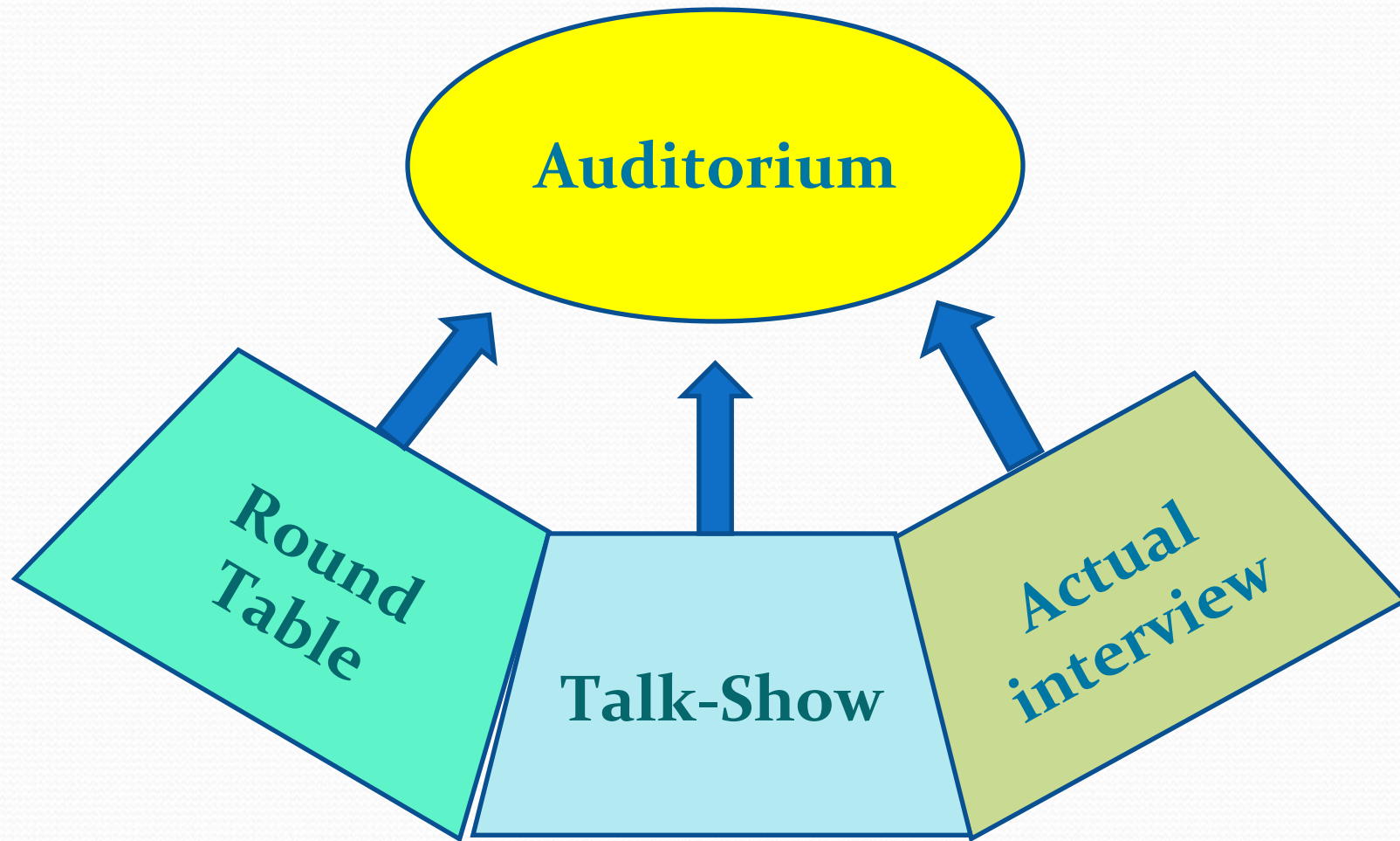
**Does the information that
we exchange always
serve for the good
of people?**

