

Support Don't Punish 2020 Report

Support Don't Punish is a global campaign to promote harm reduction and call for drug policy debate and reform. The campaign aims to raise awareness of the failed war on drugs and the need for harm reduction responses, and also to support and strengthen national and regional advocacy efforts. It was launched in 2013 and includes an Interactive Photo Project and a Global Day of Action.

DPNSEE role

Following a good result in coordination of the campaigns in 2017, 2018 and 2019, The International Drug Policy Consortium and The Drug Policy Network South East Europe agreed on continuing cooperation on organising the campaign in 2020. Final agreement was formalised by the Memorandum of Understanding signed on 27 May 2020 which included following role for DPNSEE:

- Dissemination of the campaign guides and other materials
- Communicating directly with interested partners to discuss proposals and plans
- Agreeing on budgets and funding where necessary, and forwarding approved proposals to IDPC for payment
- Gathering feedback - photos, videos and media coverage, etc. - after the date

Preparations

Interested organisations were requested to send their proposals for actions directly to the call published by the campaign's global website. In addition, DPNSEE collected information from the organisations which applied and negotiated with those from countries which haven't had plans to participate. On the basis of these proposals, DPNSEE signed memorandums of understanding with leading organisations in each of the countries involved: Albania, Bosnia Herzegovina, Croatia, Kosovo*, Montenegro, North Macedonia, Romania and Serbia. Unfortunately, an agreement was not achieved only for the campaign in Bulgaria, while Greece made a separate memorandum of understanding directly with IDPC.

DPNSEE held an on-line consultations with participating organisations on 21 May 2020 via Zoom to encourage organisations to hold the campaign and discuss way to organise activities in the new situation caused by the coronavirus pandemic.

Participating organisations provided contact detail of their person responsible for this activity with whom communication was established. DPNSEE sent the list of activities to IDPC and [announced them on website](#) one week before the Global Day of Action.

The DPNSEE office staff created guidelines for this purpose and shared it among its member organisations involved in the campaign. Organisations were advised to use the campaign hashtag on their social media.

