

## ISSUP Newsletter - Issue 94

[View this email in your browser](#)**Welcome to this edition!**

The final week of January was packed with some fantastic events including the **ISSUP Philippines Pre-Conference**, the fourth **ISSUP Nigeria Knowledge Update** event and a fascinating webinar on **Media-Based Persuasive Prevention**. Below you can find a run-down of the events with links to the recordings. Don't miss our forthcoming webinar on **23 February** where we will be discussing [Quality in Treatment](#) with **Annette Dale-Perera** (Director ADP Consultancy UK) and guest speakers from INL, UNODC, Bayero University, and NGO 'Build on Belief'.

## ISSUP Philippines Pre-Conference

[ISSUP Philippines](#), in partnership with INL, US Embassy Manila, the Dangerous Drugs Board, and with support from ISSUP, presented their 3-Day Pre-Conference from January 27 to 29, 2021. During three plenaries, Global and National Drug Demand Reduction experts presented on emergent realities and issues of addiction, prevention, treatment and recovery care amidst the pandemic.



*Panel speakers, guests and the ISSUP team at the first plenary*

thoughts, perspectives, and experience. Watch the plenaries [here](#).

## ISSUP Nigeria Knowledge Update

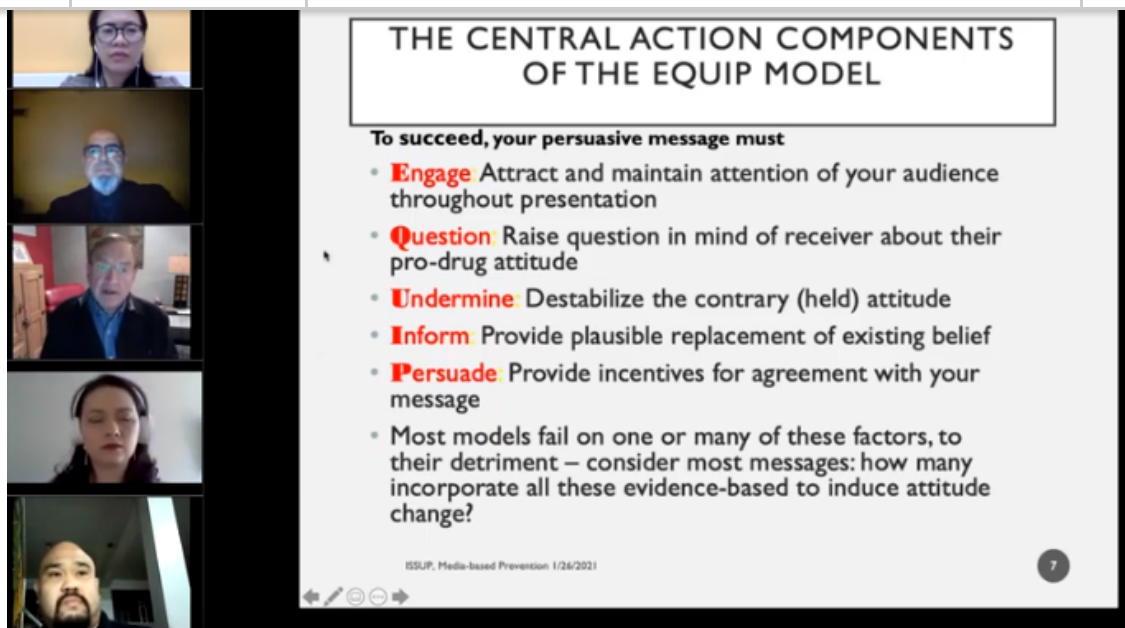
**Ikenna Daniel Molobe M.Sc** tells [ISSUP Nigeria](#) that adolescents need accurate and comprehensive education to practice healthy sexual behaviour while growing up or becoming an adult. Highlighting how early exposure to sexual activity can lead to health and social problems, this [fourth edition](#) of the ISSUP Nigeria Knowledge Update Series takes a detailed look at the subject of sexualised drug use and the consequences of these behaviours in adolescents.



ISSUP extends its thanks to Ikenna for his insightful presentation and our readers can watch the webinar and discussion [here](#).

## Media-Based Persuasive Prevention

Mass media campaigns have a chequered history when it comes to the successful prevention of psychotropic substance use. Successful campaigns are of exceptional value whereas failed campaigns can be expensive, misguided and unpersuasive. We were delighted to host **Dr. William Crano, Dr. Eusebio Alvaro, Katherine Mora, Juliana Mejia, Jose Patrik Madayag** and **Hang Pham** for a deep dive into how theories of health behaviour, attitude change and persuasion can be implemented and integrated to develop effective media-based prevention campaigns.

