



“The solidarity to all and for all and the responsibility of sharing information, experiences and new strategies of action are tasks and obligations which can never be given up.

I wish to encourage everybody to keep on making progress building societies more capable of protection from drug related problems. Definitely, freer societies. To achieve this goal, there is nothing better than working on the education of our citizens and, very specially, of our children and youth. They are our future.”

Sofía, Queen of Spain

A RESPONSE FROM CIVIL SOCIETY

What is FAD

The Foundation Against Drug Addiction is a private, non-profit, and non-confessional institution independent from any political affiliations; it has an assistance-charitable character, and is equipped with consultative status of category II before the United Nation Economic and Social Board. FAD, whose Presidency of Honour is carried by Her Majesty the Queen of Spain, has as its fundamental mission the prevention of drug use and its consequences.

FAD was created in 1986 backed by enterprises, institutions and professionals, and develops its activities in collaboration with other organizations of the civil society that understand that drug problems require a supportive answer that should be articulated mainly from the field of prevention.

Throughout its history, FAD has claimed to integrate the contribution of experts of different profiles to maintain an innovative line in its strategies and programs, and therefore be able to constitute itself as an advising reference and a stimulator of other proposals.

One of the differential characteristics of FAD is its bet to prevent the risks of drugs through educative strategies, for which it acts on a very noticeable way in the field of formal and non-formal education.

FAD promotes preventive education in all levels –school, family and community-, aiming at specific targets related with the use of drugs and attending, secondly, to other psycho-socially risky behaviours. In the same way, it maintains investigation lines about the causes and consequences of drug uses, training proposals for professionals and mediators using new technologies, and campaigns to raise social consciousness and mobilization.

In these moments FAD occupies a distinguished space as a leader organization and as a referent in the interventions of the sector, in Spain as well as in Latin America, where it has shared its experience and its model of intervention with fourteen countries.

FAD = PREVENTION OF DRUG USES AND THEIR CONSEQUENCES

One same problem, New approaches.

FAD is born in 1986, thanks to the initiative of the General Gutiérrez Mellado. At that time society lived with great alarm the spread of the use of heroine, and what correlated to it, marginalized groups, delinquency, and city insecurity, and asked for urgent measures to end with a phenomenon that generated concern and rejection.

In that context, FAD makes a risky strategic decision that would later reveal itself as well conceived and opportune: surpassing the social discourse inspired by alarm and fright, and oriented by the necessity to face the urgencies determined by the consequences of drug abuse, FAD decided to center its work in prevention.

This point of view demands thinking on the sociological context in which the problems were presented, to count on capacities for critical observation, to have the necessary potential of thought and analysis and, above all, to provide itself with a great flexibility of adaptation to a changing reality.

In the time that has gone by since 1986 the nature and social perception of the problems have changed, new patterns of use have been implanted, of new substances, and even trivializing speeches of certain drugs have appeared. FAD has tried to adapt to the new social reality, articulating programs of action in accordance to the renovated needs.

Although at first moment prevention was centered on creating barriers against drugs, adverting of their risks and developing defensive campaigns that would allow distancing of the threat and reduce the impact of problems, very soon it became convinced that it was necessary to surpass the preventive approach centered exclusively on rejection. It was necessary to articulate a model of integral action that also considered the interrelation between drugs, other more general conflicts and the context in which everything was situated. It is in this frame where education acquires importance, not only in the risky groups but also in the population in general, promoting personal development and the capacities of individuals and of groups to make autonomous decisions and to live in liberty and security.

Preventive education, especially in the childhood period, is shaped as a fundamental element in the generation of protection factors to face social-risk situations, in which drug use is found.

An integral model Of Intervention.

FAD understands that it is of great importance to prepare girls and boys to be able, when the moment arrives to make autonomous decisions in before the broad and varied offer that reality presents, to face drugs from greater levels of liberty and less vulnerability. That is why it proposes preventive education as the fundamental action in view of risky behaviours, and the childhood period as the most suitable moment to initiate the process. The slogan "Education is all" is the summary, by force simplified, that the philosophy of FAD wants to promote.

