



European Monitoring Centre
for Drugs and Drug Addiction

ESPAD



The 2012 ESPAD impact survey

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| Preface

After the first two European School Survey Project on Alcohol and other Drugs (ESPAD) reports were published in 1995 and 1999, an impact survey was conducted in 2003 to gauge their significance – whether they were being used in public debate and whether they had had any policy impact. The survey was initiated by the Pompidou Group at the Council of Europe and carried out by ESPAD, which sent its questionnaire to the researchers responsible for implementing the ESPAD survey in the countries that took part in the first two ESPAD studies.

After the launch of the 2011 ESPAD report, a second impact survey was conducted in 2012 to explore whether interest in, use of and impact of the ESPAD 2011 report was as high as that found after the 1995 and 1999 reports. In addition to the ESPAD researchers, two other groups with an informed view took part: the permanent correspondents of the Pompidou Group and the heads of the Reitox focal points.

This second survey was again a joint initiative between the Pompidou Group and ESPAD. Moreover, it was part of a Pompidou Group activity 'Optimizing communication between researchers and policymakers in the use of ESPAD data for better evidence – informed drug policy formulation and monitoring of responses'. The Pompidou Group supported the editing of the report. The other partner was the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), which also supported the production of the report. We are grateful for the assistance of Patrick Penninckx and Florence Mabileau from the Pompidou Group and Deborah Olszewski, Alexis Goosdeel and Sandrine Sleiman at the EMCDDA.

We also appreciate the valuable comments we received on a draft version of the report from Sharon Arpa at Sedqa in Malta. A warm thank you also to the former ESPAD coordinator Ulf Guttormsson from the Swedish Council for Information on Alcohol and Other Drugs (CAN) who was responsible for the technical aspects of the web-based data collection and compilation.

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Introduction

ESPAD: the European School Survey Project on Alcohol and Other Drugs

Substance use among young people is of significant concern in most countries. In the past there has been a great deal of research to improve our understanding of alcohol and drug consumption patterns and problems. Despite the considerable number of studies it was difficult to obtain a comprehensive picture or — more relevantly — to compare prevalence rates of alcohol and drug use in different countries. This was mainly because the studies involved different age groups, used a variety of questionnaires and collected data at different times.

In the 1980s very few countries conducted fairly regular school surveys relating to substance use, and the long series of annual school surveys in Sweden going back as far as 1971 is unique. There was growing interest in comparing the results from the Swedish school surveys with data from other countries.

The Swedish Council for Information on Alcohol and Other Drugs (CAN) had been responsible for the annual Swedish school surveys since 1985. In light of the long experience in Sweden, Björn Hibell and Barbro Andersson, from CAN, initiated a collaborative project in 1993. They contacted researchers in most European countries to explore the possibility of simultaneously performing school surveys on tobacco, alcohol and drug use.

In 1995 the first large-scale European school survey on adolescent substance use, known as the European School Survey Project on Alcohol and Other Drugs (ESPAD), was conducted in 26 countries. Since then, data have been collected from students every four years in an increasing number of countries. In 2011 data were gathered in 39 countries. Three countries collected data in autumn instead of in spring, which is why data from only 36 countries are presented in the printed version of the 2011 ESPAD report (Hibell et al., 2012). Data from the three outstanding countries will be available in an updated version of the electronic report on the ESPAD website (www.espad.org).

The ESPAD questionnaire is based on a form tested in the mid-1980s in eight European countries by a subgroup of collaborating investigators gathered by the Pompidou Group (Johnston et al., 1994). From its

inception, ESPAD cooperated with the Pompidou Group, and later also with the European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), after its establishment in 1993.

The goals of ESPAD include the following:

- to collect comparable data on substance use among 15- to 16-year-old students in as many European countries as possible;
- to monitor trends in substance use and compare trends between students in European countries;
- to provide data that can be used in the evaluation of national and international action plans and strategies related to alcohol, including the EU Drugs Action Plans and the WHO global strategy to reduce the harmful use of alcohol;
- to provide data that can be used in public discussions and as a basis for policy measures and preventive activities targeting young people;
- to store comparable data in databases that can be used by the research community for in-depth analysis to enhance understanding of substance use among European students.

Substance research and substance policy

Countries invest large amounts of money in research, and in many cases it is easy to assess its benefits, such as in the medical field when new medicines are produced as a result of research. However, in other fields the use and value of research to society is less obvious.

It is difficult to establish the extent to which research results are used when forming policies at local, national and international levels. To what extent are arguments and policies based on available research? This is an interesting question in many policy fields, not least in policies related to the consumption of alcohol, tobacco, drugs and other substances.

Two ESPAD goals are related to this: the potential use of ESPAD data for evaluating national and international policies in the substance field; and, more directly, the use of ESPAD data in public discussions and as a basis for policy measures and preventive activities targeting young people.

It is difficult to assess whether ESPAD has stimulated preventive activities. In an attempt to shed some light on its impact on policy discussions and decisions, a small impact survey was carried out among ESPAD researchers in 2003, analysing the impact of the 1995 and 1999 ESPAD reports.

| The 2003 ESPAD impact survey

The data for the first ESPAD impact survey were collected during the spring of 2003 (Hibell and Andersson, 2003). A questionnaire was sent to all key persons among the ESPAD researchers in countries that had produced data for the 1995 and/or 1999 ESPAD reports of the 29 people who were sent the questionnaire, 27 (93 %) responded.

One goal was to learn more from the ESPAD researchers about national media and politicians' interest in the 1995 and/or 1999 ESPAD reports. Other goals included judging whether ESPAD reports had been used in the public debate and whether they were thought to have had any impact on political initiatives or on alcohol and/or drug policies.

Respondents from nearly all countries reported that media interest in the publication of the 1995 and/or 1999 ESPAD reports was high. Eighteen ESPAD researchers reported that the level of media interest was 'very high' and seven reported media interest to be 'rather high' (i.e., 25 of 27 indicated a high level of interest). Only one country reported a 'rather low' level of media interest.

Fifteen researchers said that politicians were 'very interested' and another nine that they were 'rather interested' when the 1995 and/or 1999 ESPAD report(s) were presented (i.e. 24 out of 27 respondents indicated a high level of interest). Three participants perceived that politicians were 'neither interested nor uninterested'.

Answers to the question on the use of the 1995 and/or 1999 ESPAD reports in public debate were more varied. Between 8 and 10 respondents indicated they had been used 'to a very high extent', 'to a rather high extent' or 'to some extent', which means that in all countries except one the reports seem to have been used in public debate, at least to some extent.

Eight ESPAD researchers said that the 1995 and/or 1999 ESPAD reports had influenced political initiatives or drug policy 'quite a lot'. Nearly all of the remaining respondents (17) answered 'to some extent'. This means that in nearly all of the participating countries (25 out of 27) the reports were judged to have affected the political debate or policy decisions, at least to some extent.

| The 2012 impact survey

Since the 2003 impact survey, a further three ESPAD school surveys have been carried out in an increasing number of countries. As the first two (1995 and/or 1999) ESPAD reports had resulted in a high level of interest among media and politicians and had, at least to some degree, been used in public debate and policy making, it was deemed important to determine whether later ESPAD reports had had the same impact. Therefore, the goals of the 2012 impact survey were the same as those of the 2003 survey.

The fact that only ESPAD researchers were approached in the 2003 impact survey could be interpreted as limiting its findings. After discussions with the Pompidou Group and the EMCDDA it was decided that the second ESPAD impact survey should include permanent correspondents of the Pompidou Group and the heads of the EMCDDA Reitox focal points, in addition to the ESPAD researchers, as both of these groups are well informed on the impact of ESPAD data.

| Data collection

Some 39 countries collected data in the 2011 ESPAD survey, but since three did so in autumn instead of spring the printed version of the report only includes data from the following 36 countries: Albania, Belgium (Flanders), Bosnia and Herzegovina (Republic of Srpska), Bulgaria, Croatia, Cyprus (government-controlled areas), the Czech Republic, Denmark, Estonia, the Faroe Islands, Finland, France, Germany (five Bundesländer), Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Malta, the Republic of Moldova, Monaco, Montenegro, Norway, Poland, Portugal, Romania, Russian Federation (Moscow), Serbia, the Slovak Republic, Slovenia, Sweden, Ukraine and the United Kingdom.

Data collection for the impact survey took place in December 2012 via a web-based questionnaire (see Appendix 2). After three reminders the survey was finalised on 21 December 2012.

The questionnaire was sent to 36 ESPAD researchers, 25 heads of Reitox focal points and 27 permanent correspondents of the Pompidou Group. (Not all countries have Reitox focal points or are members of the Pompidou Group, which is why the number of Reitox focal points and permanent correspondents invited to participate in the survey is smaller than the number of

ESPAD researchers.) Answers were received from 32 (91 %) ESPAD researchers, 21 (84 %) Reitox heads and 13 (48 %) permanent correspondents (Table 1). The 66 answers came from 34 different countries, so all but two ESPAD countries are represented by at least one respondent.

The questionnaire included questions about the level of national media and political interest in the 2011 ESPAD report(s). The survey also explored whether the 2007/08 and/or 2011 ESPAD reports had been used in public debate and whether they had had any impact on political initiatives or on drug policy. (Some Balkan countries took part in an additional ESPAD data collection in 2008.)

The 2012 impact survey contained four sets of questions covering these aspects (Appendix 2). The questions had fixed response categories, but also included a request for additional comments and examples. A fifth question asked for any additional information about the influence of ESPAD in the respondent's country. The heads of the Reitox focal points and the permanent correspondents were also asked about their own level of interest in the 2011 ESPAD report. Additionally, permanent correspondents were asked what they thought about their minister's level of interest.

The international ESPAD report was launched in May 2011. Before and after that, some countries presented their own national reports, which is why the questions in the impact survey refer to the international and/or national ESPAD report(s).

Results

The 2012 impact survey includes four main aspects: media interest; political interest; whether the 2011 ESPAD reports have been used in public debate; and whether the 2007/08 and 2011 ESPAD reports have had any impact on political initiatives or on drug policy.

Each group of respondents is very small, and percentages would usually not be calculated with samples of this size. However, since the largest group is about 2.5 times the size of the smallest, and it would be very difficult to make meaningful comparisons between the groups if absolute figures alone were given, percentages are provided.

All graphs are presented in the text, along with a few summary tables (labelled A–E). The numbered tables, which constitute the majority of tables, are reproduced in Appendix 1. The tables give data separately for the three groups of respondents while the graphs show summarised data for all three respondent categories together.

The graphs include only percentages, while the tables include both percentages and absolute figures (reported in brackets as a reminder of the small number of respondents and the care needed when comparing percentages).

Most questions encouraged the respondents to add personal comments. Some of the comments received are used below to exemplify the most common answers or to add information that sheds light on important aspects.

The respondents were asked permission for their comments to be used in this report. A majority (62 %) answered that they were happy for their position and their country to be reported, while 12 % said that their country, but not their position, could be used (Table 2). Therefore, only comments from these (74 % of) respondents have been included in this report. Unfortunately this means that some interesting comments from countries with positive experiences could not be included.

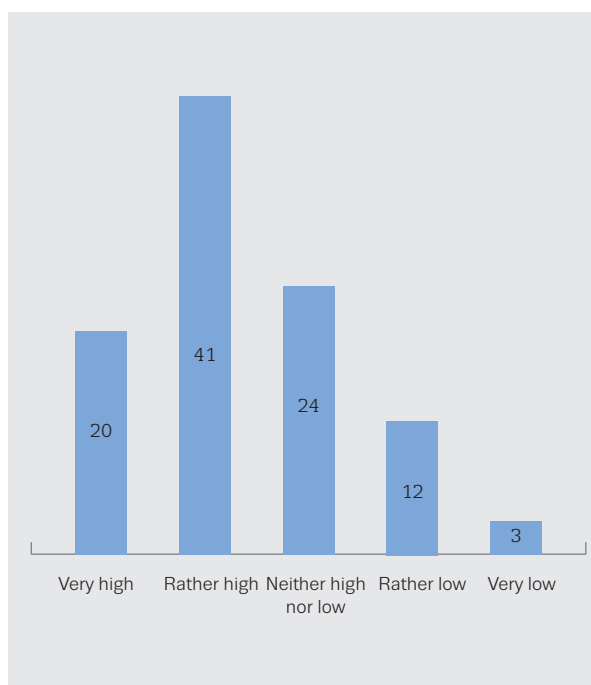
Media interest

Media interest was measured with the following question: 'Did the presentation of the 2011 ESPAD report (international and/or national) create a high or a low interest in the media in your country?' The results are presented in Figure 1 and Table 3.