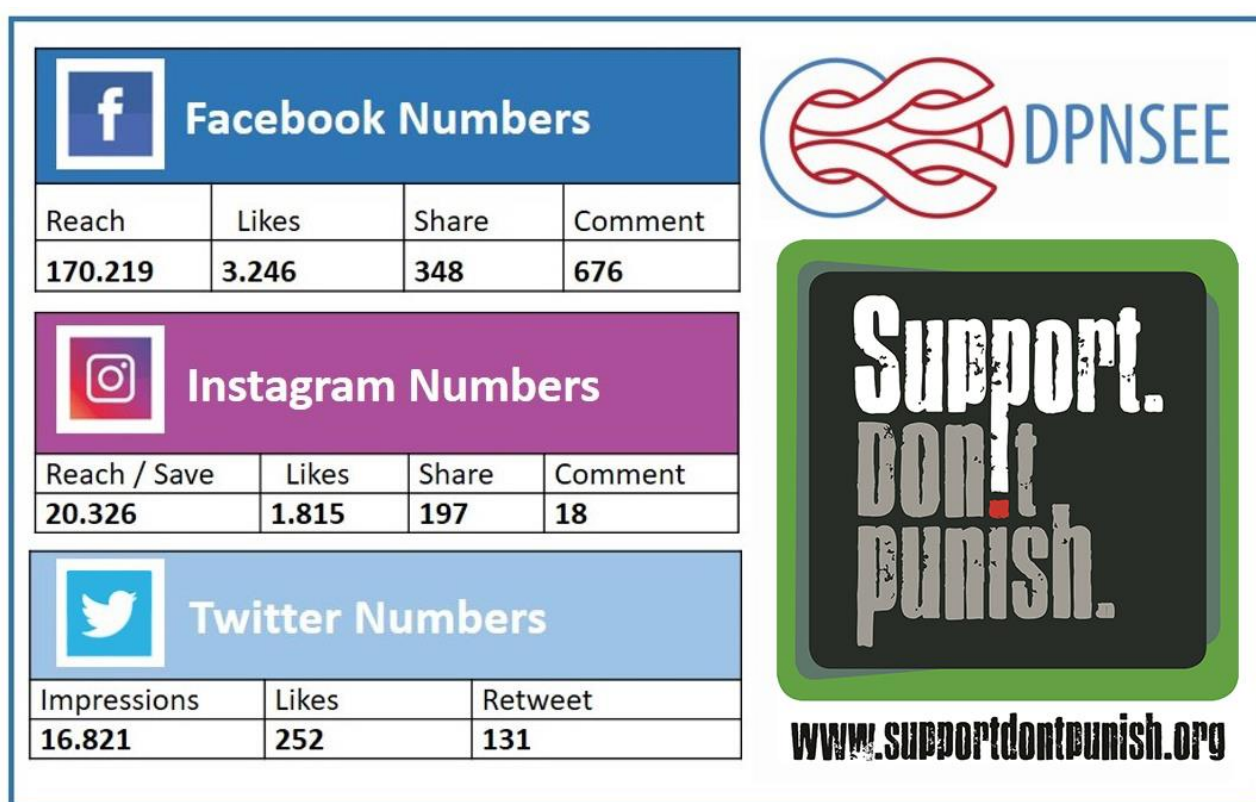
Promotional activity

For the first time, DPNSEE haven't organised a Kick-off event to launch the campaign due to the situation caused by the coronavirus pandemic.

Instead, and as a specific way of promoting the campaign and achieving its goals, DPNSEE organised a larger campaign, which was part of our general efforts to ensure sustainability of services for people who use drugs in South East Europe - those that are under threat of being marginalised and side-lined as consequence of the coronavirus outbreak.

The DPNSEE Board decided to hold a regional campaign using social media to spread messages around. We prepared a set of up to 20 messages with combination of quotes from Kofi Annan's speeches and appropriate photographs, ready for use in Facebook, Twitter and Instagram. We offered all our member organisations to share the messages through their networks. The messages were translated in 9 languages. It was simple and easy to post and schedule their dissemination following dynamic we defined.

The messages were posted throughout June 2020, most frequently around 26 June, the Global Day of Action of the Support. Don't Punish campaign and the International Day Against Drug Abuse and Illicit Trafficking. 15 member organisations from 9 countries have joined the campaign (not only those which participated in the global **Support. Don't Punish** campaign) posting messages on 33 social media accounts.



Results of the social media campaign

During the campaign

Before, during and after the Global Day of Action 26 June, DPNSEE actively followed activities in SEE countries, liked and forwarded information received from participating and the information about the global campaign. The information about the activities in countries were consecutively, day after day, presented as new on the DPNSEE website.

Finances

In accordance with the plan of actions agreed with each country, IDPC provided USD 6,000 for DPNSEE to make sub-grants, which were forwarded to the national coordinators in accordance with the memorandums of understanding just after receiving the grant from IDPC.

DPNSEE received the amount of USD 1,200 for management costs related to administration, bank transfers and the coordination of the regional campaign.

The regional social media campaign was financed from the DPNSEE operational budget with USD 1,158 USD (1,050 for activities and USD 108 for bank provisions).

Reporting

The DPNSEE staff collected and published articles alongside with photos of the involved organisations in the Network during the campaign on Internet page www.dpnsee.org and social media [Facebook](#), [Instagram](#) and [Twitter](#).

Conclusions

The campaign was held in very difficult circumstances, but participating organisations managed to find a way to hold activities and continue contributing to achieving its goals.

The regional campaign on social media was a success, with some initial problems which were solved on the way.

Engagement in the campaign was a good opportunity to continue cooperation with IDPC and to further develop working relations with the member organisations.

Results in numbers

9	South East European countries
14	SEE cities
15	Organisations
33	Social media accounts
46	Activities
500 +	Volunteers
5.000 +	Participants in events
200.000 +	Impressions at social networks

Attachments

- Country reports
- SEE social media campaign 2020 overview

Support. Don't Punish 2020 in South East Europe Country Reports

Albania

Coordinating organisation

[Aksion Plus](#)