Drug problems rarely present themselves in an isolated way, and certain personal factors, of relation with other people and socio-cultural, can have a decisive incidence. That is why prevention cannot limit itself to the warning of risks. To prevent demands supporting the development of people and social groups, especially those of the young, trying to generate spaces of more liberty, understanding this as the capacity of being autonomous, of having more vital options and of being able to organize one's own life.

Being able to receive an education from childhood period is key, since it is the beginning of life when the basic conditions for personal development are created. Self-esteem, self-control, empathy, respect to one's own body, tolerance, etc, help to manage better the potential risks that inevitably will have to be faced. Obviously, avoiding that doing so would signify neglecting work during the periods, basically of teenage and first youth, in which the appearing of risky situations is concentrated.

FAD backs an educational point of view of prevention, understanding education as an intentional process that aims to better people and groups through a global and integral strategy, and acts in all fields in which the process of educating becomes more definite: family, school and community.

On another side, experience from these past years working has demonstrated that actions and programs constructed to prevent uses of drugs and their consequences can also be indirectly effective to prevent other risky behaviours such as violence, intolerance, racism or school failure, because of the common origin of the conflicts, joined to mistakes in the educational process. All of that leads us to emphasize the demand of strengthening educative approaches, and to do it all through cutting edge strategies.

In all of this process, the FAD is making an effort to make it understood that preventive education from the first stages is a fundamental factor to reduce the risks of the use of drugs, and also to reduce other socially risky behaviours. It is fundamental to initiate this educational process of unspecified prevention precociously and to be preparing the person from his or her childhood.

These educational actions are compatible with other programs directly focussed to particular aims: information about substances, uses and consequences, promotion of critical thought in teenagers, specific proposals for risky groups, etc.

At the same time, the Foundation considers it necessary to continue to work in gaining professionals and mediators, all those who are directly or indirectly implicated in the multiple aspects of the tasks of prevention, so that the efficacy of the actions grows. In this strategy of education a special attention is given to new technologies, not only to widen the impact of the actions but also to incorporate new means of communication to the formulas of preventive dialogue.

Finally, conscious that any line of intervention develops in a sociological context that makes work easier or more difficult, and convinced that the drug problems demand a collective mobilization, FAD develops a whole line of communication, through multiple formulas, destined to raise the conscience of society, stimulate its mobilization, orientate the collective discourse, etc.

In sum, the FAD is an institution firmly compromised with the prevention of drug use and puts its abilities and technical knowledge, its experience and its capacity of innovation in service for people and society.

FAD's Strategies: Our Offer.