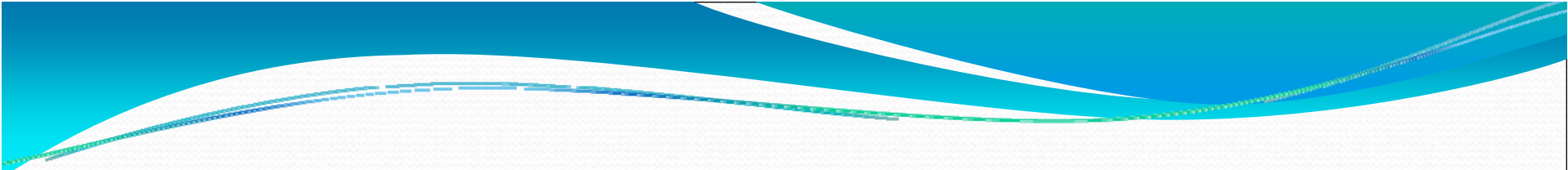


**May this information
bring a hazard?**

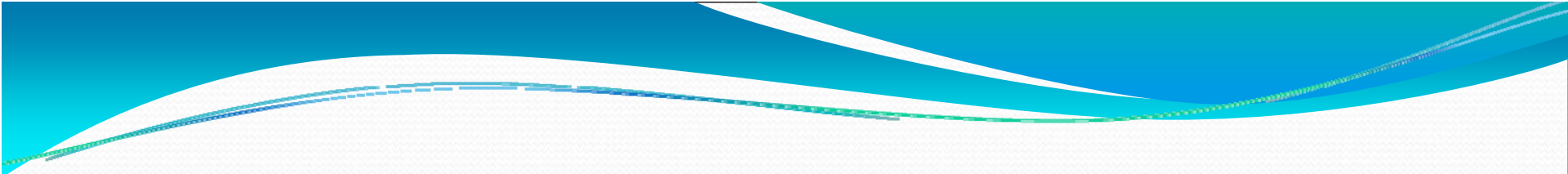


Stage I. Mass Media:
TV shows and Radio programs





**A harmless question or
phrase may provoke
a dangerous discussion**

- 
- What do you think about the nonmedical use of Terren[®]?
 - Have you heard that in Russian Federation Terren[®] became a real disaster?
 - Disco clubs of St-Petersburg are replete with Terren[®], what about Kiev?
 - What measures may our Government take to prevent nonmedical use of Terren[®]?



Terren [®] is fictions name
It is used as an example



**Before the program the
narrow circle of specialist
knew about Torren's
features**



Program

launched

interest in

nonmedical use

Legal Drug Market

medical drug promotion

- positive clinical testing,
- approving opinion of healthcare practitioners
- advertisement

Illegal Drug Market

nonmedical drug use promotion

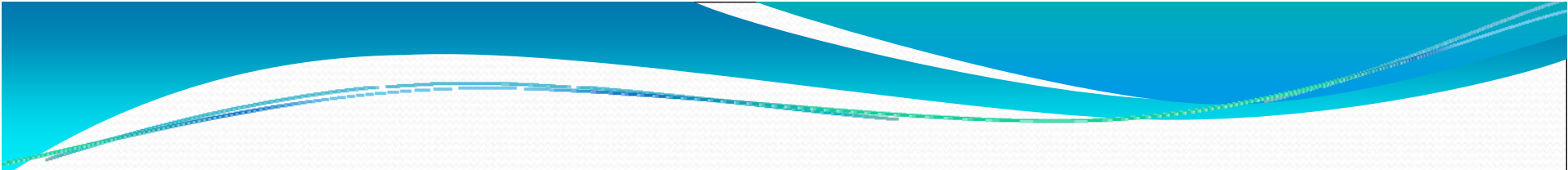
**negative social information about
narcotic or psychotropic influence of
the drug on CNS (anti-advertising)**



