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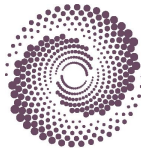
Centro Internacional de Transferencia de Tecnología

Un programa del Consorcio Internacional de Universidades para la Reducción de la Demanda de Drogas

# The importance of lobbying and advocacy in the impact of public policies by ITTCs

Dedsy Berbesi-Fernández, PhD  
Ovidio Muñoz-Arroyave, PhD






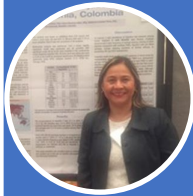



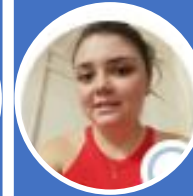

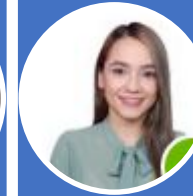
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## Working group

							
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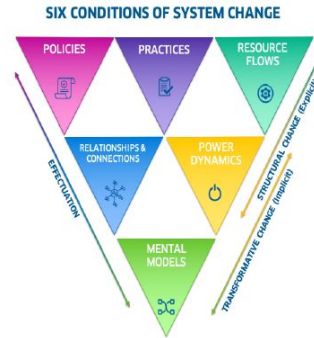
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VIGILADA MINEDUCACIÓN



# Learning objectives

1. Attendees will understand the importance of lobbying and advocacy by ITTCs to achieve lasting changes in the system
2. The presentation will allow the ITTCs to share their experiences regarding lobbying and advocacy in their respective countries.

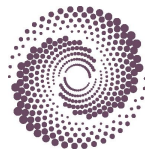


# Context



In many countries the drug problem is not visible, nor has it been considered a priority.

The promotion of measures against drug abuse must be planned taking into account the political and socioeconomic realities of these countries.



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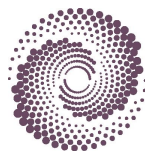
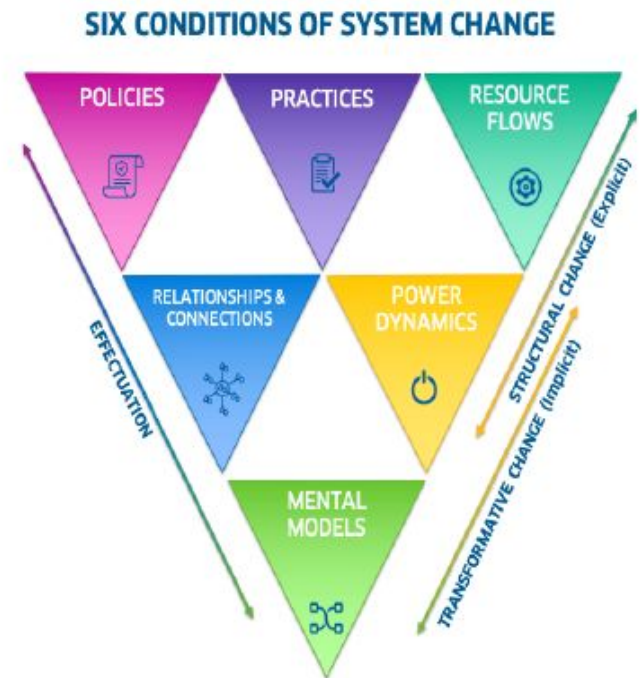


# Context



Political advocacy is a **broad process in the sense that its objective is to modify public policies** to benefit the interests of groups of citizens, not only in the political aspect, but in different areas of public action: economic, social and services.

It could be said that political advocacy is the **efforts of the organized community** to influence the formulation and implementation of public policies and programs, through persuasion and pressure on authorities or other institutions of public power.



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# Strategies



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## SERIE POLICY BRIEF



### Policy Brief

Participating in local government committees

Providing information based on scientific evidence

Updating and qualifying data on prevalence of drug use and associated problems;

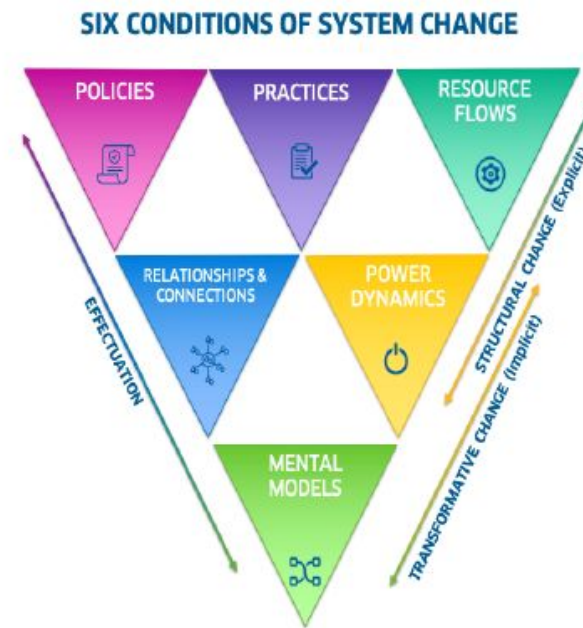
Using the mass media to express opinions on current issues, among others.