Media interest in the 2011 ESPAD report(s) seems to have been fairly high in most countries: 20 % answered 'very high' and 41 % 'rather high' (i.e. about six in ten indicated a high level of interest). However, in a few countries (15 %) media interest was reported to have been rather low or very low.

Most of the written comments on media interest were given by the respondents who had answered 'very high', and many of them refer to press conferences when the report(s) were launched or to interviews with the responsible national ESPAD researcher. For example,

Figure 1. Media interest when presenting the 2011 international and/or national ESPAD report(s), percentages among all respondents. (Table 3)



these were some comments:

- *The national presentation was covered by the media (TV and newspapers) and has steered discussions on a political level. (Cyprus)*
- *The press conference was attended by many journalists, there was information available in newspapers and radio. (Poland)*
- *It was fully covered by the media, mainly the newspapers. (Greece)*
- *There were more than 30 journalists from all kind of media. There were all types of media coverage — TV, radio, newspapers. I was participating in TV broadcasting for more than a week after the press conference. (Bulgaria)*
- *The whole presentation of the ESPAD report was broadcast live on nationwide public TV station CT24. Short info was in TV in prime time news in the evening on the same day. More radio stations broadcast the information and there was a very good coverage in daily newspapers. (Czech Republic)*
- *We held a press conference for the national launch of the results; most of the printed and online mass media discussed the results for more than a week; major TV channels held interviews with ESPAD PI; months after the release of results the media is still interested in this topic and study. (Latvia)*

- *We did a lot of interviews for national TV news and for the bigger national newspapers. (Italy)*
- *Most of the important media organs reported the results of the survey. Several interviews have been prepared with the Hungarian PI. (Hungary)*

Two countries reported that there was some interest in the media, but that it was less than in earlier years:

- *The interest in ESPAD results has been much, much lower in the two last surveys. However, principal researcher gave a couple of radio interviews and the topic was covered in a couple of articles in the media. (Estonia)*
- *News reports, but not as many as in other years. (Ireland)*

A few countries mentioned that they had not yet had a press conference, which is likely to have had a negative influence on the level of media interest (in addition to other effects). Low substance-use rates were suggested as a possible explanation for low media interest by Albania.

Yet another reason given for low media interest was that the ESPAD survey did not cover the whole country. This was the case in Germany, where low media interest may also have been influenced by the fact that another substance-use survey (albeit among adults) had been published only two weeks earlier.

The Czech Republic reported that the 2011 national ESPAD report, which was launched three months prior to the international report, created a much higher level of interest in the media.

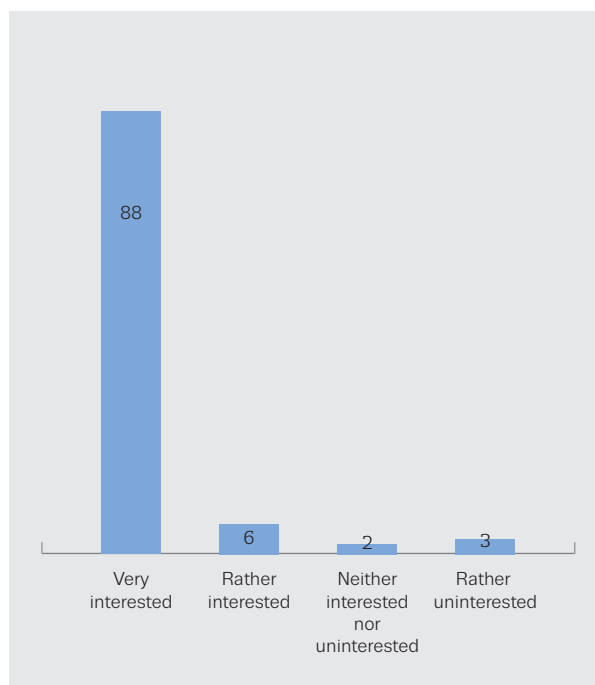
Interest among permanent correspondents and Reitox heads

ESPAD researchers are naturally expected to have a close interest in ESPAD reports. Therefore, only permanent correspondents and heads of the Reitox focal points were asked about their personal interest in the 2011 international and/or national ESPAD report(s) (see Figure 2 and Table 4).

Nearly nine in ten (88 %) were very interested in the report(s), while another 6 % were rather interested.

Only a few commented on their level of interest, perhaps because a very large majority had said they were very interested. The comments that were made related to the fact that the access to data about substance use is an

Figure 2. Interest among permanent correspondents and headsof Reitox focal points in the 2011 international and/or national ESPAD report(s), percentages. (Table 4)



important part of their job. For example:

- *Because it is directly related to my work — prevention. (Lithuania)*

Respondents also highlighted the fact that ESPAD is the only national epidemiological study on drug use, and that it provides comparable results. For example:

- *ESPAD is the only citable study providing comparable results from a large number of countries. (Germany)*

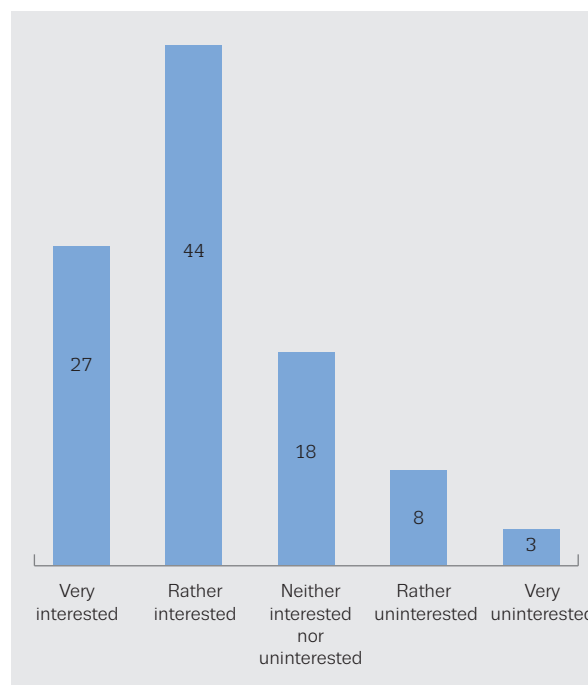
Interest among responsible ministers

The permanent correspondents, who to a large extent have senior positions in the ministry responsible for drug matters, were the only respondents that could be expected to know how interested their country's responsible minister was in the 2011 ESPAD report(s).

Thirteen out of the 14 permanent correspondents said that their minister was very or rather interested in the 2011 ESPAD report(s) (Table 5).

Only three permanent correspondents commented on this question, one of them stressing that their minister's

Figure 3. Politicians' level of interest in the 2011 international and/or national ESPAD report(s), percentages among all respondents. (Table 6)



interest was related to the use of ESPAD data for policy activities:

- *Because prevention is one of the main tasks of the national drug control and prevention programme. (Lithuania)*

Interest among politicians

In order to gauge interest among politicians, the respondents were asked, 'Do you think that politicians in your country were interested in the results of the 2011 ESPAD report (international and/or national)?' (see Figure 3 and Table 6).

Nearly 27 % responded that politicians were 'very interested' and another 44 % that they were 'rather interested' (71 % in total). Most of the remaining respondents (18 %) said that politicians were 'neither interested or uninterested'.

Most of the comments made about this question were from countries with a high level of interest among politicians. Many emphasised that politicians who were very interested usually had special concern or responsibility for the policy areas of health and

substance use:

- *Mainly those involved in policies related to substance use (e.g. the President of the Greek Organization Against Drugs) and those from local governments in the different departments of the country, as was documented by their presence at the presentation of the ESPAD results that took place in several large cities in the country. (Greece)*
- *Epecially the alcohol and drug prevention committee in the Parliament. (Lithuania)*

In some countries ministries or members of Parliament were active in the presentation of the ESPAD 2011 report. This was the case in Greece (see above) and also some other countries:

- *The Bulgarian data were presented at a press conference for the Bulgarian results only, organised by the Ministry of Health in the ministerial press conference hall with the participation of Ministry of Education, Youth and Science. Two Deputy Ministers from both ministries took part in the press conference, which was carried out on 10 November 2011. (Bulgaria)*
- *ESPAD was presented at a conference organised in cooperation with the Ministry of Health and Social Affairs and was attended by the Deputy Minister. (Sweden)*

Many respondents commented on the fact that ESPAD data were used in parliamentary debates:

- *Members of Parliament attended the national presentation of the 2011 ESPAD report and have shown great interest in discussing the results and future related actions and in promoting measures in political debates. Furthermore, the results were discussed in the Committee of Education of the Parliament. (Cyprus)*
- *There was interest expressed by the Ministry of Education. The ESPAD results were quoted during parliamentary discussion about progress in the implementation of National Drug Programme. (Poland)*
- *We cover parliamentary debates (including committees). ESPAD 2011 was referred to in two of these debates. (Ireland)*

Some respondents related the high level of interest among politicians to the fact that ESPAD is a well-established source of information about young people's substance use:

- *The situation analysis in the field of the risk behaviour among young people is one of the highest priorities in the recent policy documents,*

and ESPAD results have been generally accepted as relevant for the situation in this field. (Croatia)

- *Probably ESPAD is the biggest survey giving insight into the trends among young people and serves to document the position of the Czech Republic among other countries, and helps to formulate and implement responses in alcohol and drug policy. (Czech Republic)*

Several respondents commented that ESPAD data are used in political debate and in policy documents, indicating that this is related to an interest from politicians. For example:

- *Reports are used to prepare political strategies and actions. (Estonia)*

Even though most comments were about the high level of interest among politicians, some respondents also commented about low interest:

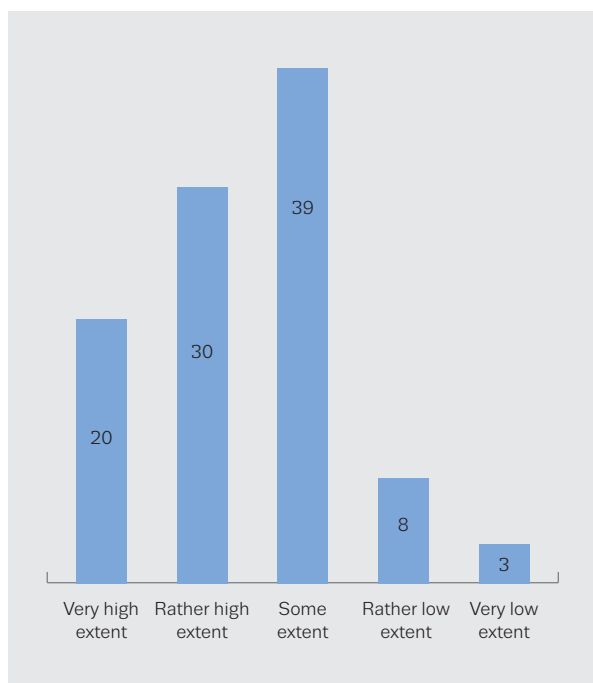
- *Actually, the alcohol and drug issue is completely neglected by politicians. In the bureaucracy there is no real responsible/powerful person for the field. (Hungary)*
- *In the economic crisis, themes like health and drugs (unless it is about drugs seizures) are not interesting, unless it is about money for financing of the health system. I am not convinced that politicians or maybe anyone understands why we have to invest in research, prevention and people in critical times and not just save money. Also, I do not believe they understand that we save money if we know where the problems are and how to solve them. (Slovenia)*
- *Drugs and alcohol topics, and surveys as well, are no longer a priority. (Slovakia)*

The use of the 2011 ESPAD report(s) in public debate

High levels of interest among the media and/or politicians do not automatically indicate the use of ESPAD data in the public debate about drugs. We therefore asked the following question: 'To which extent has the 2011 ESPAD report (international and/or national) been used in the public debate about drugs in your country?' (see Figure 4 and Table 7).