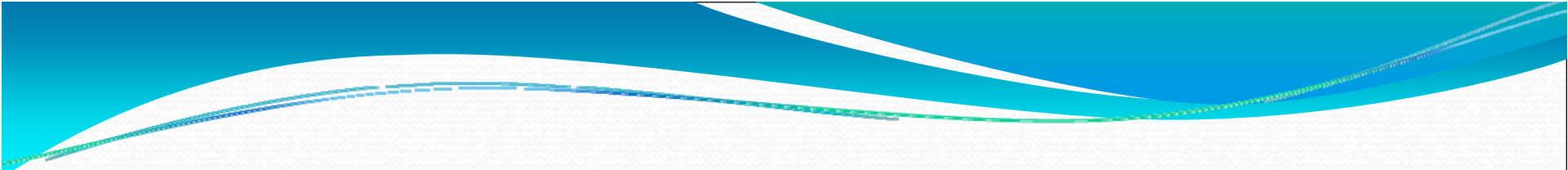
**has a powerful advertising effect for
nonmedical drug use**

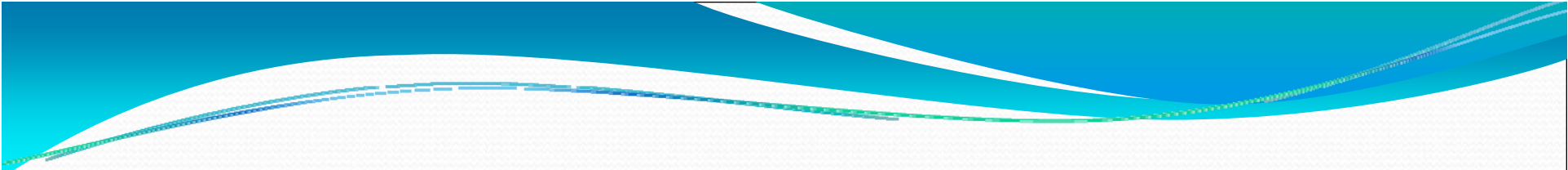


Stage II.
Internet publication



**The titles of Internet
publication may be
exaggerated with the
aim to attract
auditorium**

- 
- Is Terren a new killer of Ukrainian youth?**
 - Who permits to sell Terren to children?**
 - Terren, is it a choice of new generation?**



**A new round of social anti-
advertising makes new
impact for increasing
interest in nonmedical use
of the drug**



Stage III.
Reply of non-indifferent society

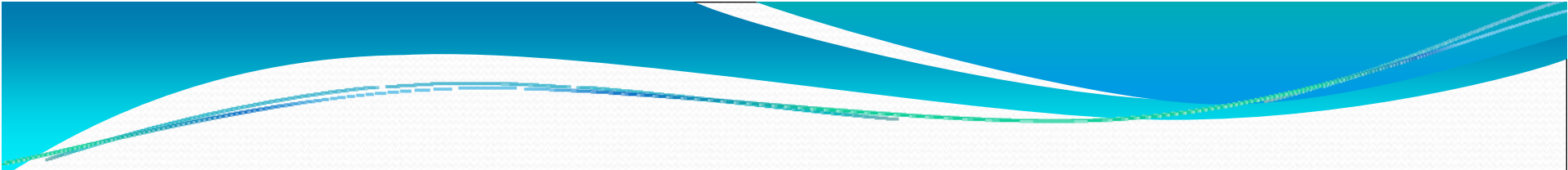
non-indifferent society

- drug fighters,
- liberalization opponents,
- parents committees,
- church and religious organizations
- war-vets
- etc.

start

discussion

- 
- Guard our children from Terren!**
 - Church against Terren!**
 - They get money – we lose children!**



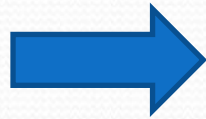
**A new information outburst
warm the interest in
nonmedical drug use**



