



Special

Photo
Competition

DrugNet
Europe

Bi-monthly Newsletter of
the European Monitoring

Centre for Drugs and
Drug Addiction

SUPPLEMENT

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Can we alter these IMAGES

DrugNet
Europe



One of the main channels for preventing drug abuse is communication. Today we live in a world where the media contribute to shaping public opinion by means of a wide range of instruments ranging from reports, advertising and commentaries to the visual images chosen to portray an issue. In the field of drugs, experts often reproach the media for being selective in their treatment of the problem, opting for negative messages or over-dramatising news. On the other hand, journalists argue they are merely describing the reality of the problem.

Although journalists should not be used as vehicles to promote drug prevention and must maintain factual objectivity, they may explore alternatives to the destructive images of syringes, public toilets and scenes of crime and degradation so often found in newspapers.

Readers are familiar with the drug problem pictured as a 'plague' with a life of its own, beyond human control, and with drug addicts portrayed as stigmatised individuals to be banned by society. However, messages illustrating only negative approaches to the problem are believed to have a low impact on public attitudes and behaviour.

In the context of its work on images of drugs in the media and discussions with journalists on the impact of the messages and images they transmit, the EMCDDA is inviting its partners to enter a photographic competition aimed at portraying more positive approaches to the drug problem (education, information, treatment, etc). The aim is to convey drugs not as an unwieldy monster, but a fact of modern life that is being tackled by strategies with a positive impact. *Read on...*

How to enter the competition

ADDRESS: Please send your application form (see overleaf) and photographs to: The European Monitoring Centre for Drugs and Drug Addiction, Rua da Cruz de Santa Apolónia 23-25, P-1100 Lisbon, Portugal, marking your envelope clearly with the words: "Photo Competition - For the attention of the Information Department".

DEADLINE FOR ENTRIES: 1 March 1998.

SUGGESTED CATEGORIES AND THEMES FOR YOUR PHOTOGRAPHS: (Other themes may be proposed by participants):

1. Prevention/demand reduction
(Prevention campaigns, projects and activities,

alternatives to drug use, mass media campaigns, prevention in different settings: workplace, community, schools, etc.).

2. Harm/risk reduction
(Needle exchange programmes, methadone maintenance, substitution programmes, etc.)

3. Rehabilitation
(Treatment, social reinsertion schemes).

4. The international response to drugs
(The response from the global community).

5. Other.

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ENTRY REQUIREMENTS:

- This competition has unrestricted entry (age, profession, etc.).
- Photographs may be submitted in black and white or colour in paper print form accompanied by the application form below. (Please use a separate form for each photograph).
- Each participant may submit up to five prints.
- Your entries should be no bigger than 20 x 30 cm, no smaller than 10x18 and should not be glued or otherwise fixed to cardboard mounts.
- Please write your name and full address on the back of each photograph.
- On the application form, please explain briefly your thoughts and ideas when taking each photo. (This information may be given in any of the 11 languages of the European Union).

OWNERSHIP AND COPYRIGHT:

- The EMCDDA will be the owner of the photographs submitted in the framework of the competition and will set up a photo library with the entries. (We regret that photos submitted cannot be returned).
- The EMCDDA will also hold the copyright for publishing the photographs in its own publications (mentioning the agency and the photographer's name, e.g. ©EMCDDA/firstname, surname).

THE WINNERS:

The top 10 to 20 photos of the competition will be presented at an exhibition in Lisbon on 26 June 1998, *International Day Against Drug Abuse and Illicit Drug Trafficking*. The top three contestants will be offered prizes at the opening of the exhibition. (The possibility of staging this exhibition at the European Union's pavillion at EXPO '98 is currently under discussion). Photographic companies are being approached for further sponsorship.

APPLICATION FORM

(PLEASE PHOTOCOPY AND USE A DIFFERENT FORM FOR EACH PHOTOGRAPH)

NAME: _____
ADDRESS: _____

TEL: _____
FAX: _____
E-MAIL: _____
NAME OF ORGANISATION, IF ANY: _____
NUMBER OF PHOTOS SUBMITTED: _____
CATEGORY/IES CHOSEN (IF YOU ARE PROPOSING YOUR OWN CATEGORY, PLEASE EXPLAIN YOUR CHOICE):

THOUGHTS AND IDEAS BEHIND THE PHOTO:

Please return your application form and photographs before 1 March 1998 to: **THE EUROPEAN MONITORING CENTRE FOR DRUGS AND DRUG ADDICTION**, RUA DA CRUZ DE SANTA APOLONIA 23-25, P-1100 LISBON, PORTUGAL, marking your envelope clearly with the words "PHOTO COMPETITION - FOR THE ATTENTION OF THE INFORMATION DEPARTMENT".

Keep us posted!

The Monitoring Centre would be interested in receiving any studies, surveys, reports or publications on the theme of drugs in the media. We are also interested in hearing of any drug rehabilitation projects linked to sailing and boats! Please address details to the Information Department at the EMCDDA.