The answers to this question are spread more widely than answers about the level of interest in different groups. Half of the respondents answered either 'to a very high extent' (20 %) or 'to a rather high extent' (30 %), while 39 % said the reports had been used 'to

Figure 4. The use of the 2011 international and/or national ESPAD report(s) in the public debate about drugs, percentages among all respondents. (Table 7)



some extent'. Therefore, almost nine in ten respondents (89 %) said that the ESPAD 2011 report(s) were used in the public drug debate at least to some extent.

Many of the written comments on this question refer to the fact that ESPAD data are used in different kinds of policy documents, including national drug strategies. For example:

- *The ESPAD study is one of the biggest surveys being carried out in the Czech Republic focusing on alcohol and drug use among young people and, as such, it is always used as a reference. (Czech Republic)*
- *In all policy and strategic documents ESPAD is considered reliable and accurate and reflection on the ESPAD results is always at the bottom of the strategic approach to drug policy. (Croatia)*
- *The results of the survey were used both in wider public discussions and debate, and during the drafting of the new National Drugs Strategy. In addition, ESPAD results were presented and discussed in the Parliament by the Educational Committee. (Cyprus)*

In some countries the debate has focused on a specific substance:

- *Marketing alcoholic beverages to young people is at the moment discussed in the media and in the Parliament. In this context ESPAD results have been of great importance. (Finland)*
- *Especially in the area of alcohol. (Denmark)*
- *ESPAD is the only study that looks at drug use rates among school children and the results are used in the public debate. The 2011 ESPAD results received more attention in the alcohol and tobacco debate. (Latvia)*
- *The results, especially the French situation for cannabis use, are frequently cited and discussed. (France)*
- *The ESPAD results extensively contributed to public debate about marijuana and "smart drugs", which were included in the survey as Polish-specific questions. (Poland)*
- *ESPAD 2011 data were used during the discussion about mandatory testing for drugs among school students. The decision was made to carry out surveys among school students before doing biological screening for drugs. (Russian Federation)*

In some countries ESPAD data were available at the regional or local level, as well as at the national level, which increased interest in it:

- *This is facilitated by the fact that the 2011 survey in Greece was representative of all the prefectures of the country which in this way could reflect on and discuss their own situation. (Greece)*

As has been mentioned, in some countries ESPAD data are more or less the only data available about young people's substance use, and this contributes to a high level of interest. In countries where other data are also available, ESPAD data are used less often, and are less visible, in public debate:

- *We also had the ESCAPAD study (on 17-year-olds) in 2011, so ESPAD results were not the only ones giving information on teenagers roughly at the same time. (France)*
- *In Sweden we have done annual school surveys since 1971 and they are used more often than ESPAD data in the public debate. (Sweden)*

Figure 5. Direct impact of the 2007/08 international and/or national ESPAD report(s) on political initiatives or drug policy, percentages among all respondents. (Table 8)

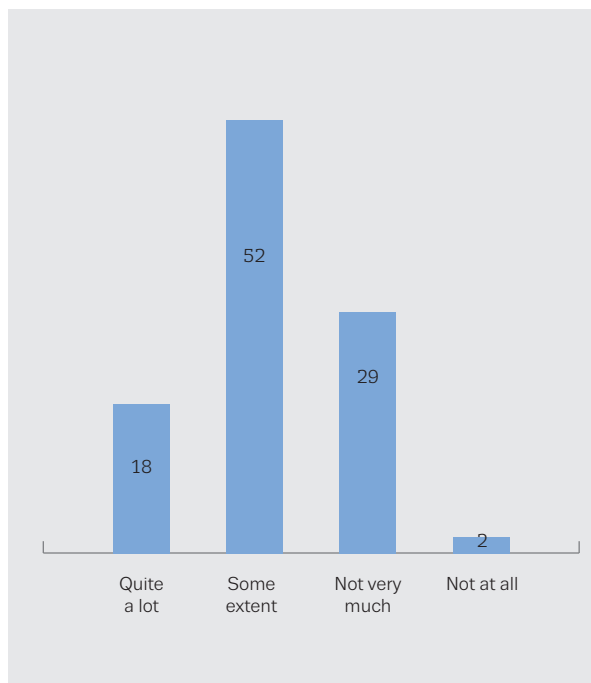
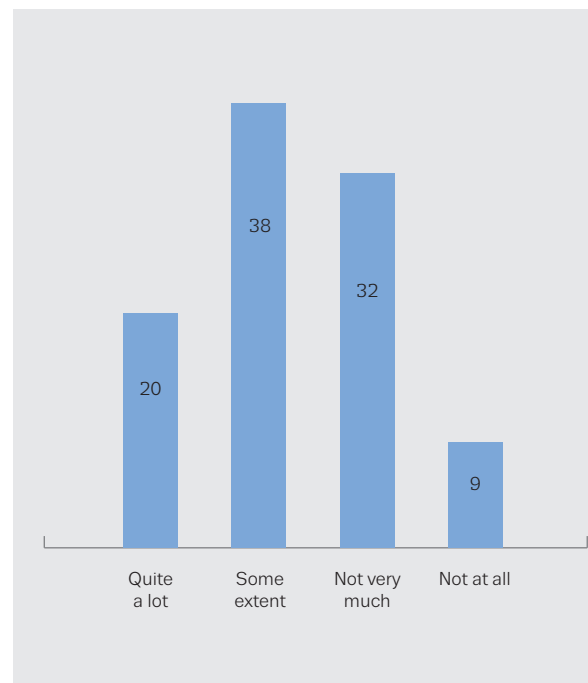


Figure 6. Direct impact of the 2011 international and/or national ESPAD report(s) on political initiatives or drug policy, percentages among all respondents. (Table 9)



Direct impact on drug policy or on political initiatives

The final aspect explored in the survey is the possible impact of ESPAD reports at the political level. Questions about this were asked in relation to the two most recent ESPAD reports, i.e. from 2007/08 and 2011. In simplified terms this impact can be either direct or indirect, and this section deals with direct impact.

The following question was asked: 'According to your opinion, have the 2007/08 and/or 2011 ESPAD reports (international and/or national) had any direct impact on political initiatives or on the drug policy on local, regional or national level in your country?'

In the opinion of 70 % of respondents, the ESPAD 2007/08 report(s) influenced political initiatives or drug policy 'quite a lot' (18 %) or 'to some extent' (52 %). Nearly all of the remaining respondents (29 %) said there was 'not very much' of a direct impact (see Figure 5 and Table 8).

In terms of the direct impact of the 2011 report(s) (Figure 6 and Table 9), the figures are slightly lower, with 58 % answering that the 2011 report(s) had influenced political initiatives or drug policy 'quite a lot' or 'to some

extent'. About one in three (32 %) said there was 'not very much' direct impact.

Several respondents commented that ESPAD data have been used in a range of policy-related documents, including national drug strategies:

- *The data from the ESPAD project are always one of the important sources used when the national drug strategy and the specific activities of the National Action Plan on Drugs are formulated. (Czech Republic)*
- *ESPAD data are used in a number of key performance indicators under the Prevention pillar of Ireland's National Drugs Strategy 2009–16. (Ireland)*

When ESPAD results had been used in policy documents they were often used in conjunction with data from other sources:

- *ESPAD data are often mentioned in policy documents, including national strategies. However, we have access to a lot of data about alcohol and drugs, including annual school surveys, so ESPAD data cannot be identified as a main data source. (Sweden)*

Figure 7. Indirect impact of the 2007/08 international and/or national ESPAD report(s) on political initiatives or drug policy, percentages among all respondents.
(Table 10)

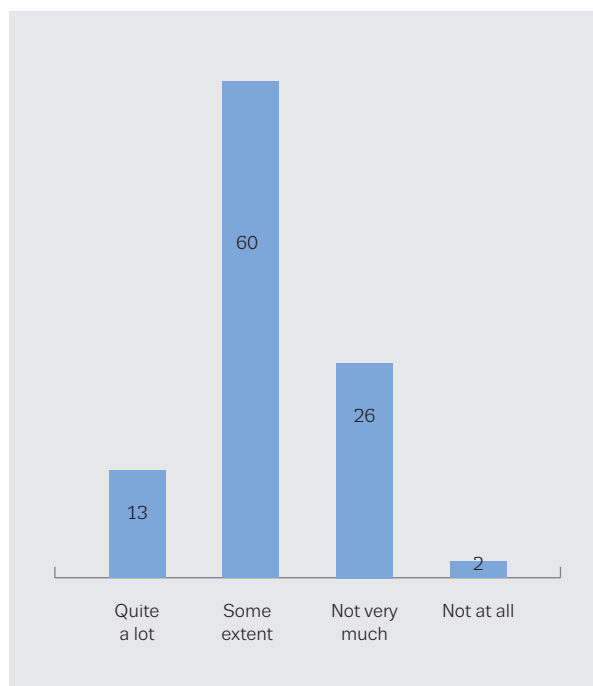
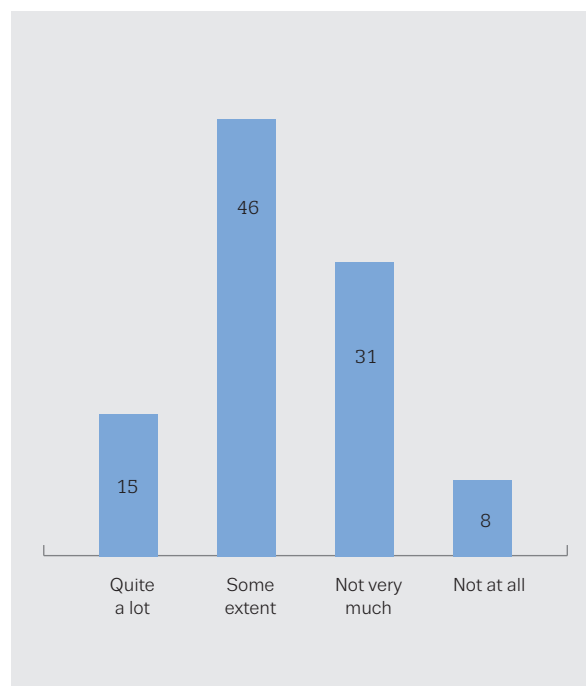


Figure 8. Indirect impact of the 2011 international and/or national ESPAD report(s) on political initiatives or drug policy, percentages among all respondents.
(Table 11)



- *ESPAD results are always part of a larger decision process, but a particular decision cannot be attributed to ESPAD results. (Germany)*

Some respondents gave examples of the direct impact of ESPAD data:

- *The ESPAD results related to cannabis were used as a basis for developing early intervention measures. (Poland)*
- *They led to an intensification of the preventive programmes at the local level. (Montenegro)*
- *In March 2011 the age limit for buying strong spirit (rum, whisky, etc.) was increased from 16 years to 18 years. (Denmark)*
- *There was an impact on school programmes following 2007. (Ireland)*

A few respondents referred to the fact that ESPAD has been used in the evaluation of political initiatives:

- *We created a campaign to reduce the consumption of alcohol, nicotine and medical drugs from 2006 to 2009 and evaluated the success with the ESPAD survey. (Liechtenstein)*
- *The results from the ESPAD study were used in 2012 for evaluation of the drug strategy, as results from this study are used as an indicator aiming to*

measure implementation of national drug strategy. (Estonia)

The collection of ESPAD data at both the national and regional/local level has stimulated preventive activities:

- *Results from the survey are used to assess the situation at regional and local levels by the Prevention Centres of the Greek Organization Against Drugs, which work in collaboration with the local communities. These data have sensitised politicians to support initiatives in the area of prevention interventions. (Greece)*

A few respondents commented that the direct impact was more significant after the 2007/08 ESPAD report(s) than after the 2011 report(s):

- *Results were incorporated in prevention programmes and also taken into consideration within the national anti-drug strategy in 2007–08. Nothing comparable has happened during 2011–12 in that respect. (Slovakia)*

However, some respondents said the opposite:

- *It is believed that the 2011 report had a more direct impact due to the involvement of the Cyprus NFP in the implementation of the project and*

dissemination of the results. The NFP's impact is reinforced by the fact that it functions under the Cyprus Anti-Drugs Council, the supreme body of the state for drug issues, responsible, among other things, for drug policy. (Cyprus)

Indirect impact on drug policy or on political initiatives

The question about the possible indirect impact of the 2007/08 and 2011 ESPAD reports on political initiatives or on drug policy was formulated in a similar way to the one about direct impact.