Places

Tirana and Korçë

No.	Dates	Activities
1.	11.06.2020	Focus group with the beneficiaries of the MMT centre in Tirana about physical, psycho-social, legal issues and other needs.
2.	19.06.2020	This activity consisted in informing students about drug use based on Aksion Plus's services: Methadone Maintenance Therapy, Psychological Counselling, HIV and SST testing, awareness campaigns focusing on drug use as well as publishing of information and prevention materials.
3.	24.06.2020	Informing the students about the phenomenon of drug use, its prevention and SST. Students have also been introduced to concrete cases of beneficiaries at the MMT centre by getting to know their personal stories about drug use more closely
4.	26.06.2020	Introducing the global campaign "Support, Don't Punish" and getting to know the purpose of this campaign. Participants were staff of Aksion Plus, representatives from the Toxicology department of University Hospital Centre "Mother Teresa", representatives from key population, students and professors from Marin Barleti University. Drug policies and strategies about drug use were also part of the discussion. Aksion Plus has a long collaboration with this University. Students of Marin Barleti conduct their practise period at our premises by getting more information about drugs, interviews with clients, counselling and other activities.
5.	26.06.2020	The representative of the Aksion Plus staff at the MMT centre in Korca was invited to a local TV program where she talked about drug use, the current situation, Methadone Maintenance Therapy and other services offered by Aksion Plus for the beneficiaries. Aksion Plus Tirana was invited by TV Klan to talk about drug use. A mother whose son is a drug user is invited as well. A doctor and a psychologist also participated. The main focus was the proper treatment and the decriminalization of the personal use.
6.	June 2020	SEE regional campaign on social media

Campaign links

- www.twitter.com/AksionPlus
- www.facebook.com/aksionplus
- www.instagram.com/aksionplus
- www.facebook.com/universitetimarinbarleti

Bosnia and Herzegovina

Coordinating organisation

[Margina](#)

Places

Tuzla and Zenica

No.	Dates	Activities
1.	14.-26.06.2020	Association Margina organised two meetings with our clients. On those meetings we discussed all the challenges they face in everyday life, violations of the human rights among drug users, discrimination against them and overall insight about OST therapy. Clients had the opportunity to express their dissatisfaction, and the changes they wanted to introduce. We had very positive outcomes after these meetings; we created crucial focal points and demands we later made towards stakeholders.
2.	27.06. 2020	After we held the meetings with our clients and got their insight about whole situation, there was a sudden COVID- 19 outbreak in BiH, so we were not allowed to organise a meeting with stakeholders. Instead, we wrote the letter that contains 3 key points: obsolete drug legislation, substitution therapy and the absence of Cantonal addiction institute. This letter was sent to 8 following addresses: Chairman of the assembly of TC, Prime minister of TC, Ministry of health TC, Ministry of Labor, Social Policy and Return TC, Commission for Justice, Human Rights and Civil Liberties of the Assembly TC, Health commission TC, Commission for Labor and Social Policy of the Assembly TC, Commission for the Fight against Corruption of the Assembly TC.
3.	04.-30.06.2020	Troughout whole month, Association Margina, as well as the other DPNSEE member organisations, shared quotes of recently deceased Kofi Annan, UN Secretary General and a prominent member of the Global Commission on Drug Policy on social networks. We also printed those messages and our volunteers taped them on public places in Tuzla and Zenica. This ensured the visibility of the campaign, and the key messages are made public.
4.	July 2020	The documentary movie is in the final stages of technical processing and will be distributed on the online platform in the next few days. The announcement of the video will be covered through social networks, among with the spread of messages carried by „Support. Don't punish.“ campaign. The theme of the film is the need to establish a Public Health Institution, the Institute for Addiction Diseases. The institution should be a central place for the treatment of addiction of all types, which should stop the violation of the Law on Health Care and prevent further violations of the human rights of persons with addiction problems.
5.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/association.margina
- www.instagram.com/asocijacija.margina

Croatia

Coordinating organisation

[Terra](#)

Place

Rijeka

No.	Dates	Activities
1.	10.06.2020	Presentation of the results of research on the consumption of psychoactive substances among young people, who attend festivals
2.	10.06.2020	Interactive online lecture and quiz
3.	04.-30.06.2020	Distribution of the material provided by DPNSEE following defined dynamics through social media: Facebook and Instagram
4.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/udrugaterra
 - www.instagram.com/udrugaterra
 - www.udrugaterra.hr/terr-in-online-support-dont-punish-kviz
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Coordinating organisation

[HELP](#)

Place

Split

No.	Dates	Activities
1.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/udrugahelp
- www.instagram.com/udrugahelp

Kosovo*

Coordinating organisation

[Labyrinth](#)

