

ISSUP Newsletter - Issue 134: October 5, 2022

[View this email in your browser](#)

## What makes a prevention message persuasive?

Media-based campaigns designed to discourage use of psychotropics substances have not fared well. Failures of expensive, large-scale, wide-ranging campaigns have given rise to doubts among policymakers about the media's effectiveness in prevention, and research does little to assuage these doubts. The European Monitoring Center for Drugs and Drug Addiction (EMCDDA) recently reported that more than one-third of the 30 EMCDDA constituents have cancelled or cut back mass media prevention campaigns.

Given media's variable record, questions of utility and advisability may appear well founded. However, the origins of the media's apparent futility as instruments of prevention often have been misidentified. It is not the media that have failed, but rather the messages the media have been made to convey. Judgments of the media as ineffectual purveyors of preventive information are premature if the information they deliver is not persuasive.

Successful prevention almost inevitably involves persuasion, and persuasion always involves the attempt to overcome receivers' resistance to the persuasive appeal.

In tomorrow's webinar with ISSUP Lebanon, **Dr. William Crano** will introduce a model of persuasive, preventive communications based on a half-century of scientific research. The EQUIP model, as it is termed, materially enhances the effectiveness of media-based prevention campaigns. It requires the developer to create messages that Engage, Question, Undermine, Inform, and ultimately Persuade. EQUIP's parameters will be discussed, as will the model's utility for preventing psychotropic substance use.

Discover the key insights and how the EQUIP framework can transform your prevention campaigns by registering for the event here: [ISSUP](#)



# Creating Persuasive Media Messages to Prevent Substance Misuse

**Dr. William Crano**

Oskamp Distinguished Professor and Chair of Psychology,  
Claremont Graduate University



Thursday October 6, 2022



3:30PM London | 5:30PM Beirut

## ISSUP Philippines National Chapter Re-Established

We are pleased to announce that the Philippine Addiction Specialists Society (PASS) has been instituted as the host of the official National Chapter of ISSUP in the Philippines. PASS is an umbrella organisation for clinicians, researchers, academicians, and organisations involved in addiction treatment programs, training, and research. Look out for details of the launch event in future ISSUP newsletters.

## ISSUP Botswana Recovery Month Panel Discussion



ISSUP Botswana National Chapter hosted a Panel Discussion on the 27th of September 2022. The panellists included a person in recovery, a family member in recovery and an addiction professional working in recovery support. Read the report: [ISSUP](#)

## ISSUP participate in EUSPR 2022

ISSUP participated in the 13th EUSPR conference held in Tallinn, Estonia on 29th and 30th of September 2022. We presented an update on implementing INEP Plus and how it is being delivered to National Chapters in different countries. Read the update here: [ISSUP](#)



## Highlights of the NIDA Strategy 2022-2026

The new National Institute on Drug Abuse (NIDA) strategic plan for 2022 to 2026 introduces an ambitious and targeted plan for addiction science research in the United States. In this article, Radolf Nortey examines the highlights: [ISSUP](#)



## Centros de Integración Juvenil reciben capacitación

Durante el mes de septiembre se llevó a cabo la Formación de Formadores del



## ISSUP Uzbekistan tender

We are pleased to share details of our intention to establish a National Chapter in Uzbekistan. Full details here: [ISSUP](#)



## Intention to Establish a National Chapter in Uzbekistan

The International Society of Substance Use Professionals (ISSUP) would like to share its intention to **establish a National Chapter in Uzbekistan**. Any organisation, institution or other party interested in undertaking or hosting this proposed development should contact ISSUP (Global) for further information about ISSUP's National Chapters and the application process. **Deadline for any notification is: Tuesday 1 November 2022.**

Please contact: [nationalchapter@issup.net](mailto:nationalchapter@issup.net) | [www.issup.net](http://www.issup.net)

## Upcoming webinars and events


**6 October** | ISSUP Lebanon present a webinar with Dr. William Crano on

Subscribe

Past Issues

Translate ▼

**Creating Persuasive Media Messages to Prevent Substance Misuse**



**Dr. William Crano**  
Oskamp Distinguished Professor and Chair of Psychology,  
Claremont Graduate University

Thursday October 6, 2022 3:30PM London | 5:30PM Beirut

[Register](#)

**LIVE WEBINAR**

**Challenges and Responses: Reaching out to those with Substance Use and Mental Health Problems**

A World Mental Health Day discussion on reaching vulnerable populations and individuals experiencing substance use and mental health problems



**Jon Bull**  
Manager, DECCA (Drug Education, Counselling and Confidential Advice)

**Dr Shah Nawaz M K Dal**  
Senior Psychiatrist,  
Hyderabad Pakistan

**Dr Riza Sarasvita**  
Deputy of Rehabilitation,  
Indonesia National Narcotics Board (BNN)

Monday, 10th October, 2022 10AM UK | 2PM Pakistan | 4PM Indonesia

**10 October** | Join our World Mental Health Day webinar on reaching vulnerable populations and individuals experiencing substance use and mental health problems. [Register](#)

**ISSUP** **Ukraine ITTC** International Technology Transfer Center

**Центральноазиатский цикл открытых лекций**  
Скрининг, оценка и лечение расстройств, связанных с употреблением психоактивных веществ