Only 13 % said that the 2007/08 report(s) had indirectly influenced political initiatives or drug policy 'quite a lot', while 60 % said that this had happened 'to some extent'. In total, therefore, 73 % (nearly three in four) thought that the 2007/08 report(s) had had some indirect political influence (Figure 7 and Table 10).

The corresponding figures for the 2011 ESPAD report(s) were slightly lower, with 61 % answering either 'quite a lot' (15 %) or 'to some extent' (46 %) (Figure 8 and Table 11).

Comments about the indirect impact of the reports are the same as or very similar to those made about the direct impact, with some respondents even referring back to their previous answer. They also commented on other aspects, and some have emphasised that ESPAD is used for evaluation purposes or as an important indicator of trends:

- *We evaluated our four-year drug prevention campaign. (Liechtenstein)*
- *We formulated the goals for drug prevention on the basis of the results. (Liechtenstein)*
- *They are used as the main indicator of substance use in the country by all stakeholders as well as by policymakers. (Montenegro)*
- *The ESPAD study was used in 2012 for the evaluation of the drug strategy, as results of this study are used as an indicator aimed to measure implementation of national drug strategy. (Estonia)*

Some commented that ESPAD data had stimulated school prevention activities:

- *Due to new political initiatives, and taking into account data on risky sexual behaviour, drug consumption and other risky behaviours of the adolescents, in the school year 2012/2013 health education has been implemented in the school curriculum. (Croatia)*

Sometimes specific aspects had been picked up from the ESPAD reports:

- *For 2011, the ESPAD results have indirectly revived the debate on the decriminalisation of cannabis. (France)*

Even though most comments were from respondents who indicated a high indirect impact, there were also examples stressing a low indirect impact, with less interest than after the previous ESPAD report(s):

- *Included into main drug policy document in 2007–08. Not taken into consideration later on. (Slovakia)*
- *Not much in comparison to earlier phases. (Ireland)*
- *It looks like Slovene politicians and also civil officers do "avoid" ESPAD data or collaboration when preparing strategies. (Slovenia)*

Some respondents stressed that it was too early to see a possible impact of the 2011 ESPAD report:

- *For 2011 it is too early to come to this conclusion. (Albania)*
- *The ESPAD just started in my country; we could not expect too much attention at this point. (Moldova)*

Further comments

Nearly a third of the respondents made additional comments about the influence of ESPAD in their country. Many of the answers reflect the view that ESPAD data are seen as valid data that are important in understanding the situation and in tracking trends:

- *The study is the only one that gives information about drug consumption and gives information about the problems in this field. This information is necessary for the drug prevention and so for the political debate. (Liechtenstein)*
- *The ESPAD survey has become a synonym for substance-use survey of young people, among policymakers as well as among public figures. (Montenegro)*
- *The impact of the ESPAD study in the Czech Republic should be seen in the whole complex of the National Drug Policy, in which this project plays an important role as one of the most reliable source of data about the drug-using behaviour of adolescents and its context. (Czech Republic)*
- *ESPAD results serve as a basic indicator for assessing the magnitude of the drug and alcohol problem among school students in Russia and for making comparisons with indicators from other countries. (Russian Federation)*

Even though ESPAD data are seen as important, they are often not the only data available to help people understand the substance situation in a country:

- *ESPAD is recognised as a source of reliable and comparable data on the cohort surveyed but it is seen very much as part of the overall prevalence picture. (Ireland)*
- *Even though ESPAD data are seen as important they are only a small part of all information that is available to describe the alcohol and drug situation. (Sweden)*

Most comments referred to the policy level, but some respondents also stressed the importance of ESPAD for the research community or highlighted the fact that a research project based on ESPAD data has influenced the political debate:

- *In research and scientific circles, ESPAD has an important influence, frequently cited, figures are used in professional discourse. (Hungary)*
- *German ESPAD data were used for analysing the impact the alcopops tax (introduced in 2004) had on consumers (Mueller et al., 2010). The outcome initiated a larger debate on alcohol policy in Germany. (Germany)*

As has been said, in some countries ESPAD included data from the regional and local level, which has contributed to its impact at these levels. However, the opposite is also the case in some countries — i.e., that the survey was not countrywide — and this could affect interest at the national level:

- *The main problem of ESPAD in Germany is the limited participation, leading to the problem of questionable national representativeness. (Germany)*

Some respondents commented that ESPAD data are used less now than before, and in some cases are hardly used at all:

- *ESPAD reports got very big public attention after the 1999 and 2003 surveys while the topic of drug use was important in public discussion. Today the topic itself is not as relevant compared to other issues in society and because of that the interest in ESPAD is lower. (Estonia)*
- *What has made the difference is the recorded fall-off in use of all substances, and good news is not news. (Ireland)*
- *Drug policy is not mentioned at all in the programme documents of the current (or the*

previous) Slovak Government. With this, also media and public interest has dropped, as well as resources. With a relatively stable drug situation, only professionals are interested in studies, research and information about drugs. (Slovakia)

Possible differences in opinion between different categories of respondents

In the graphs and comments above, the focus has been on all respondents. In order to identify any possible differences in opinion between the three groups that took part in the impact survey it is necessary to control for country since the number of countries represented among the three categories of respondents varies considerably.

Since the smallest group of respondents was the permanent correspondents of the Pompidou Group, tables 12 and 13 only include data (for the three groups of respondents) from the 13 countries of origin of these Permanent Correspondent respondents. The data show that that the answers given were very similar for each of the three categories of respondents.

There are of course exceptions to this. Some of the more striking can be found in country 6 (media interest and interest from politicians) and country 7 (interest among politicians and possible impact of the 2011 report(s)), in which the ESPAD researcher indicated a lower interest and impact.

A comparison of the averages shows that most of the seven variables in the two tables are fairly similar for the three categories of respondents. When there are differences the averages are, with one exception, slightly higher among the ESPAD researchers. This is mainly the case in terms of interest among politicians and possible direct and indirect impact of the 2011 ESPAD report(s).

As has been mentioned, these are the variables for which the ESPAD researchers in countries 6 and 7 differed from the other respondents. If the averages are calculated excluding these two countries, most of the initial differences disappear. So it could be said that the answers from the three categories of respondents, with the exception of a few countries, are all fairly similar.

| Differences between countries

So far, results have been analysed without taking country differences into consideration. However, for all variables there were large differences between countries, which can be revealed by comparing averages on a country level.

Of the 36 ESPAD countries 34 had at least one survey respondent. No significant differences were found in the answers from the different groups of respondents in a country, with a few exceptions. Thus, it seems reasonable to assume that country averages mirror country differences fairly well.

In nine countries all three respondents gave answers, while in 14 of the countries two responded. Unfortunately, in the remaining 11 countries only one person answered the questionnaire. To stress the uncertainty created when data are compared using averages from two or three persons, countries with only one respondent are marked with a bracket in tables 14–20 (though it should be noted that usually there were no significant differences within countries between the different categories of respondents).

In tables 14–20, countries are presented in rank order, with the lowest averages (indicating high interest/impact) at the top, and the highest averages (indicating

low interest/impact) at the bottom. In the tables, and in the maps, countries with the lowest averages (below 2.0) are coloured green, countries with the highest averages (above 3.0) are red, and those in between are yellow.

Green indicates an average greater than 'rather interested' in the 2011 ESPAD report(s), 'to a rather high extent' regarding the use of the report(s) in public debate, and 'to some extent' regarding the possible impact on political initiatives or drug policy.

Red indicates an average lower than 'neither interested nor uninterested' in the 2011 ESPAD report(s), lower than 'to some extent' regarding the use of the report(s) in public debate, and lower than 'not very much' regarding possible impact on political initiatives or drug policy.

In the discussion below, countries showed in curved brackets produced only one respondent.

In Belgium data are valid only for the Dutch-speaking part (Flanders), in Bosnia and Herzegovina only for the entity Republica Srpska and in Cyprus only for government-controlled areas. To stress this, these countries are marked with stripes on the maps in figures 9–15.

Figure 9. Media interest, averages within countries. (The lower the average, the higher the interest.)
(Table 14)

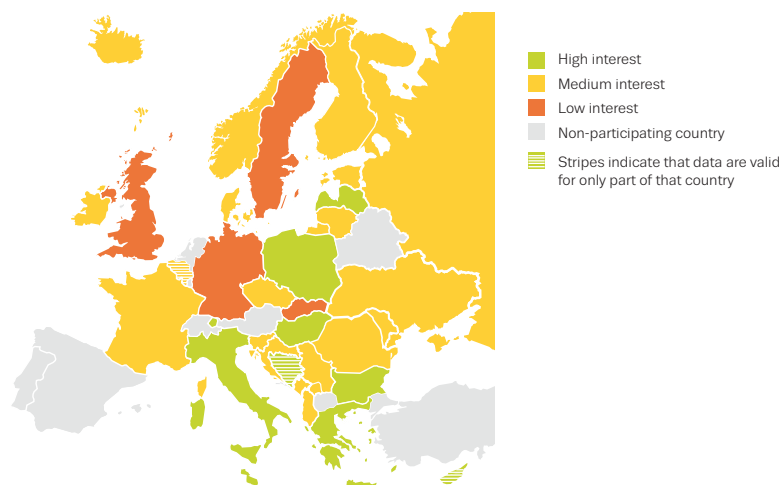
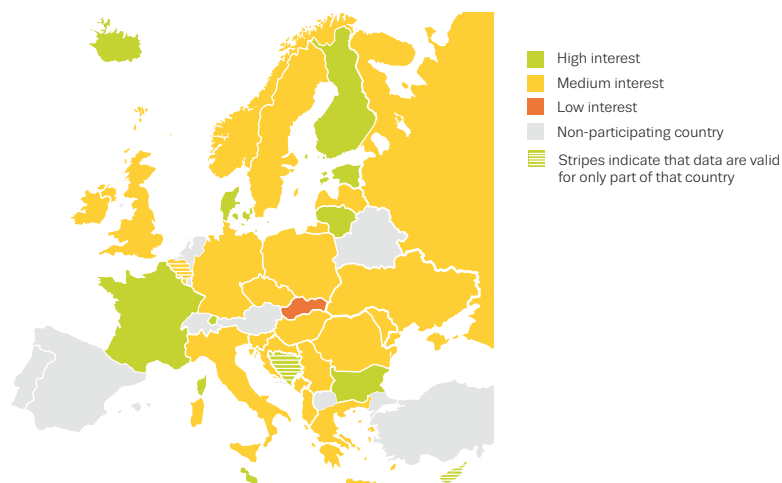


Figure 10. Interest among politicians, averages within countries. (The lower the average, the higher the interest.)
(Table 15)



Media interest

Media interest in the 2011 international and/or national ESPAD report(s) is shown in Figure 9 and Table 14. There is a large difference in media interest, ranging from 1.0 ('very interested') to 4.5 (between 'rather uninterested' and 'very uninterested').

Countries with the highest levels of media interest include (Bosnia and Herzegovina (RS)), (Bulgaria), (Greece), (Italy) and Liechtenstein (1.0), followed by Latvia (1.5), and then Cyprus, Hungary, Malta and

Poland (1.7). These countries are all in the southern and eastern parts of Europe, and one (Liechtenstein) took part in ESPAD for the first time in 2011. A low level of media interest was found in Germany and Sweden (4.5), and also in Slovakia (3.7) and the United Kingdom (3.5).