Stage IV.
Internet forums and chats



Polarity Change Phenomenon



positive appraisal

to expected drug effect

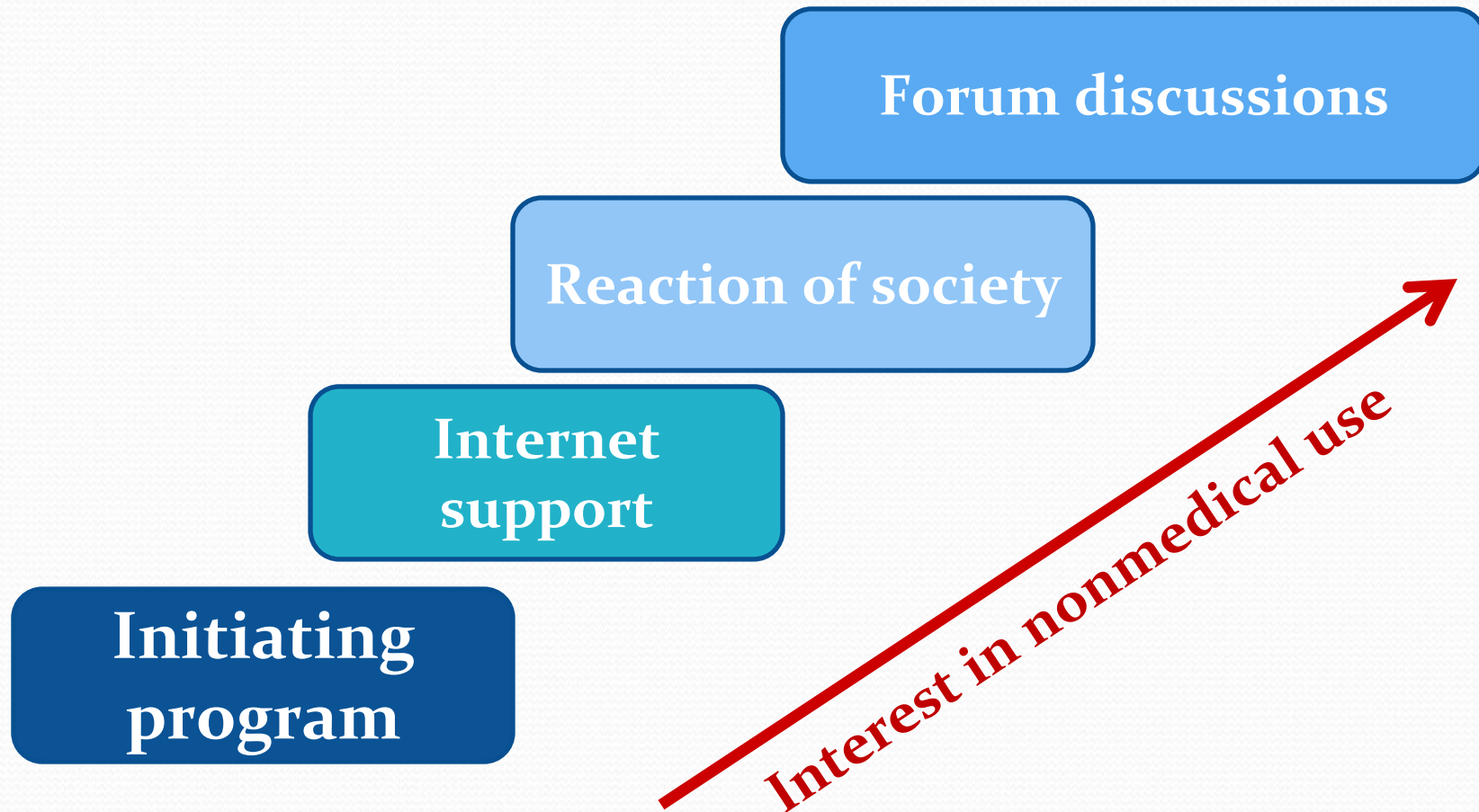


is accepted as



positive appraisal

Information chain

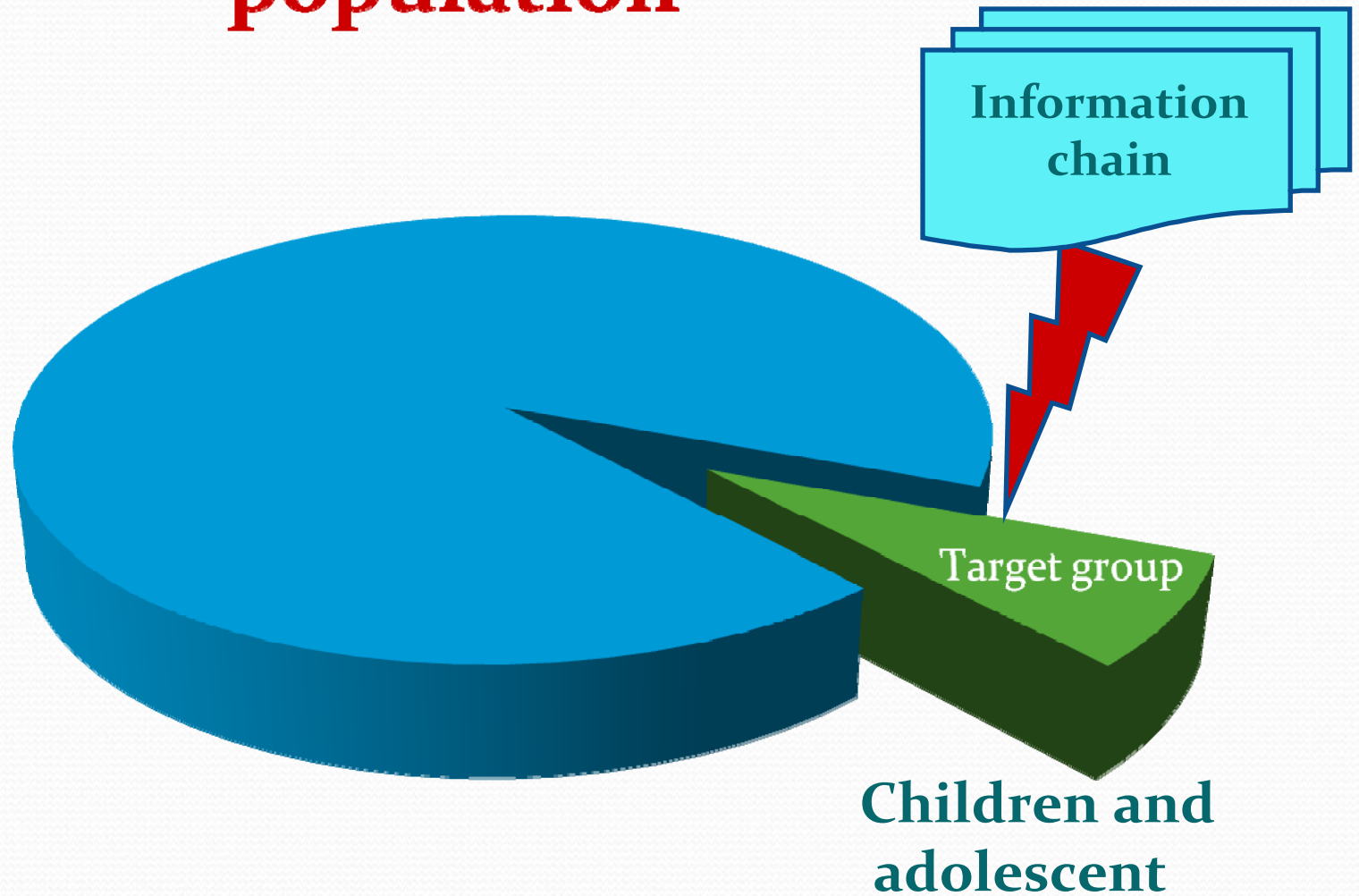




**What sequences may
this happening have?**

**May the above described informational
chain provoke changes in
nonmedical use of drugs?**

Non medical use risk population





Children and adolescent who are seeking for new sensation and have not made their mind

- what to start from?**
- what to try else?**
- what to surprise the friends with?**

Question to solve

- What part of the information chain has the biggest influence on the target group?
- What share among the other drug use initiating recourses (family, friends, school) does the information chain hold?
- How fast may the information spread?
What are the strengthening factors?
- When does the information wave get its peak?