PREVENTION THROUGH EDUCATIVE STRATEGIES

a. SCHOOL AND FAMILIAR FIELDS

1. **“Prevenir paravivir”** -To prevent to live- (3-16 year olds)
Combined of actions directed to systematize prevention of use of drugs in the context of school, adapted to the reality of each centre, to the needs of the teaching staff and to the characteristics of the pupils. The program takes part directly in the educational community, involving in this field the teaching staff, the fathers and mothers and, specially, the younger population.
2. **“El cine y la educación en valores”** -Cinema and education in values - (6-18 year olds)
Program that uses cinema as a vehicle of transmission of values, attitudes and models of life taking profit of the themes of the selected films and gaining the attention of children and young adults.
3. **“Club del buen deportista”** -*Club of the Good Sportsman*- (8-12 year olds)
Initiative that develops preventive strategies in respect to the uses of drugs through the spread of sport activity as a resource for learning positive values and as an optimum formula for occupying free time.
4. **“El valor de un cuento”** - *The value of a story* (6-14 year olds)
Using literature this program acts as a vehicle for transmission of attitudes and values and to promote reading as a free time alternative.
5. **“Tú y la música”** - *You and music*- (8-12 year olds)
Activity that uses the possibilities that music offers: connection with the person sensibility, influence in the affective states, encouragement of critical capacity, formation of character, etc., as a vehicle for training in values and attitudes and as a socializing instrument that contributes to the integral education of the individual.
6. **“Nuestro escenario. Teatro en la educación”** -*Our stage. Theatre in education*- (12-18 year olds)
Program that uses theatre as an educative tool in a leisure context with the aim of raising the conscience in values, attitudes and pro-social abilities as a strategy for preventing risky behaviours. Theatre offers the possibility of experimenting emotions, experiences that, coming from fiction, can be a resource of unmeasurable learning.
7. **“Y tú ¿qué piensas?”** -And you, what do you think?- (14-18 year olds)
Program of preventive education about new patterns of use of drugs, that encourages thought and group work with the aim of diminishing the levels of use of alcohol and other drugs between young people.
8. **“Necesari@s”** -Necessaries- (6-16 year olds)
CD-rom that contains a program for raising the conscience about volunteering in schools, directed to the teaching staff of Primary and Secondary Compulsory Education to promote participation, tolerance and solidarity between scholars.
9. **“Tú mismo”** -You yourself- (14-18 year olds)
Program directed to the prevention of alcohol use in young people from 14 years old and on, edited in CD format, that aims to support the prevention labour of the teaching staff and to make the people aware and conscious about the effects of alcohol in driving, at the same time that it furnishes with objective information of the effects of alcoholic drinks.
10. **“Prevención del consumo de drogas en el ámbito familiar”** -*Prevention of drug use in familial field*-.
Directed to fathers and mothers interested in deepening strategies related with the prevention of the use of drugs. And as a tool that facilitates thought on the importance of this task of prevention in the family. This program aims to complement the school action with the participation of the family in the field of prevention.

b. COMMUNITY FIELD

1. "Semanas Cine y Educación" -Weeks of Cinema and Education-

Encounter between teachers, experts in prevention, social mediators, students, etc., interested in the use of cinema as an education tool, in which there is an exchange of ideas and experiences that permit the enrichment of the prevention programs and the exposition of new didactic methodologies of application in cinema and the activities of teaching-learning.

2. "Semanas municipales de prevención" - Municipal Weeks of Prevention-

With this initiative, directed towards young people as well as adults, what is proposed is to develop a nimble action of motivation towards values as solidarity, tolerance... that achieves implicating, giving information and raising the conscience of a large number of people. For this, the cinema turns into an unsurpassable vehicle due to the capacity of attraction that it provokes in the population and the capacity that it has to transmit values, attitudes and models of life promoting indispensable solidarity values, and even motivating behaviours.

3. Fairs: "Aula", "Juvenalia", etc.

c. CIBERSPACE FIELD (Internet)

1. Web FADwww.fad.es

2. Virtual classroom :

Spot of professional training that promotes the specialization and development of personal competences in drug addictions.

3. On-line training material about prevention of drug addictions:

Educadrogas (teachers and students), Infodrogas (professionals of the mass-media and students), Drogas y Atención Primaria –DAP (doctors).

4. Participation in Internet sites:

"educared.es" and "risolidaria.es" through the development of contents and resources directed towards teachers, parents, pupils and mediators.

PREVENTION THROUGH OTHER STRATEGIES

1. Strategies in display format in prevention of drug addictions directed towards professional groups (social workers, doctors...), towards social mediators (transmitting of preventive messages to young people), towards the Army, local police...
2. Telephones for help, orientation and information about drug addictions: 900 16 15 15
3. Documentation Centre.

ANALYSIS OF REALITY

1. Epidemiologic investigations:

- Use of drugs in population in general.
- Use of drugs in young population.
- Use of drugs in the job environment.

2 Sociological investigations:

- Social representation.
- Social values.
- Ways of life.
- Families.

SOCIAL SENSIBILIZATION AND MOBILIZATION

1. Campaigns of raising conscience in mass media (Television, press, radio, cinema, exterior, videos, subway, airports, Internet).
2. Acts of visibility (congresses, journeys, encounters, concerts, premières, presentations, races, etc.).
3. Line of publications: materials and methodological instruments and informative and compilation of the information obtained through the investigations (didactic guides, support material for the implantation of the prevention programs, informative circulating pamphlets in general, manuals, specific briefs, monographs and sector studies).