Interest among politicians

The highest level of interest among politicians in the 2011 ESPAD report(s) was reported by (Bosnia and Herzegovina (RS)), (Bulgaria), France, (Iceland), Liechtenstein and Lithuania (1.0). A high level of interest

Figure 11. Use in public debate, averages within countries. (The lower the average, the higher the interest.) (Table 16)

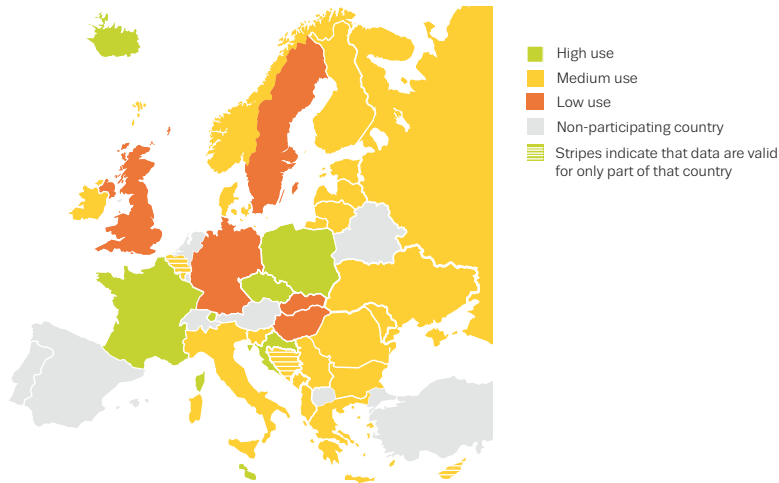
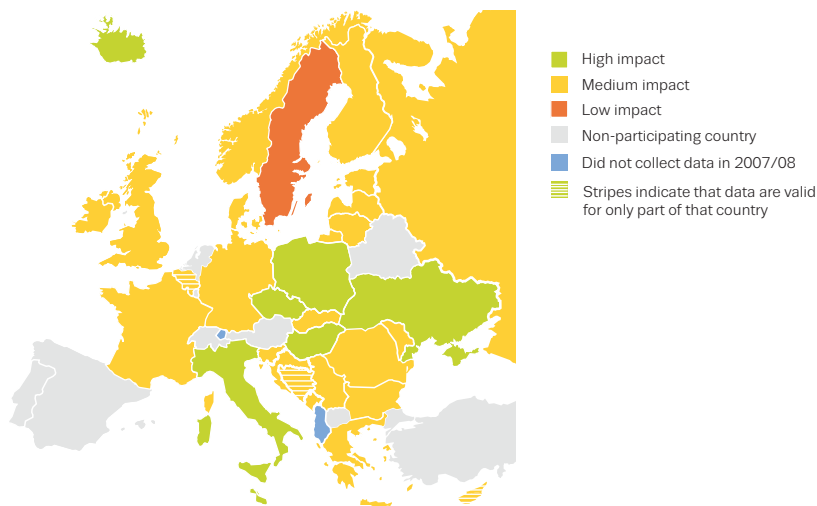


Figure 12. Direct impact of the ESPAD 2007/08 reports on political initiatives or on drug policy, averages within countries. (The lower the average, the higher the interest.) (Table 17)



was also reported in Cyprus (1.3); Denmark and Finland (1.5); and Estonia and Malta (1.7). These countries are spread across Europe, but note that three are Nordic and two are Baltic (Figure 10 and Table 15). A low level of interest among politicians was found in Slovakia (4.0).

The use of the 2011 ESPAD report(s) in public debate

The 2011 ESPAD report(s) seem to have been used a great deal in public debate in some countries, and hardly at all in one country (Figure 11 and Table 16). Use was highest in the Czech Republic, Liechtenstein and

(Iceland) (1.0), but also high in Croatia and France (1.5), and in Malta and Poland (1.7).

Use of the 2011 ESPAD report(s) in public debate was lowest in: Slovakia (4.7), Germany, Sweden and the United Kingdom (3.5), and Hungary (3.3).

Direct impact on drug policy or political initiatives

Respondents were asked about the possible direct impact on political initiatives or on drug policy of both the 2007/08 and the 2011 ESPAD report(s).

Figure 13. Direct impact of the 2011 ESPAD report(s) on political initiatives or on drug policy, averages within countries. (The lower the average, the higher the interest.) (Table 18)

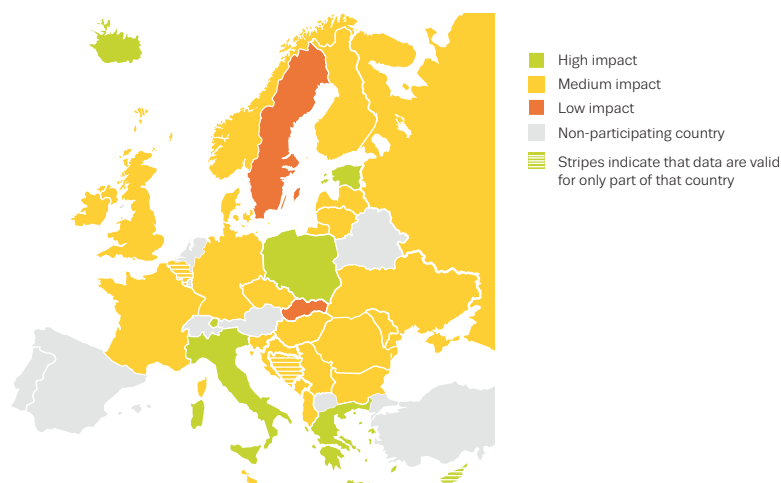
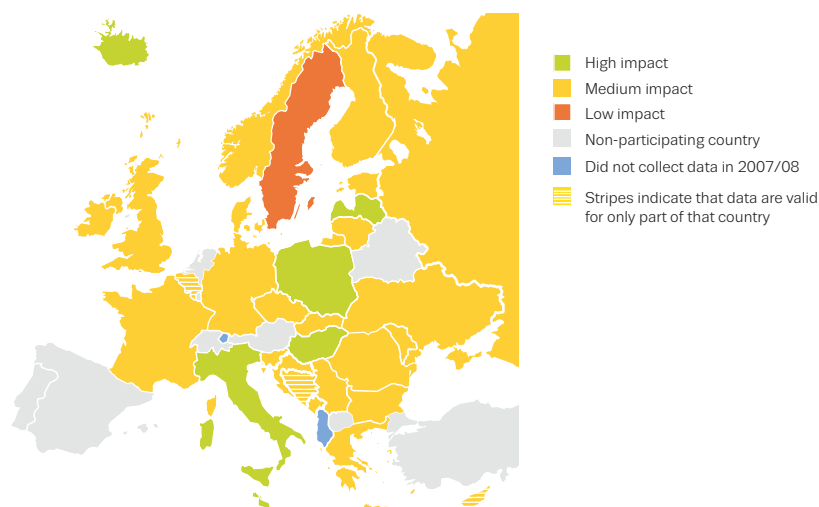


Figure 14. Indirect or informal impact of the ESPAD 2007/08 reports on political initiatives or on drug policy, averages within countries. (The lower the average, the higher the interest.) (Table 19)



The direct impact of the 2007/08 report on political initiatives and on drug policy was found to be high in (Iceland), (Italy) and (Ukraine) (1.0); it was also important in Malta (1.3), the Czech Republic (1.5), and Hungary and Poland (1.7). The only country where the direct policy impact of the 2007/08 ESPAD report(s) was reported to be low was Sweden (3.5) (Figure 12 and Table 17).

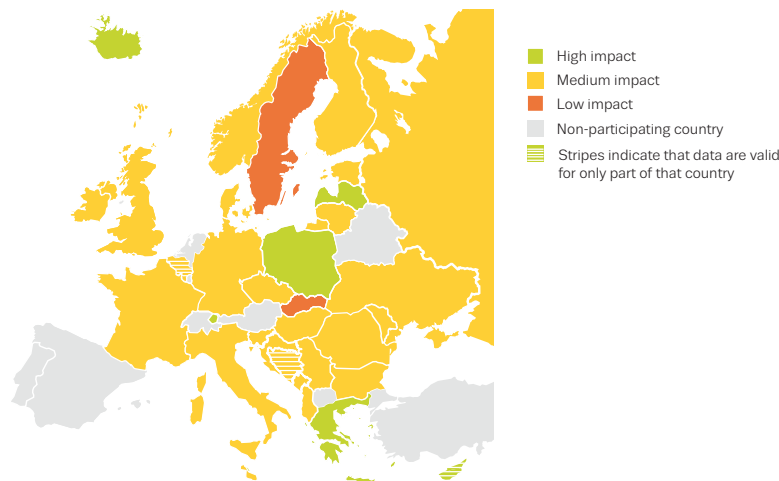
The direct impact of the 2011 ESPAD report(s) was highest in Cyprus, (Greece), (Iceland), (Italy) and

Liechtenstein (1.0), then in Estonia (1.3); and Poland (1.7). The countries reporting the lowest direct impact of the 2011 report(s) were Slovakia (4.0) and Sweden (3.5) (Figure 13 and Table 18).

Indirect impact on drug policy or political initiatives

Separate questions were also asked about the indirect impact of the 2007/08 and 2011 ESPAD reports. The indirect impact of the 2007/08 ESPAD report was assessed as quite high in (Iceland) and (Italy) (1.0),

Figure 15. Indirect or informal impact of the 2011 ESPAD report(s) on political initiatives or on drug policy, averages within countries. (The lower the average, the higher the interest.) (Table 20)



Latvia (1.5), and Hungary, Malta and Poland (1.7). The only country in which it was reported as low was Sweden (3.5) (Figure 14 and Table 19).

The 2011 ESPAD report(s) were judged to have had a high indirect impact on drug policy or political initiatives in (Greece), (Iceland) and Liechtenstein (1.0), Cyprus (1.3), Latvia (1.5) and Poland (1.7). A low indirect political impact was reported in Slovakia (3.7) and Sweden (3.5) (Figure 15 and Table 20).

| An overview

So far, data about the possible interest in and impact of ESPAD report(s) have only been presented separately for each variable. In this section the relationship between them will be illustrated in three ways: first, a comparison between the 'strength' of the influence of ESPAD report(s) on the measures of interest and impact; second, the correlation between these variables; and third, an overview of the countries with highest and lowest interest and impact.

Table A shows Pearson's correlation coefficient* for the five variables related to the 2011 international and/or national ESPAD report(s), i.e. media interest, interest among politicians, use of the report(s) in public debate,

* Pearson's coefficient shows how closely two variables are related. If they always increase or decrease together, the coefficient is 1.0. If they always change together but one increases and the other decreases, the coefficient is -1.0.

and the possible direct and indirect impact on political initiatives or drug policy.

With one exception, the relationship between the five variables is not very strong. Two of the correlation coefficients are 0.5 and seven are in the range of 0.56–0.62. This means that there is a relationship, though not a very strong one, between media interest, interest among politicians and how much the 2011 ESPAD report(s) were used in the public debate. Coefficients are in the same range for the relationship between each of these variables and the direct and indirect impact on political initiatives or drug policy.

The only strong relationship (0.82) is between the direct and indirect political impact. This means that in countries in which the direct impact of the 2011 ESPAD report(s) on political initiatives or drug policy was judged to be high, the indirect impact was also high, and vice versa.

How strongly the ESPAD report(s) influenced media and political interest, the policy debate and the direct and indirect impact can also be measured by comparing the proportions indicating high influence as well as the averages for respective variables. It could be argued that comparing averages is questionable when the number of answering categories is different (the questions about interest and influence on political debate had five categories, whereas the questions about impact had four).

Table A. Statistical correlation (Pearson) between the interest, influence and impact of the 2011 ESPAD report(s)

	Media interest	Politicians' interest	Influence on debate	Direct impact	Indirect impact
Media interest	–	0.50	0.58	0.56	0.50
Politicians' interest		–	0.62	0.59	0.56
Influence on debate			–	0.60	0.57
Direct impact				–	0.82
Indirect impact					–

Table B. The 'strength' of influence: ESPAD reports(s) on interest and impact, proportions answering the two highest categories of influence and averages. (The lower the average, the higher the interest.)

	Average	Percent with high influence
Media interest ¹⁾	2.4	61 % (very/rather interested)
Politicians' interest ¹⁾	2.2	71 % (very/rather interested)
Influence on debate or policy ²⁾	2.4	50 % (very/rather high extent)
Direct impact 2007/08 ³⁾	2.1	70 % (quite a lot/some extent)
Direct impact 2011 ³⁾	2.3	58 % (quite a lot/some extent)
Indirect impact 2007/08 ³⁾	2.2	73 % (quite a lot/some extent)
Indirect impact 2011 ³⁾	2.3	61 % (quite a lot/some extent)

¹⁾ 1 = Very interested
 2 = Rather interested
 3 = Neither interested nor uninterested
 4 = Rather uninterested
 5 = Very uninterested

²⁾ 1 = Very high extent
 2 = Rather high extent
 3 = Some extent
 4 = Rather low extent
 5 = Very low extent

³⁾ 1 = Quite a lot
 2 = To some extent
 3 = Not very much
 4 = Not at all

Even though this probably does not make very much difference in reality, it is anyhow recommended that comparisons are made only within the two categories of variables grouped in Table B.