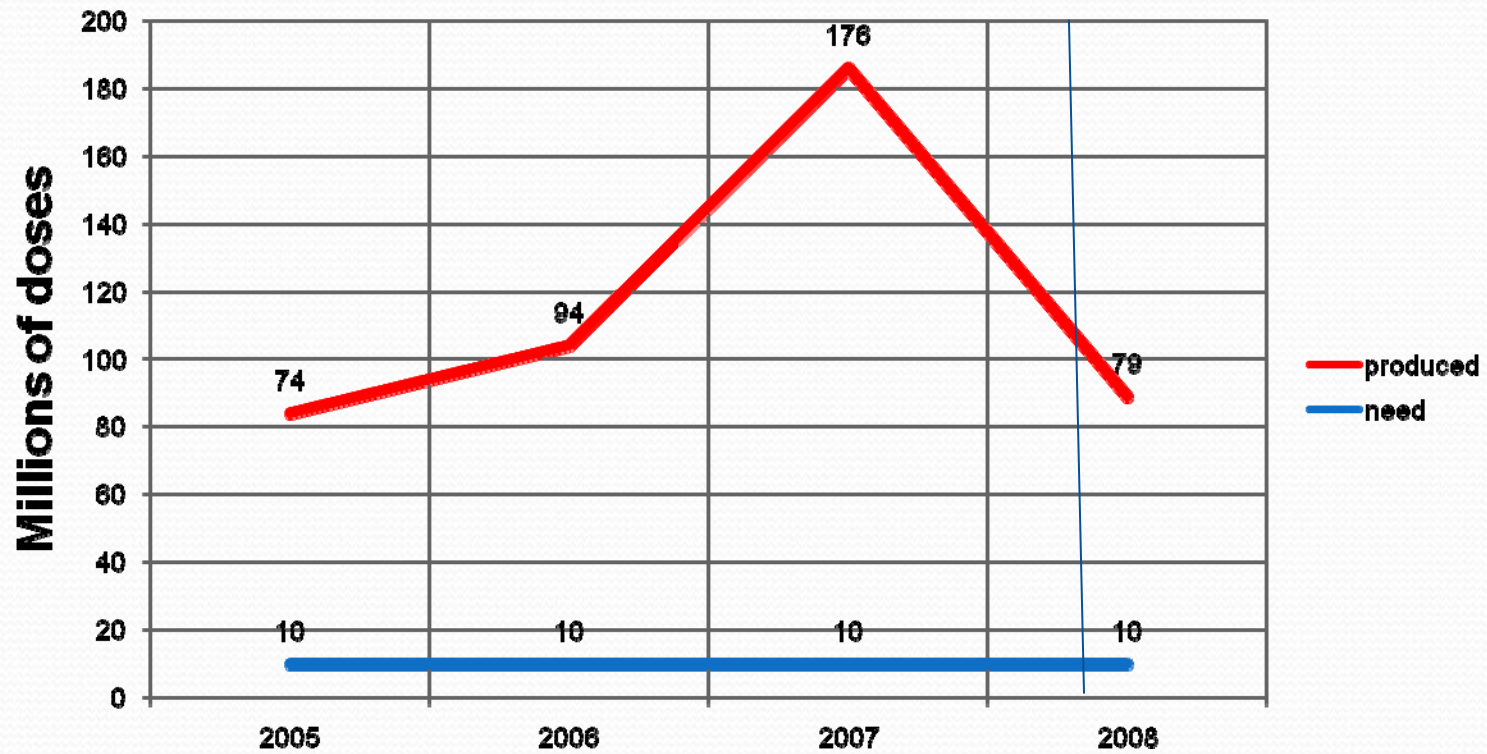
**In 2005-2008 Ukraine have a
very big problem with
nonmedical use of Tramadol**