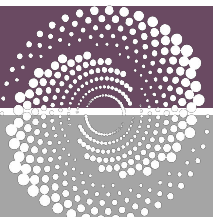


# Problem: Low priority for prevention programs

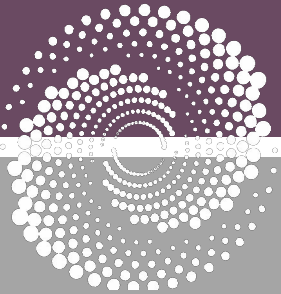


One problem in Colombia is the few resources allocated to drug demand prevention actions, if we apply the theory of change: especially in influencing policy and relationships and connections.





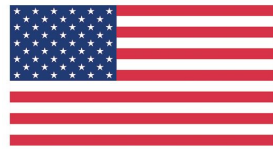


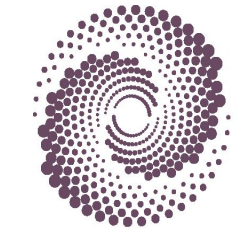






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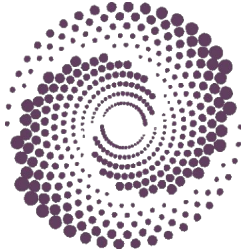
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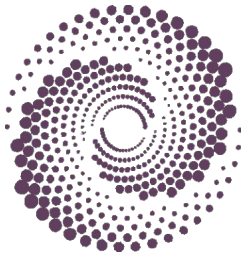
## Peru

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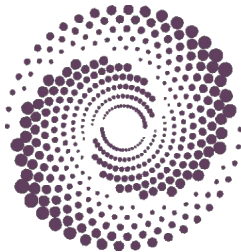
## South Africa

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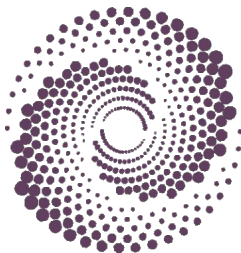
## Ukraine

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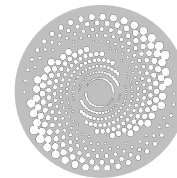
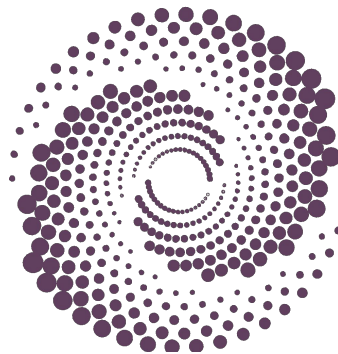
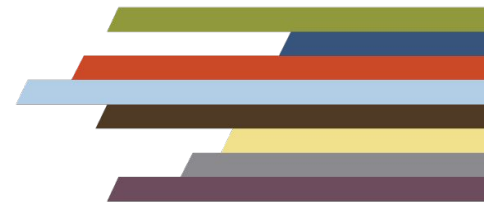
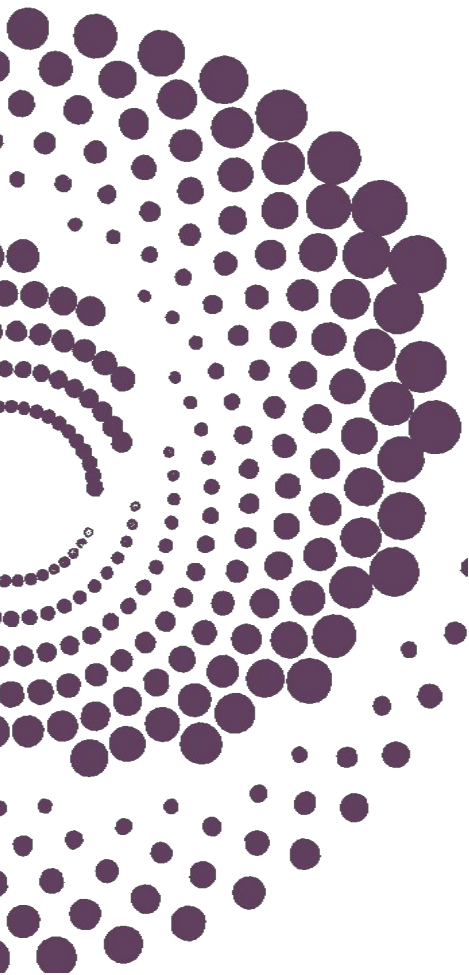
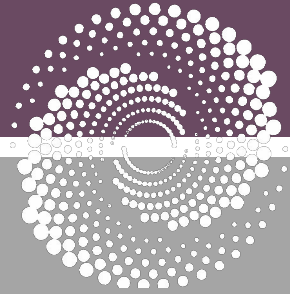
## Vietnam

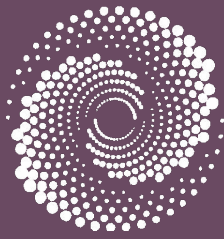
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# ITTC

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