As a whole, there are only small differences between the averages. However, according to the respondents, the interest among politicians in the ESPAD 2011 report(s) seems to have been slightly higher than in the media (2.2 and 2.4 respectively), while the report(s)' possible use in the public debate about drugs has the same average as media interest.

The differences between the averages are also small for the four impact questions (varying between 2.1 and 2.3). However, it is still worth noting that the direct and indirect impact on political initiatives and debate seems to have been slightly higher after the 2007/08 ESPAD report(s) than after the 2011 report(s).

A look at the proportion who gave one of the two highest categories of influence shows a similar picture, with a slightly higher interest among politicians than in the

media and a slightly higher direct and indirect impact on political initiatives or drug policy for the 2007/08 ESPAD report(s) than the 2011 report(s).

Table C includes an overview of countries that scored in the highest category (marked with green) on at least one of the influence and impact variables reported in figures 9–15 and tables 14–20. Table D includes an overview of the countries that scored in the lowest category on at least one variable.

A total of 19 countries scored low, indicating high interest or impact, on at least one variable (Table C). With the exception of Croatia, Denmark, Finland, Lithuania and (Ukraine) they did so for at least two variables.

In Liechtenstein, which took part in ESPAD for the first time in 2011, the interest and impact was high on all variables related to the 2011 report. In (Iceland) and Poland the interest and impact of the ESPAD report(s) was also reported to be high overall, with low scores on six of the seven variables.

Table C. Countries with the highest interest and impact based on country averages: only includes countries with at least one green marking in tables 14–20 and figures 9–15¹⁾.

	Media interest	Politicians' interest	Political debate	Direct Impact 2007/08	Direct impact 2011	Indirect impact 2007/08	Indirect impact 2011
(Bosnia and Herzegovina (RS))	Green	Green	Yellow	Yellow	Yellow	Yellow	Yellow
(Bulgaria)	Green	Green	Yellow	Yellow	Yellow	Yellow	Yellow
Croatia	Yellow	Yellow	Green	Yellow	Yellow	Yellow	Yellow
Cyprus	Green	Green	Yellow	Yellow	Yellow	Green	Green
Czech Republic	Yellow	Yellow	Green	Green	Yellow	Yellow	Yellow
Denmark	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Yellow
Estonia	Yellow	Green	Yellow	Yellow	Yellow	Green	Yellow
Finland	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Yellow
France	Yellow	Green	Green	Yellow	Yellow	Yellow	Yellow
(Greece)	Green	Yellow	Yellow	Yellow	Yellow	Green	Green
Hungary	Green	Yellow	Red	Green	Yellow	Green	Yellow
(Iceland)	Yellow	Green	Green	Green	Green	Green	Green
(Italy)	Green	Yellow	Yellow	Green	Green	Green	Yellow
Latvia	Green	Yellow	Yellow	Yellow	Yellow	Green	Green
Liechtenstein	Green	Green	Green	White	Green	White	Green
Lithuania	Yellow	Green	Yellow	Yellow	Yellow	Yellow	Yellow
Malta	Green	Green	Green	Green	Yellow	Green	Yellow
Poland	Green	Yellow	Green	Green	Green	Green	Green
(Ukraine)	Yellow	Yellow	Yellow	Green	Yellow	Yellow	Yellow

¹⁾ Green indicates high influence, Red low and Yellow in between. (Countries in curved brackets produced only one respondent.) See tables 14–20 for more information.

With one exception, countries with a high interest and/or impact were in the yellow 'middle' category for the variables for which they were not green. The only exception is Hungary, where media interest in the 2011 ESPAD report(s) was high while its use in political debate was low (marked with red).

Media interest in the 2011 ESPAD report(s) was high mainly in countries in the eastern and southern parts of Europe. This was also the case for a high reported direct or indirect impact of the 2007/08 and/or 2011 ESPAD reports.

Many of the respondents that reported a high level of interest among politicians were from Nordic and Baltic countries.

There is no clear geographical pattern among the seven countries where use of the ESPAD 2011 report(s) in political debate about drugs was reported as high.

Low interest and/or impact was reported in far fewer countries. The five countries with at least one low score on the seven variables (indicating a low interest/impact, marked in red) include: Germany, Hungary, Slovakia, Sweden and the United Kingdom (Table D).

In all five of these countries the influence on political debate of the 2011 ESPAD report(s) was reported to have been low; and, in all of them except Hungary, media interest was also reported as low.

Sweden and Slovakia are the two countries with low scores on most of the seven variables (6 and 5 respectively).

With only five countries reporting low interest/impact it is difficult to see a geographical pattern, but it can be noted that none is located in the southern part of Europe.

Table D. Countries with the lowest interest and impact based on country averages: only includes countries with at least one red marking in tables 14–20 and figures 9–15 ¹⁾.

	Media interest	Politicians' interest	Political debate	Direct impact 2007/08	Direct impact 2011	Indirect impact 2007/08	Indirect impact 2011
Germany	Low	In between	Low	In between	In between	In between	In between
Hungary	High	In between	Low	High	In between	High	In between
Slovakia	Low	Low	Low	In between	Low	In between	Low
Sweden	Low	In between	Low	Low	Low	Low	Low
United Kingdom	Low	In between	Low	In between	In between	In between	In between

¹⁾ High indicates high influence, Low low and In between in between. See tables 14–20 for more information.

Only one country (Hungary) is found in both the high (green) and low (red) interest/impact group. The rest of the countries in the group of high interest/impact (green) have reported a medium strong (yellow) interest/impact and this is also the case for the four countries with low interest/impact (red).

Changes from 1995 to 2011

As has been mentioned, a first ESPAD impact survey was carried out in 2003 and covered the interest in and impact of the first two ESPAD reports from the 1995 and 1999 data collections. For several reasons, one should be very careful in making detailed comparisons between the findings of the 2003 and the 2012 impact surveys.

First, only ESPAD researchers took part in the 2003 survey, whereas permanent correspondents of the Pompidou Group and heads of the Reitox focal points also took part in the 2012 survey. However, no major differences were found in the answers from the three categories of respondents to the 2012 impact survey, which indicates that comparisons between the two impact surveys may be possible.

Second, respondents in the two impact surveys did not come from the same countries. Therefore comparisons should be made very carefully.

Although detailed comparisons between the two impact surveys should be made with caution, since there are fairly important differences between the results from the two surveys, some overall comparisons are necessary.

In the 2003 impact survey, questions about the possible influence of the 1995 and the 1999 ESPAD reports were not asked separately; in the 2012 impact survey all the

questions were clearly related to the 2011 report, and although some questions were also asked about the impact of the 2007/08 report(s), the data from these could be separated out. Hence, comparisons can only be made between the influence of the 1995 and 1999 reports combined, on the one hand, and that of the 2011 report(s) alone, on the other.

Table E includes some overview data about media interest and politicians' interest, the influence on public debate and the direct impact on political initiatives or drug policy. For each of these four measures, two variables are reported. One is the average among all respondents in the respective data collection and the other the proportions that reported one of the two highest categories of interest, influence and impact.

Even though direct and detailed comparisons should be avoided, it is clear that media interest and interest among politicians were lower after the publication of the 2011 ESPAD report(s) than after the publication of the 1995 and 1999 reports. This is also true in terms of the influence the reports had on the debate about drugs and the direct impact on political initiatives or drug policy.

Methodological considerations

Before the results are summarised and commented on, some methodological issues about representativeness and validity should be considered.

The 2012 impact survey included three categories of respondents, and the response rate was good in two of the categories, with a response rate of 91 % among ESPAD researchers and 84 % among heads of the

Table E. Comparison between the influence of the 1995/1999 ESPAD reports and the 2011 report(s): proportions reporting the two highest categories of influence, and averages. (The lower the average, the higher the interest.)

	Average		Percentage with high influence	
	1995/99	2011	1995/99	2011
Media interest ¹⁾	1.4	2.4	93 %	61 % (very/rather interested)
Politicians' interest ¹⁾	1.6	2.2	89 %	71 % (very/rather interested)
Influence on debate or policy ²⁾	1.7	2.4	67 %	50 % (very/rather high extent)
Direct impact ³⁾	1.7	2.3	93 %	70 % (quite a lot/some extent)

¹⁾ 1 = Very interested

2 = Rather interested

3 = Neither interested nor uninterested

4 = Rather uninterested

5 = Very uninterested

²⁾ 1 = Very high extent

2 = Rather high extent

3 = Some extent

4 = Rather low extent

5 = Very low extent

³⁾ 1 = Quite a lot

2 = To some extent

3 = Not very much

4 = Not at all

Reitox focal points. However, the low response rate among the permanent correspondents of the Pompidou Group (48 %) makes the results for this category less representative.

Having said that, since the answers were found to be similar across the three categories of respondents, which indicates a high validity, and since, because of this, a large part of the presentation and analysis is based on the respondents as a whole, the lower response rate among permanent correspondents is expected not to have had any significant effect on the main conclusions.

Only ESPAD researchers took part in the 2003 impact survey, and this fact has advantages and drawbacks. A particular advantage is that one could expect ESPAD researchers to be knowledgeable about how interested the media and politicians were in the ESPAD project, and whether it has influenced the political debate or has had any importance in the area of prevention and policy. On the other hand, there is a risk that ESPAD researchers, since they are engaged in the ESPAD Project, might overestimate the positive aspects of the ESPAD project.

In the 2012 impact survey the inclusion of permanent correspondents of the Pompidou Group and heads of the Reitox focal points broadened the range of respondents. Both groups have key roles in their countries, with good insight into, and knowledge of, the release of important reports and the content and development of policy documents and policies relating to substance use. Many of them have most probably also been involved in the decision-making process, at least in the production of background material. Hence,

it seems reasonable to assume that all three categories of respondent are likely to give knowledgeable answers, and thus provide valid data, about the importance of the ESPAD report(s).

There is a possibility that respondents may have interpreted the response categories differently. What one person might consider to be 'very high', another might categorise as 'rather high' (and vice versa), which is particularly significant if countries only have one respondent. Therefore when countries have been named, this is usually based on answers from at least two people. Comments made in response to open-ended questions have of course been made by individuals.

Most of the respondents supplied written comments about their answers, and only 17 % did not want to be quoted in this report (Table 2). Hence, 83 % of respondents gave permission for their comments to be quoted. If someone had made a 'doubtful comment' there is a chance they might be criticised if it were published, and thus it seems unlikely that respondents would deliberately give invalid information about the interest and importance of the 2011 ESPAD report(s).

This study does not claim to give a complete, comprehensive picture of the impact of the 2011 ESPAD report(s). Although it might have been beneficial if media representatives and politicians had been included in the survey, it seems reasonable to assume that the three categories of respondents that took part in the 2012 impact survey have very good insight into media and politicians' interest in the 2011 ESPAD report(s), and the impact of the reports on the political debate and political decisions about substance use.

Summary and some conclusions

The 2012 impact survey indicates that ESPAD has had an important impact in many of the participating countries. Would this interpretation have been different if other well-informed respondents had answered the questions? Perhaps, but probably not — the three groups of respondents, separately but even more so combined, have a very good insight into how ESPAD data have been received and used. The fact that a substantial majority of the respondents (83 %) agreed to the inclusion of their position and/or country when reporting the results indicates a willingness to give honest answers.

With the exception of a few variables in some countries, the answers from the three categories of respondent were very similar, which indicates high validity. In addition, this suggests that the answers from the 66 respondents can be assessed as one group, which is an advantage since the number of respondents in each category was small.

Media interest after the release of the 2011 ESPAD report(s) seems to have been high in many countries: 20 % said it was 'very high' and another 41 % that it was 'rather high' (61 % in total). This positive interest was often based on well-attended press conferences, interviews in the media and good press coverage. In some countries media interest was reported to be low (15 % of respondents) and one respondent commented that it was lower than before.

Even though media interest in the 2011 ESPAD report(s) was fairly high, there was a clear indication that on the whole it was lower than after the first two data collections in 1995 and 1999.