Place

Prishtina

No.	Dates	Activities
1.	June 2020	Distribute the material provided by DPNSEE in June 2020 following defined dynamics through social media
2.	June 2020	Making graffiti/mural on the theme of the campaign
3.	26.06.2020	Posters (Distribution of Support Dont Punish posters all around the city of Prishtina
4.	25.-26.06.2020	Giving interviews on one of the main television in Kosovo (RTV 21), and the most heard Radio in Kosovo (Radio Prishtina)
5.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/QendraLabyrinth
- <https://www.youtube.com/watch?v=CdhamvEnKmg>
- https://www.facebook.com/prishtina89.8/videos/3309523999092811/UzpfSTewMDAwMTg1NzcyMDk5OTozOTkyMTE5MjMOMTgzMjk1/?fref=hovercard&hc_location=chat
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Montenegro

Coordinating organisation

Montenegrin harm reduction network LINK and [NGO Juventas](#)

Place

Podgorica

No.	Dates	Activities
1.	20.-26.06.2020	Design of brochure for NGO Juventas and LINK, and services they are providing in community
2.	20.-25.06.2020	Painting a mural on exterior of Ngo Juventas Drop in centre, with campaign and partner logos
3.	18.06.-6.07.2020	Online survey for PWUD and PWID, which will cover issues related to violations of their rights by institutions, the state or the community they live in.
4.	15.06.2020	Filming short life stories of our clients, and their life living as users in our patriarchal country, for the story telling video, to distribute on social networks
5.	26.06.2020	Publishing story telling video on social media
6.	7.07.-10.07.2020	Collecting the survey data and publishing official report on the survey
7.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/support.dontpunish.montenegro
- www.facebook.com/bolestizavisnosti.me
- www.youtube.com/watch?v=8EOnHGtuVIO
- www.facebook.com/bolestizavisnosti.me
- www.instagram.com/stories/highlights/18119805217119765
- www.instagram.com/p/CB76NCgpiXU
- www.facebook.com/nvo.juventas.3/videos/272135387558136

North Macedonia

Coordinating organisation

[HOPS](#)

Place

Skopje

No.	Dates	Activities
1.	22.06.2020	https://www.facebook.com/events/1518320601674530/ We organized an event, where we posted photographs with a description, a video with messages and an event that was realized through zoom.
2.	24. 06.2020	Instead of three short videos because of the resources for all the events, we decided to have one video with the three planned messages. As part of the video was Ivanna Hadzievska - Advisor to the Prime Minister of the Republic of Northern Macedonia on International Relations and Cooperation with Organizations, Silvana Naumova - Coordinator of drug harm reduction programs, Ramush Salih - Medical Person at HOPS. This year's campaign focuses on the importance of drug harm reduction programs during a pandemic.
3.	22. 06.2020	We had designed sentences with messages. Most of the HOPS employees were involved in the ideas for the slogans themselves shorturl.at/boq24
4.	26. 06.2020	Live streaming debate. We managed to secure the participation of the current Minister of Health Venko Filipce in the COVID- 19 situation. He has publicly pledged not to cut funding for drug harm reduction programs during COVID- 19, with a budget, rebalance. They will continue to provide financial support for the programs in the future and will provide institutionalisation, i.e. in the law on health care, the civil society organisations that provide these programs for the prevention of HIV and harm reduction, to be service providers and not to depend on year after year on the political will of the executive branch. Eleonora Pancevska Nikolovska, Head of the Department for Social, Child and Health Care at the Sector for Public Activities of the City of Skopje confirmed that we will continue the good cooperation and support in the future. Care at the Sector for Public Activities of the City of Skopje, Vlatko Dekov - Representative Manager at Healthy Options Project Skopje, and moderator Natasa Boskova, lawyer, also participated in the debate. shorturl.at/dfsty
5.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/hops.org
- twitter.com/HOPS_mk
- www.instagram.com/hops_mk
- <https://a1on.mk/macedonia/grizhata-za-tugjoto-zdravje-e-grizha-i-za-svoeto-onlajn-diskusija/>
- <https://opserver.mk/makedonija/grizhata-za-tugjoto-zdravje-e-grizha-i-za-svoeto-onlajn-diskusija/>
- <https://24info.mk/%d0%b3%d1%80%d0%b8%0%b6%d0%b0%d1%82%d0%b0-%d0%b7%d0%b0-%d1%82%d1%83%d1%93%d0%be%d1%82%d0%be-%d0%b7%d0%b4%d1%80%d0%b0%d0%b2%d1%98%d0%b5-%d0%b5-%d0%b3%d1%80%d0%b8%d0%b6%d0%b0-%d0%b8-%d0%b7/>
- <https://www.radiomof.mk/grizhata-za-tugjoto-zdravje-e-grizha-i-za-svoeto-onlajn-diskusija/>
- <https://makpress.mk/Home/PostDetails?PostId=355081>
- <https://hops.org.mk/onlajn-razgovor-grizhata-za-tugoto-zdravje-e-grizha-i-za-svoeto/>
- <https://hops.org.mk/poddrzhi-ne-kaznuvaj-3/>
- <https://lokalno.mk/zoshto-e-potrebno-da-postojat-programite-za-namaluvane-na-shteti-od-upotreba-na-drogi/>

