



## EUROPEAN CITIES AGAINST DRUGS

Head office  
City Hall, Stockholm

### PRESS RELEASE

24 September, 2010

From ECAD—European Cities Against Drugs  
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*European Cities Against Drugs 17<sup>th</sup> Mayors' Conference*

## EMPOWERING OUR CITIZENS TO LIVE HEALTHIER LIFESTYLES

*Hosted by the Government of Malta & Pembroke Local Council*

*ECAD instituted a yearly award for member cities to honour outstanding achievements in the work against illicit drugs and thereby encourage engagement and commitment in anti-drug fieldwork and policy making.*

*The ECAD Award 2010 was conferred for the first time at the 17th ECAD Mayors' Conference September 24, 2010, at the Hotel Kempinski San Lawrenz (Gozo). Together with the ECAD Award, Recognition of Achievements (for individuals) was announced.*

### Recognition of Achievements

By giving the ECAD Recognition of Achievements to **Warren Walter Woodley OAM** (Order of Australia Medal), ECAD recognises his dedication to save lives and health of fellow citizens from the hazardous consequences of illicit drugs abuse, and honour his life-long commitment and genuine engagement in the anti-drugs work, in particular through Australian Cities Against Drugs. Mr Woodley will be presented his Certificate at the next ECAD Mayors' Conference.

#### **Background**

Warren Walter Woodley is well-known in the Tamworth region of New South Wales, Australia, where he served for more than 30 years as mayor and councillor.

For his service to local government in Tamworth, and to the community, particularly through Australian Cities Against Drugs, he received Medal of the Order of Australia in May 2002.

Back in the 1980s, Warren Walter Woodley founded The Forum for the Prevention of Drug abuse which came to life as a public initiative to discuss the negative impacts of domestic violence, crime and drugs in the region. With time, this initiative grew into the national network The Australian Cities Against Drugs, of which he is the national president.

Warren Walter Woodley was one of the key-note speakers at the First World Mayors' Conference Against Drugs in Stockholm in 1998 arranged by ECAD.

Warren Walter Woodley gave a great part of his life in an endeavour to stop marijuana use in young people in Australia. His work helps many people, parents, teachers and politicians to take a stand for the well-being of future generations. We at ECAD are happy to know that there are such engaged, energetic people as Warren Walter Woodley who share our vision of the drug-free world and work to bring this vision to its practical manifestation in the home community.



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## ECAD AWARD 2010

The laureate of the ECAD AWARD 2010 is the **City of Veliky Novgorod, Russia**. By giving the Award to V. Novgorod, ECAD

- draws attention to the dedicated anti-drug work carried out in this city on many levels by different actors;
- praises the city's consequent drug policy and efficiency of its drug action plan;
- marks its efforts in the anti-drug fieldwork, particularly in the area of primary drug prevention among the population, young people in particular.

### **Background**

In 2000, Veliky Novgorod joined the international organization European Cities Against Drugs. This was the year when the municipal authorities elaborated on a new drug strategy aimed to decrease demand for illicit drugs among the population and to counteract the spread of illicit drugs on the territory of the city.

In order to successfully meet these targets, in 2001 a municipal council was established under the direct leadership of the Mayor. A permanent working group was set to prepare decisions for this Council and is managed by the deputy mayor responsible for social welfare. This approach showed its efficiency since it allows in proper time to react on changes in the drug situation and quickly take adequate political and administrative decisions.

Surveys shows that number of people testing illicit drug is decreasing. *This is one of the indicators that the general drug situation in the city is improving!*

Continuous monitoring of all psychoactive substances constitutes the basis for council's decision-making. In 2009, Veliky Novgorod became part of the ESPAD survey, with support of the Russian Office of the UN Office on Drugs and Crime and the National Centre of Narcology of the North-West Federal District of Russian Federation.

Drug prevention activities are coordinated according to the municipal Drug Action Plan. The financial support of drug prevention includes not only municipal means but also support of private sponsors through the charity foundation "Future without drugs" and international donor organisations.

For example, in 2005 V. Novgorod initiated an international project "Interaction – Our Cities Without Drugs". The project was co-ordinated by ECAD in co-operation with Swedish non-governmental organizations C.R.I.S. (Criminals Return Into Society) and SMART; the financial support was given by the Swedish Development Co-operation Agency Sida.

There was a lot of work done throughout the project years, such as:

- The schools learned and begun to use contract method (SMART-model) in the primary prevention;
- Many various public drug prevention actions have been carried out in the city;
- C.R.I.S. worked actively with the former convicts, including the drug dependent ones;
- A big number of municipal workers upgraded their knowledge at the seminars on practical organization of work with the youths;
- A study visit to the rehabilitation community San Patrignano (Italy) inspired to open up a municipal rehabilitation centre for drug addicts "Torbino" based on San Patrignano's principles;
- Drug police of V. Novgorod and Stockholm could share experiences in drug enforcement issues.

Behind these short lines lies a big work carried out by a lot of people in V. Novgorod and their colleagues in Sweden and Italy. Even if the project ended in 2008, it took deep roots: wider circles of civil community have understood the importance of the visions and ideas of ECAD. Work which have started as a project continues within the frames of the regular municipal schedule.

It is gratifying to know that each project which is realized in V. Novgorod is not a formality but brings positive outcomes and enjoys support of the city's decision makers!

It is important to mention that V. Novgorod also carries out projects designed by its own specialists. The most successful of those is the School of Healthy Life Style which gives adolescents necessary knowledge and skills. Specialists work in all schools according to a special programme with pupils, their parents and teachers. This year they have started a special programme for parents in pre-schools "Towards each other".

Each year new actors join the prevention network. Last years are marked by revival of the volunteer movement in the city. Also, the commercial sector demonstrated a good will and participated in workshops on how to deny an underage from buying cigarettes. Now the stores in town are flashing with stickers "We do not sell tobacco products to persons under 18. This is the law".

The City of Veliky Novgorod demonstrates in an outstanding way how a consequent and efficient municipal anti-drug policy helps to save the most valuable assets – life and health of the citizens of the city.

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