**The situation was close to
epidemic.**

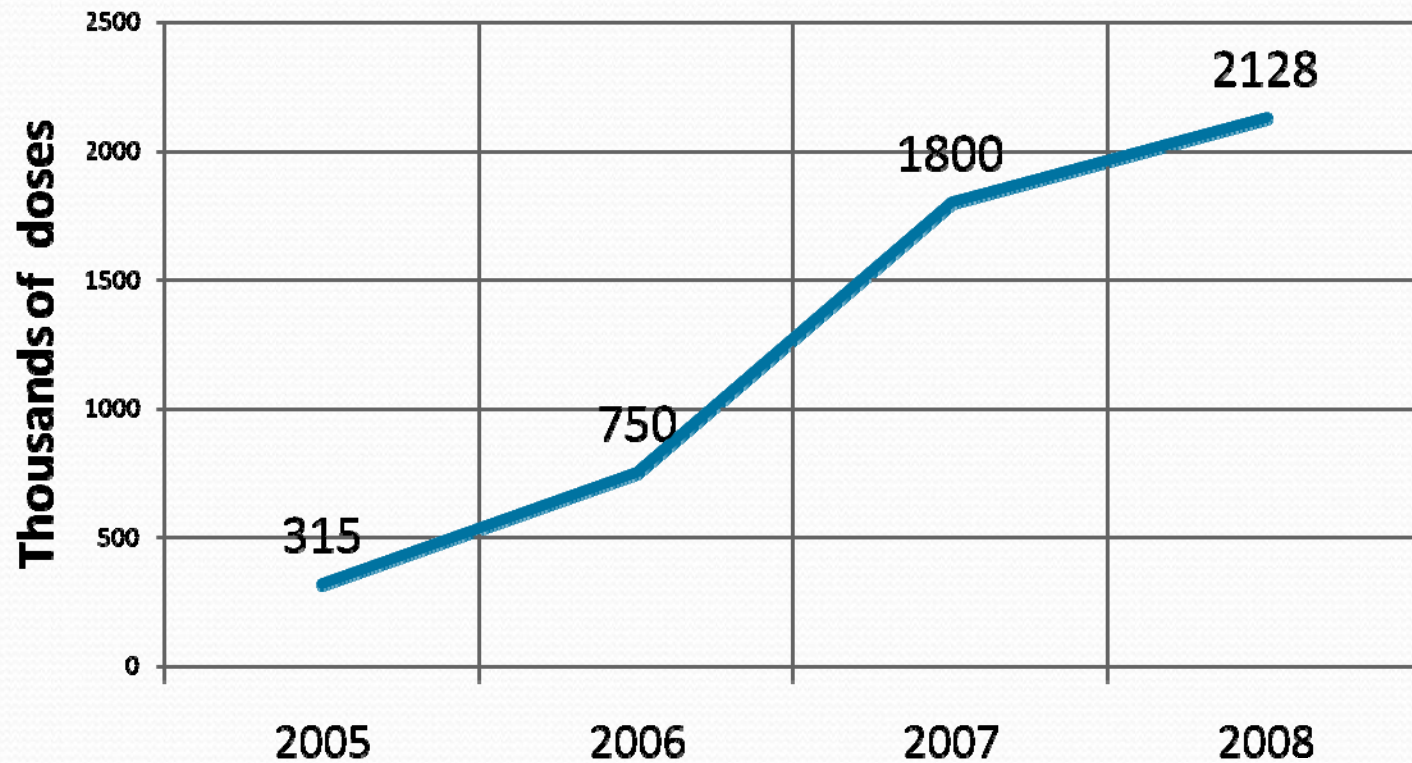
“Pharmacy addiction epidemic”

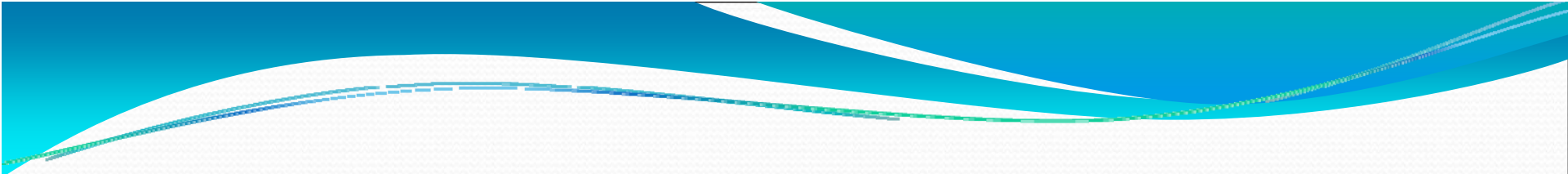
Tramadol, analgesic also
known as **Ultram**, **Tramal** and
others ((1R,2R)-rel-2-
[(dimethylamino)methyl]-1-(3-
methoxyphenyl)cyclohexanol

Tramadol need and production in Ukraine



Seized doses of Tramadol





In February 2008 the Government established the quotes for the Tramadol production (26 million doses). On 4 June 2008 it was scheduled in List 1 Table II as narcotic drug.



**Thank you for
your attention**