**Четыре онлайн Лекции**

<p>20 Сентября 2022 г. 07:00 Киев   10:00 Нур-Султан</p> <p><b>Игорь Куценко</b> Психиатры расстройств, связанных с употреблением психоактивных веществ (ПАВ)</p> <p><b>Маншук Жансылыкова</b> Образование в области общественного здравоохранения, специализация в области ВИЧ и здоровья женщин</p>	<p>27 Сентября 2022 г. 10:00 Киев   13:00 Нур-Султан</p> <p><b>Леся Бинетова</b> Эффективность психосоциальных интервенционных вмешательств в наркологической службе</p> <p><b>Юлия Ячник</b> Семейная и супружеская психология</p>
<p>4 Октября 2022 г. 10:00 Киев   13:00 Нур-Султан</p> <p><b>Мадри Токинов</b> Механизмы формирования расстройств, связанных с употреблением психоактивных веществ</p> <p><b>Ирина Пивчук</b> Обеспечение доступа к лечению, поддержка, оценка и управление психическими расстройствами</p>	<p>11 Октября 2022 г. 07:00 Киев   10:00 Нур-Султан</p> <p><b>Мария Прилуцкая</b> Лечение расстройств, связанных с употреблением психоактивных веществ</p> <p><b>Игорь Куценко</b> Психиатры расстройств, связанных с употреблением психоактивных веществ</p>

**October 11** | We invite colleagues to attend the final session of the Central Asia Open Lecture Series. Please note that the event will be held in Russian. To register please [click here](#)

**LIVE WEBINAR** **ISSUP ARGENTINA chapter**

**Consumo de alcohol en niños y niñas**

**Expositor: Dra. Verónica Brasesco**  
Investigadora y catedrática en la Universidad del Salvador y la Universidad del Museo Social Argentino  
Master Trainer del Colombo Plan, DAP y CHLD Programme



18 de Octubre de 2022 13:00 hrs (hora de Argentina)

**October 18** | ISSUP Argentina los invita a participar de un webinar por objetivo brindar información epidemiológica sobre el consumo de alcohol en menores de 18 años en Argentina. [Regístrese](#)

**ISSUP SOUTH AFRICA chapter** **FREE WEBINAR**

**Global Adult Tobacco Survey (GATS) - SA: Implementation, Results, and Implications for Policy Session 1 - Implementation and Findings**

To register: <https://attendee.gotowebinar.com/register/799797545997981700>

**TUESDAY OCTOBER 25TH**  
12:30pm-2:00pm SAST UTC+2

Presented by: **Dr Catherine Egbe** - Specialist Scientist: Alcohol, Tobacco and Other Drug Research Unit, South African Medical Research Council

Co-Presenter: **Dr Sebe Nkasi** - Senior Scientist, South African Medical Research Council SAMRC (ATODRU)

**October 25 & 26** | ISSUP South Africa, ITTC-SA and SAMRC - GATS-SA invite you to their upcoming two-day Webinar Series on Tobacco Use in South Africa. Learn about GATS, its global significance, the experience of implementing the survey. [Register](#)

Click [here](#) to browse our full programme of webinars and archive of past events.

## Knowledge Share

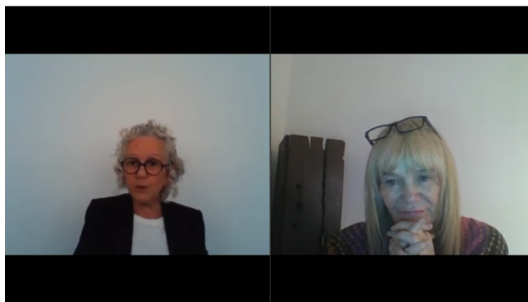
The ISSUP [Knowledge Share](#) holds a wealth of information submitted by our

[Subscribe](#)[Past Issues](#)[Translate](#) ▼

[Webinar: The use of methamphetamines in Nigeria](#)



[ISSUP South Africa Webinar: Defining Recovery](#)



[Family Drug and Alcohol Courts in Northern Ireland \(FDAC\)](#)



[Лекция 2: Серия публичных лекций по Центральной Азии](#)

## Abu Dhabi Conference recordings and video archive



Browse the collection of plenaries, presentations and other videos from the global in person and online event which took place on the 12th – 16th May 2022 in Abu Dhabi. Explore the archive here: [ISSUP](#)

## Jobs & Opportunities

- [Universal Treatment Curriculum \(UTC\) Self Led Courses](#)
- [Opportunities in Qatar for substance use disorder doctors, nurses, counsellors, psychologists and recovery workers](#)

Do you have a job advert or opportunity you would like to publish in the ISSUP newsletter? [Contact us](#) or post vacancies in the [Job Network](#) to reach more professionals.

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼



**ATTC**

Addiction Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

[Click here for the latest issue of the ATTC Newsletter](#)

**Share**

**Add to the ISSUP  
Knowledge Share [here](#)**

**Join ISSUP**

**Click [here](#) to become a member of  
ISSUP!**



*Was this email forwarded to you? [Sign up here](#) to receive our monthly updates and news.*

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

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)  
*Copyright © 2022 ISSUP, All rights reserved.*