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**THE CENTRAL ACTION COMPONENTS OF THE EQUIP MODEL**

To succeed, your persuasive message must

- **Engage**: Attract and maintain attention of your audience throughout presentation
- **Question**: Raise question in mind of receiver about their pro-drug attitude
- **Undermine**: Destabilize the contrary (held) attitude
- **Inform**: Provide plausible replacement of existing belief
- **Persuade**: Provide incentives for agreement with your message

Most models fail on one or many of these factors, to their detriment – consider most messages: how many incorporate all these evidence-based to induce attitude change?

ISSUP, Media-based Prevention 1/26/2021

Alumni of **Claremont Graduate University's Certificate Program in Media-based Prevention** present campaigns they developed during and after completing their certificate training, and discuss what they learned and how this knowledge has been applied in their work. [Watch the webinar here.](#)

## Save the date!



**CONVERSATORIO VIRTUAL**  
Actividades ISSUP Perú 2021

Lugar: Face Live ISSUP Perú

**PONENTES:**

- MIGUEL HINOJOSA  
Dirección de Salud Mental del Ministerio de Salud.
- MARÍA EUGENIA VIZCARRA  
Embajada EE.UU. en Perú.
- FERNANDO SALAZAR  
Universidad Peruana Cayetano Heredia.
- ELENA ESQUICHE  
CARE Perú.
- LIVIA EDEGGER  
ISSUP Global. Moderadora.

03 FEBRERO  
HORA: 11:00 a.m.

Logos: ISSUP, DEVIDA, CARE, and others.

**3 Feb. Conversatorio Virtual ISSUP Perú.** Este 3 de febrero a las 11:00 hrs. te invitamos al primer conversatorio virtual, a través de Facebook Live, donde detallaremos las principales actividades que realizará este año el Capítulo ISSUP Perú promoviendo innovaciones, intercambio de experiencias y buenas prácticas en la red de servicios.

[Más Información](#)



**LIVE WEBINAR**

**Prevention of Drug Use and other Risky Behaviours in Youth: Data-Based Planning for Effective Prevention**

**Lilian Ghandour Ph.D.**  
Associate Professor of Epidemiology  
American University of Beirut

ISSUP LEBANON Chapter

February 11, 2021 | 4pm Beirut | 2pm London

**11 Feb.** ISSUP Lebanon and Dr. Lilian Ghandour present a webinar on the Prevention of Drug Use and other Risky Behaviours in Youth. [Click to register.](#)

**16 Feb.** ISSUP South Africa and South

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drugs in relation to substance abuse detection and validation. [Register.](#)



**23 Feb.** Join Annette Dale-Perera and guest speakers for this event on quality in substance use disorder treatment. This event will tie in with the launch of the new 'Quality in Treatment' Network. [Register here.](#)

Please visit the [ISSUP Events Calendar](#) for more listings.

## Latest Knowledge Share

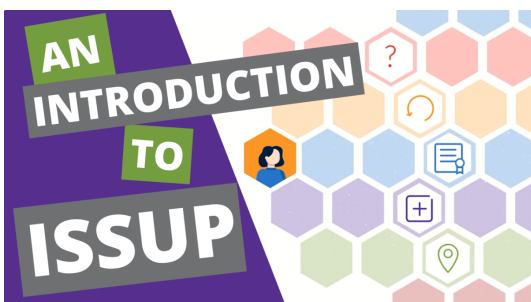
The [Knowledge Share](#) is the place to post news about your work, or share items of interest. Read the [Knowledge Share guide](#) and make your first post today! Here is a selection of recent contributions.



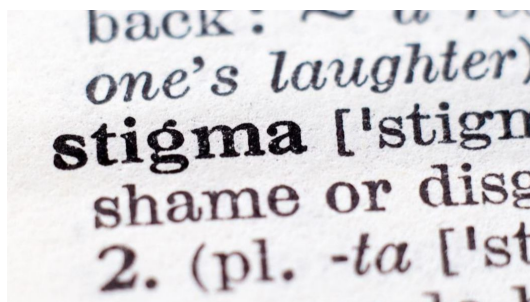
[Research: Providing Addiction Services During a Pandemic](#)



[Principles of Care for Young Adults With Substance Use Disorders](#)



[Watch our New Animated Introduction to ISSUP](#)



[ISSUP Reading List on Stigma & How to Challenge It](#)

## Jobs & Opportunities

- [Funded PhD-Glasgow Caledonian University \(closes 22 February\)](#)



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Addiction Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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**Our mailing address is:**

ISSUP  
c/o HW Fisher  
Acre House  
11-15 William Road  
London, NW1 3ER  
United Kingdom

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