Romania

Coordinating organisation

[Romanian Harm Reduction Network](#)

Place

Bucharest

No.	Dates	Activities
1.	26.06. 2020	Launch of the sprijinnupedepse.ro website, dedicated to gathering momentum in organising users, families, students. More materials to follow (video and text).
2.	June 2020	Realisation of short movies with PWIDs, health experts, families of PWIDs and promoting them in social media.
3.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/Sprijin-Nu-pedepse-1702159179880962
 - www.sprijinnupedepse.ro/
 - www.twitter.com/RomanianHRN
-

Coordinating organisation

[ARAS](#)

Place

Bucharest

No.	Dates	Activities
1.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/ARASRomania

Serbia

Coordinating organisation

[Re Generation](#)

Place

Belgrade

No.	Dates	Activities
1.	18.-26.06.2020	Online promotion and media campaign the event and SDP campaign itself Campaign and event were promoted through unofficial channels like social media of various nightlife promoters as well as participating DJs in the event.
2.	26.06.2020	NIGHT LIGHT - online event An open talk in the form of a talk show about the importance of harm reduction services in nightlife accompanied with drug services, where we will invite a few guests to discuss the scene, the risks and what we can do to help. That will be representatives of NGOs, LGBTQI and/or representatives of clubbing culture (DJ or club owner).
3.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/NVOReGeneration
- www.twitter.com/regeneracija
- www.instagram.com/ngo_regeneration
- www.regeneracija.org
- www.instagram.com/stories/highlights/17870801455800067
- www.svastara.live/night-light-prvenstveno-nam-je-bezbednost-ljudi-na-dens-florubitna-zato-podrzi-ne-kaznjavaj/
- <https://www.facebook.com/events/829295120932999>
- <https://twitter.com/ReGeneracija/status/1275005028068143105/photo/1>

Coordinating organisation

[Association Prevent](#)

Place

Novi Sad

No.	Dates	Activities
1.	26.06.2020	TV Kanal 9
2.	26.06.2020	Radio Novi Sad (Radio Television Vojvodina) and Rock Radio Belgrade
3.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/preventns
- www.twitter.com/PreventNS
- www.instagram.com/udruzenje_prevent
- www.youtube.com/watch?
- <https://brendmagazin.com/podrzi-ne-kaznjavaj-sesti-put-se-obelezava-u-novom-sadu/>
- <http://remixpress.com/podrzi-ne-kaznjavaj-sesti-put-se-obelezava-u-novom-sadu/>
- <https://rc.gradjanske.org/akcija-podrzi-ne-kaznjavaj/>
- <http://antidiskriminacija.rs/podrzi-ne-kaznjavaj-sesti-put-se-obelezava-u-novom-sadu/>

Coordinating organisation[Timok Youth Centre](#)**Place**

Zaječar

No.	Dates	Activities
1.	June 2020	SEE regional campaign on social media

Campaign links

- www.instagram.com/toc_ngo
 - www.facebook.com/TimockiOmladinskiCentar
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Coordinating organisation[Philanthropy](#)**Place**

Belgrade

No.	Dates	Activities
1.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/covekoljublje

Slovenia

Coordinating organisation

Alliance of NGOs for Drugs and Addictions

No.	Dates	Activities
1.	June 2020	SEE regional campaign on social media

Campaign links

- www.facebook.com/zvezaNVOpdz