INTERNATIONAL COOPERATION

1. Cooperation with 14 countries.
2. Financed by 19 agencies of cooperation.
3. Technical advising to government institutions.

FAD thanks all the collaborators that make it possible that the described activities happen, and specially to Obra Social de CAJA MADRID, the BBVA, the Asociación Española de Agencias de Publicidad (AEAP) and the MASS MEDIA, the support and collaboration that they have continuously been giving for the development of the actions of FAD.

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Televisions, Radios, Press and Magazines

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ACTIVITY INDICATORS

1986-December 2003

SCHOOL AND FAMILIAL ENVIRONMENT

- "Prevenir para vivir" –To prevent to live:-
 - 564,560 pupils, 24,472 teachers, 2,919 school centres.
- Integral Plan of Escolar Prevention:
 - 6,6% of school centres in national territory.
- "El cine y la educación en valores" -Cinema and education in values:-
 - 578,000 pupils and 23,021 teachers of 2,830 schools.
- "Club del Buen Deportista" -Good Sportsman Club:-
 - 133,715 scholars and 1,755 school centres.
- "El valor de un cuento" -The value of a story :
 - 50,000 books distributed.
- "Tú y la música" -You and music:-
 - 5,000 videos distributed.
- "Y tú ¿qué piensas?" -And you, what do you think?:-
 - 580,000 young people.
- "Tú mismo" -You yourself- (alcohol and effects on driving)
 - 20,000 CDs distributed.
- "Prevención del consumo de drogas en el ámbito familiar" -
Prevention of the use of drugs in family ambits -
 - Educated more than 65,000 fathers and mothers.

COMMUNITY ENVIRONMENT

- "Cine y compromiso social" -Cinema and social compromise:-
 - 2 editions, 22,000 participants.
- Semanas Municipales de la prevención" -Municipal Weeks on Prevention:-
 - 300 participants.
- Fairs: "Juvenalia", "Aula", "Expo-Ocio", "Solidaridad"...
 - More than 1.300.000 participants.

CIBERSPACE ENVIRONMENT (Internet)

- FAD's web www.fad.es:
 - Created in 1997. More than 36,000 visitors per month.
- Virtual classroom (non -attending education):
 - Course SOCIDROGA: 3 postgraduate courses carried out by the participation of 180 pupils.
- Participation in Internet sites: "educared.es" and "risolidaria.es"
by means of the development of contents and resources directed towards teachers, parents, pupils and mediators.

PREVENTION THROUGH OTHER STRATEGIES

- Strategies of presentation for training of professional bodies and mediators:
 - More than 7,000 professionals trained by Master or Expert courses, or specific courses (Doctors, Social Workers, Social Mediators, Army Forces...)
- Telephones for help and orientation:
 - Telephone 900 16 15 15: 238,257 calls.
- Documentation Centre:
 - 40,000 copies (books, grey literature, scientific articles, videos, CDs, educative material, etc)
- Data bases:
 - Documentary about drugs: 23,399 references.
 - Audio-visual media about drugs: 377 references.
 - About legislation on drugs and drug addictions, State and European policy. Of assistencial resources...

ANALYSIS OF REALITY

- 34 technical, epidemiologic and sociologic investigations with their corresponding publications.

SOCIAL MOBILIZATION AND RAISING OF CONSCIENCE

- 23 campaigns to raise the conscience in mass media (television, press, radio, cinema, exterior, videos, subway, airports)
- 2 campaigns to raise the conscience in Internet: more than 40,000,000 printings on different supports.
- Publications line: edited more than 234 titles

INTERNATIONAL COOPERATION

- Cooperation with 14 countries: Argentina, Bolivia, Colombia, Chile, Ecuador, El Salvador, Guatemala, México, Nicaragua, Paraguay, Perú, Dominican Republic, Uruguay, Venezuela