Politicians' interest in the 2011 ESPAD report(s) was judged to be slightly higher than media interest, with 71 % of respondents reporting that it was very or rather high. This interest is, of course, mainly among politicians with a special interest in the health and substance fields. ESPAD data were used in many parliamentary debates and were often used as a well-established, reputable source of knowledge about young people's substance use.

On the whole, political interest in ESPAD data is very satisfying. However, it should be noted that it was lower after the 2011 report(s) than after the first two ESPAD reports (1995 and 1999).

Media and/or politicians' interest was rated 'high' in 17 countries. Two of them, Bosnia and Herzegovina (RS) and Liechtenstein, took part in ESPAD for the first time in 2008 and 2011 respectively. It is possible that the fact that they are new ESPAD countries may have contributed to the high level of interest. However, the same cannot be said for all the countries that joined ESPAD in 2007/08 and 2011. Interest or impact was not particularly high in other (relatively) new ESPAD countries (Albania, Moldova, Montenegro and Serbia), which indicates that factors other than being a newcomer also influenced the interest in and impact of ESPAD data.

Nearly nine in ten respondents (89 %) said that the 2011 ESPAD report(s) were used in the public drug debate at least to some extent. ESPAD data were often used in different kinds of policy document, including national substance strategies. In many countries the use of ESPAD data had focused on a single substance.

Similar to the findings on the level of interest among the media and politicians, there appears to have been less use of ESPAD data in public debate after the 2011 report than after the 1995 and 1999 reports. When comparing the 2007/08 ESPAD report(s) with the 2011 report(s), it was found that seven in ten respondents indicated that the 2007/08 report(s) had had a direct influence on the drug policy or on political initiatives, while the corresponding figure for the 2011 report(s) was slightly lower (58 %). This slight decrease can probably be seen as a continuation of a decreasing trend after the first two surveys in 1995 and 1999. However, in spite of this reduction, the direct impact of the 2007/08 and 2011 reports can still be classed as fairly high.

ESPAD data have been used in various policy documents, including national strategies, in addition to forming part of the evaluation of political initiatives. In many of these documents, ESPAD results are accompanied by other kinds of data.

The indirect impact of the 2007/08 and 2011 ESPAD reports was judged to be of the same magnitude as the direct impact. It has probably been difficult for the respondents to differentiate the direct and indirect impact, which is indicated not only by a high correlation and similar figures but also by similar written comments.

Not unexpectedly, there was a relationship between the variables measured in the impact survey. Even though the correlation is not very high, it is apparent that a high interest and a high impact can be seen, to some extent, in the same countries. Examples include Liechtenstein

(which took part in ESPAD for the first time in 2011), Iceland and Poland.

Media interest in the 2011 ESPAD report(s) was high mainly in countries in the eastern and southern parts of Europe. This was the case also for a high reported direct or indirect impact of the 2007/08 and/or 2011 ESPAD reports.

Many of the countries in which the interest among politicians was reported to be high are Nordic and Baltic countries. However, there is no clear geographical pattern among the seven countries in which the use of the ESPAD 2011 report(s) in the political debate about drugs was high.

Nineteen countries scored high on at least one of the seven interest and impact variables. Only five countries scored low on at least one variable; these are spread across Europe, excluding the south. In all of them the use of ESPAD data in the political debate about drugs was low and this was the case with media interest in four of them. In two countries, Slovakia and Sweden, low interest and impact were reported for most variables.

What do low interest and low impact really mean? They may, of course, literally mean what they say. However, it is also possible that because early ESPAD data were among the first available information about substance use in several countries they were an important source of information when forming policies. Nowadays other substance-use data are also available and therefore ESPAD results, although seen as important, form only part of the evidence used as a basis for political initiatives and decisions.

Another aspect, partly in line with the previous one, is that substance use in the ESPAD population in some countries has not changed very much over the years and when this is the case the interest in and impact of the latest survey is smaller than if there had been more substantial changes.

Interest in, and the impact of, ESPAD reports are lower now than after the first two (1995 and 1999) reports. One reason might be the fact that ESPAD data in 1995 and 1999 in many countries were among the first of this kind to be collected on a regular basis. It was probably also considered important that ESPAD provided an opportunity to compare national data with the situation in a large number of other countries.

It may seem logical that the interest in, and impact of, ESPAD is lower after the fifth (2011) than after the first two data collections. It seems relevant to assume that many of these countries now have access also to many more substance-related variables than they did 15 years ago. This means that the importance of ESPAD may remain very high, but that ESPAD results, to a greater extent than before, are now accompanied by other available data that together give a more comprehensive picture of substance use and its related problems.

Even though interest in, and the use and impact of, the ESPAD 2011 report(s) is less than after the 1995 and 1999 reports, it is clear that the 2011 report stimulated high levels of interest and that it has influenced the drug debate and policy in many countries.

References

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APPENDIX 1

The 2012 ESPAD impact survey: tables of results

Table 1. Number of respondents and response rates

Absolute numbers and percentages

	Number of respondents	Number of answers	Percentage
ESPAD	35	32	91 %
Permanent correspondents (PC)	27	13	48 %
Reitox	25	21	84 %
Total	87	66	77 %

Table 2. Is it OK with you if we use some of your examples when reporting the results?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Yes, my country and my position may be named	75 % (24)	54 % (7)	48 % (10)	62 % (41)
Yes, my country but not my position may be named	9 % (3)	15 % (2)	14 % (3)	12 % (8)
Yes, my position but not my country may be named	6 % (2)	0 % (0)	0 % (0)	3 % (2)
Yes, but only if ...	3 % (1)	8 % (1)	10 % (2)	6 % (4)
No	6 % (2)	23 % (3)	29 % (6)	17 % (11)
Total	100 % (32)	100 % (13)	100 % (21)	100 % (66)

Table 3. Did the presentation of the 2011 ESPAD report (international and/or national) have a high or a low interest in the media in your country?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Very high	28 % (9)	23 % (3)	5 % (1)	20 % (13)
Rather high	31 % (10)	46 % (6)	52 % (11)	41 % (27)
Neither high nor low	22 % (7)	31 % (4)	24 % (5)	24 % (16)
Rather low	16 % (5)	0 % (0)	14 % (3)	12 % (8)
Very low	3 % (1)	0 % (0)	5 % (1)	3 % (2)
Total	100 % (32)	100 % (13)	100 % (21)	100 % (66)

Table 4. Question only to PC and Reitox: Were you interested in the results of the 2011 ESPAD report (international and/or national)?

Percentages and absolute numbers

	PC	Reitox	Total
Very interested	92 % (12)	86 % (18)	88 % (30)
Rather interested	8 % (1)	5 % (1)	6 % (2)
Neither interested nor uninterested	0 % (0)	5 % (1)	2 % (1)
Rather uninterested	0 % (0)	5 % (1)	3 % (1)
Very uninterested	0 % (0)	0 % (0)	0 % (0)
Total	100 % (13)	100 % (21)	100 % (34)

Table 5. Question only to PC: Do you think that your Minister was interested in the results of the 2011 ESPAD report (international and/or national)?

Percentages and absolute numbers

	PC
Very interested	54 % (7)
Rather interested	39 % (5)
Neither interested nor uninterested	8 % (1)
Rather uninterested	0 % (0)
Very uninterested	0 % (0)
Total	100 % (13)

Table 6. Do you think that politicians in your country were interested in the results of the 2011 ESPAD report (international and/or national)?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Very interested	22 % (7)	39 % (5)	29 % (6)	27 % (18)
Rather interested	47 % (15)	53 % (7)	33 % (7)	44 % (29)
Neither interested nor uninterested	22 % (7)	0 % (0)	24 % (5)	18 % (12)
Rather uninterested	3 % (1)	8 % (1)	14 % (3)	8 % (5)
Very uninterested	6 % (2)	0 % (0)	0 % (0)	3 % (2)
Total	100 % (32)	100 % (13)	100 % (21)	100 % (66)

Table 7. To what extent has the 2011 ESPAD report (international and/or national) been used in the public debate about drugs in your country?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Very high extent	25 % (8)	23 % (3)	10 % (2)	20 % (13)
Rather high extent	25 % (8)	31 % (4)	38 % (8)	30 % (20)
Some extent	44 % (14)	39 % (5)	33 % (7)	39 % (26)
Rather low extent	3 % (1)	8 % (1)	14 % (3)	8 % (5)
Very low extent	3 % (1)	0 % (0)	5 % (1)	3 % (2)
Total	100 % (32)	100 % (13)	100 % (21)	100 % (66)

Table 8. According to your opinion, has the 2007/08 ESPAD report (international and/or national) had any direct impact on the drug policy at local, regional or national level in your country?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Yes, quite a lot	13 % (4)	17 % (2)	25 % (5)	18 % (11)
Yes, to some extent	57 % (17)	58 % (7)	40 % (8)	52 % (32)
Not very much	30 % (9)	25 % (3)	30 % (6)	29 % (18)
Not at all	0 % (0)	0 % (0)	5 % (1)	2 % (1)
Did not collect data/ No answer	– (2) ¹⁾	– (1) ¹⁾	– (1) ¹⁾	– (4) ¹⁾
Total	100 % (30)	100 % (12)	100 % (20)	100 % (62)

¹⁾ Not included in the calculations

Table 9. According to your opinion, has the 2011 ESPAD report (international and/or national) had any direct impact on political initiatives or on the drug policy at local, regional or national level in your country?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Yes, quite a lot	16 % (5)	31 % (4)	20 % (4)	20 % (13)
Yes, to some extent	38 % (12)	54 % (7)	30 % (6)	38 % (25)
Not very much	38 % (12)	8 % (1)	40 % (8)	32 % (21)
Not at all	9 % (3)	8 % (1)	10 % (2)	9 % (6)
Did not collect data/ No answer	– (0)	– (0)	– (1) ¹⁾	– (1) ¹⁾
Total	100 % (32)	100 % (13)	100 % (20)	100 % (65)

¹⁾ Not included in the calculations

Table 10. According to your opinion, has the 2007/08 ESPAD report (international and/or national) had any indirect or informal impact on political initiatives or on the drug policy at local, regional or national level in your country?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Yes, quite a lot	7 % (2)	17 % (2)	20 % (4)	13 % (8)
Yes, to some extent	60 % (18)	58 % (7)	60 % (12)	60 % (37)
Not very much	33 % (10)	25 % (3)	15 % (3)	26 % (16)
Not at all	0 % (0)	0 % (0)	5 % (1)	2 % (1)
Did not collect data/ No answer	– (2) ¹⁾	– (1) ¹⁾	– (1) ¹⁾	– (4) ¹⁾
Total	100 % (30)	100 % (12)	100 % (20)	100 % (62)

¹⁾ Not included in the calculations

Table 11. According to your opinion, has the 2011 ESPAD report (international and/or national) had any indirect or informal impact on political initiatives or on the drug policy at local, regional or national level in your country?

Percentages and absolute numbers

	ESPAD	PC	Reitox	Total
Yes, quite a lot	9 % (3)	23 % (3)	20 % (4)	15 % (10)
Yes, to some extent	38 % (12)	62 % (8)	50 % (10)	46 % (30)
Not very much	44 % (14)	8 % (1)	25 % (5)	31 % (20)
Not at all	9 % (3)	8 % (1)	5 % (1)	8 % (5)
Did not collect data/ No answer	– (0)	– (0)	– (1) ¹⁾	– (1) ¹⁾
Total	100 % (32)	100 % (13)	100 % (20)	100 % (65)

¹⁾ Not included in the calculations

Table 12. Answers from different types of respondent in the same country about interest and influence on public debate.

Country number	Media interest ¹⁾			Politicians' interest ¹⁾			Public debate ²⁾		
	ES	PC	Re	ES	PC	Re	ES	PC	Re
1	3	2	3	2	2	1	3	3	2
2	–	3	3	–	2	3	–	2	3
3	4	3	4	4	4	4	5	4	5
4	1	1	–	1	1	–	1	1	–
5	–	1	4	–	1	1	–	2	3
6	4	3	1	5	2	2	3	2	2
7	2	1	2	5	1	1	4	3	3
8	2	2	1	1	1	2	1	3	2
9	3	3	2	3	2	2	3	3	2
10	2	2	–	2	2	–	2	2	–
11	3	2	2	3	2	3	3	3	3
12	1	2	2	2	1	2	2	1	2
13	1	2	2	2	2	2	1	1	3
Average	2.4	2.1	2.4	2.7	1.8	2.1	2.5	2.3	2.7

¹⁾ 1 = Very interested
 2 = Rather interested
 3 = Neither interested nor interested
 4 = Rather uninterested
 5 = Very uninterested

²⁾ 1 = Very high extent
 2 = Rather high extent
 3 = Some extent
 4 = Rather low extent
 5 = Very low extent

ES = ESPAD researchers
 PC = permanent correspondents of the Pompidou Group
 Re = heads of the EMCDDA Reitox focal points

Table 13. Answers from different types of respondent in the same country about the impact.

Country number	Direct impact 2007/08 ¹⁾			Direct impact 2011 ¹⁾			Indirect impact 2007/08 ¹⁾			Indirect impact 2011 ¹⁾		
	ES	PC	Re	ES	PC	Re	ES	PC	Re	ES	PC	Re
1	2	3	2	2	1	1	3	3	2	3	2	1
2	–	2	3	–	2	3	–	2	3	–	2	3
3	2	2	2	4	4	4	2	2	2	4	4	3
4	(5) ²⁾	(5) ²⁾	–	1	1	–	(5) ²⁾	(5) ²⁾	–	1	1	–
5	–	2	2	–	2	3	–	2	2	–	2	2
6	3	2	1	3	2	1	3	2	1	3	2	1
7	2	2	1	4	2	3	2	2	1	4	2	3
8	2	3	3	1	1	1	2	3	2	2	1	1
9	3	3	3	3	3	3	3	3	3	3	3	3
10	2	2	–	2	2	–	2	2	–	2	2	–
11	2	2	2	2	2	2	2	2	2	2	2	2
12	1	1	2	2	2	2	2	1	2	3	2	2
13	3	1	1	3	1	1	2	1	2	2	1	2
Average	2.2	2.1	2.0	2.5	1.9	2.2	2.3	2.1	2.0	2.6	2.0	2.1

¹⁾ 1 = Quite a lot
 2 = To some extent
 3 = Not very much
 4 = Not at all
 5 = Did not collect data

²⁾ Not included in the average

ES = ESPAD researchers
 PC = permanent correspondents of the Pompidou Group
 Re = heads of the EMCDDA Reitox focal points

Table 14. Media interest: averages within countries. ¹⁾ (The lower the average, the higher the interest.) ²⁾

(Bosnia and Herzegovina (RS)), (Bulgaria), (Greece), (Italy), Liechtenstein	1.0
Latvia	1.5
Cyprus, Hungary, Malta, Poland	1.7
Croatia, Czech Republic, France, (Iceland), Russian Federation, (Serbia), (Ukraine)	2.0
Romania	2.3
Finland, Ireland, Lithuania	2.5
Estonia, Norway, Slovenia	2.7
(Albania), Belgium, Denmark, (Faroe Islands), (Moldova), (Montenegro)	3.0
United Kingdom	3.5
Slovakia	3.7
Germany, Sweden	4.5

¹⁾ Countries within brackets had only one respondent

²⁾ 1 = Very interested
 2 = Rather interested
 3 = Neither interested nor uninterested
 4 = Rather uninterested
 5 = Very uninterested

Table 15. Interest among politicians: averages within countries. ¹⁾ (The lower the average, the higher the interest.) ²⁾

(Bosnia and Herzegovina (RS)), (Bulgaria), France, (Iceland), Liechtenstein, Lithuania	1.0
Cyprus	1.3
Denmark, Finland	1.5
Estonia, Malta	1.7
Czech Republic, (Greece), (Italy), Poland, Russian Federation, (Serbia), (Ukraine)	2.0
Hungary, Norway	2.3
Belgium, Croatia, Germany, Latvia, United Kingdom	2.5
Romania, Slovenia	2.7
(Albania), (Faroe Islands), Ireland, (Moldova), (Montenegro), Sweden	3.0
Slovakia	4.0

¹⁾ Countries within brackets had only one respondent

²⁾ 1 = Very interested
 2 = Rather interested
 3 = Neither interested nor uninterested
 4 = Rather uninterested
 5 = Very uninterested

Table 16. The use in public debate: averages within countries. ¹⁾ (The lower the average, the higher the interest.) ²⁾

Czech Republic, (Iceland), Liechtenstein	1.0
Croatia, France	1.5
Malta, Poland	1.7
(Bosnia and Herzegovina (RS)), Cyprus, Denmark, Finland, (Greece), Latvia, (Montenegro), Russian Federation, (Serbia), (Ukraine)	2.0
Slovenia	2.3
Belgium, Lithuania	2.5
Estonia, Norway	2.7
(Albania), (Bulgaria), (Faroe Islands), Ireland, (Italy), (Moldova), Romania	3.0
Hungary	3.3
Germany, Sweden, United Kingdom	3.5
Slovakia	4.7

¹⁾ Countries within brackets had only one respondent

²⁾ 1 = Very high extent
 2 = Rather high extent
 3 = Some extent
 4 = Rather low extent
 5 = Very low extent

Table 17. Direct impact of the ESPAD 2007/08 reports ¹⁾ on political initiatives or on drug policy: averages within countries. ²⁾ (The lower the average, the higher the interest.) ³⁾

(Iceland), (Italy), (Ukraine)	1.0
Malta	1.3
Czech Republic	1.5
Hungary, Poland	1.7
(Bosnia and Herzegovina (RS)), Croatia, Denmark, (Faroe Islands), (Greece), Ireland, Latvia, Lithuania, (Montenegro), Romania, Russian Federation, (Serbia), Slovakia, Slovenia	2.0
Estonia	2.3
Belgium, Finland, United Kingdom	2.5
Cyprus	2.7
(Bulgaria), France, Germany, (Moldova), Norway	3.0
Sweden	3.5

¹⁾ Albania and Liechtenstein did not collect data in 2007/08

²⁾ Countries within brackets had only one respondent

³⁾ 1 = Quite a lot
 2 = To some extent
 3 = Not very much
 4 = Not at all

Table 18. Direct Impact of the 2011 ESPAD report(s) on political initiatives or on drug policy: averages within countries. ¹⁾ (The lower the average, the higher the interest.) ²⁾

Cyprus, (Greece), (Iceland), (Italy), Liechtenstein	1.0
Estonia	1.3
Poland	1.7
(Albania), (Bosnia and Herzegovina (RS)), Croatia, Czech Republic, Malta, Romania, Russian Federation, Slovenia, (Ukraine)	2.0
Belgium, Finland, France, Latvia, Lithuania, United Kingdom	2.5
(Bulgaria), Denmark, (Faroe Islands), Germany, Hungary, Ireland, (Moldova), (Montenegro), Norway, (Serbia)	3.0
Sweden	3.5
Slovakia	4.0

¹⁾ Countries within brackets had only one respondent

²⁾ 1 = Quite a lot
2 = To some extent
3 = Not very much
4 = Not at all

Table 19. Indirect or informal impact of the ESPAD 2007/08 reports ¹⁾ on political initiatives or on drug policy: averages within countries. ²⁾ (The lower the average, the higher the interest.) ³⁾

(Iceland), (Italy)	1.0
Latvia	1.5
Hungary, Malta, Poland	1.7
(Bulgaria), Croatia, Czech Republic, Denmark, (Faroe Islands), Finland, (Greece), Lithuania, (Montenegro), Romania, Russian Federation, (Serbia), Slovakia, Slovenia, (Ukraine)	2.0
Cyprus	2.3
Belgium, France, Ireland, United Kingdom	2.5
Estonia	2.7
(Bosnia and Herzegovina (RS)), Germany, (Moldova), Norway	3.0
Sweden	3.5

¹⁾ Albania and Liechtenstein did not collect data in 2007/08

²⁾ Countries within brackets had only one respondent

³⁾ 1 = Quite a lot
2 = To some extent
3 = Not very much
4 = Not at all

Table 20. Indirect or informal impact of the 2011 ESPAD report(s) on political initiatives or on drug policy: averages within countries. ¹⁾ (The lower the average, the higher the interest.) ²⁾

(Greece), (Iceland), Liechtenstein	1.0
Cyprus	1.3
Latvia	1.5
Poland	1.7
(Albania), (Bulgaria), Croatia, Estonia, Finland, France, (Italy), Lithuania, Romania, Russian Federation, Slovenia	2.0
Malta	2.3
Belgium, Czech Republic, Ireland, United Kingdom	2.5
(Bosnia and Herzegovina (RS)), Denmark, (Faroe Islands), Germany, Hungary, (Moldova), (Montenegro), Norway, (Serbia), (Ukraine)	3.0
Sweden	3.5
Slovakia	3.7

¹⁾ Countries within brackets had only one respondent

²⁾ 1 = Quite a lot
 2 = To some extent
 3 = Not very much
 4 = Not at all

APPENDIX 2

The web-based questionnaire

1. Did the presentation of the 2011 ESPAD report (international and/or national) create a high or a low interest in the media in your country?

- Very high
- Rather high
- Neither high or low
- Rather low
- Very low

Please exemplify or comment your answer:

.....

.....

.....

2. **Question only to permanent correspondents and heads of Reitox focal points:** Were you interested in the results of the 2011 ESPAD report (international and/or national)?

- Very interested
- Rather interested
- Neither interested or uninterested
- Rather uninterested
- Very uninterested

Please exemplify or comment your answer:

.....

.....

.....

3. **Question only to permanent correspondents:** Do you think that your Minister was interested in the results of the 2011 ESPAD report (international and/or national)?

- Very interested
- Rather interested
- Neither interested or uninterested
- Rather uninterested
- Very uninterested

Please exemplify or comment your answer:

.....

.....

.....

4. Do you think that politicians in your country were interested in the results of the 2011 ESPAD report (international and/or national)?

- Very interested
- Rather interested
- Neither interested or uninterested
- Rather uninterested
- Very uninterested

Please exemplify or comment your answer:

.....

.....

.....

5. To which extent has the 2011 ESPAD report (international and/or national) been used in the public debate about drugs in your country?

- To a very high extent
- To a rather high extent
- To some extent
- To a rather low extent
- To a very low extent

Please exemplify or comment your answer:

.....

.....

.....

6. According to your opinion, have the 2007/08 and/or 2011 ESPAD reports (international and/or national) had any direct impact on political initiatives or on the drug policy on local, regional or national level in your country?

(One answer per row)

	Yes, quite a lot	Yes, to some extent	Not very much	Not at all	Did not collect data
2007/08	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please exemplify or comment your answer:

.....

.....

.....

7. According to your opinion, have the 2007/08 and/or 2011 ESPAD reports (international and/or national) had any indirect or informal impact on political initiatives or on the drug policy on local, regional or national level in your country?

(One answer per row)

	Yes, quite a lot	Yes, to some extent	Not very much	Not at all	Did not collect data
2007/08	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2011	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please exemplify or comment your answer:

.....

.....

.....

8. Any other information you would like to give about the influence of ESPAD in your country?

.....

.....

.....

9. Is it OK with you if we use some of your examples or comments when reporting the results?

- Yes, my country and my position may be named
- Yes, my country but not my position may be named
- Yes, my position may be named but not my country
- Yes, but only if:
- No

10. Would you participate at your own expense in a conference which would bring researchers and policy makers together to optimise the communication between researchers and policy-makers on the ESPAD for formulating drug policy based on evidence and monitoring responses with respect to drug use and attitudes in youth?

Yes

Probably

Probably not

No

Thank you for participating in the survey!

About the EMCDDA, ESPAD and the Pompidou Group

The European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) is the hub of drug-related information in Europe. Its mission is to provide the EU and its Member States with 'factual, objective, reliable and comparable information' on drugs, drug addiction and their consequences. Established in 1993, it opened its doors in Lisbon in 1995 and is one of the EU's decentralised agencies. With a strong multidisciplinary team, the agency offers policymakers the evidence base they need for drawing up drug laws and strategies. It also helps professionals and researchers pinpoint best practice and new areas for analysis.

The European School Survey Project on Alcohol and Other Drugs (ESPAD) is a collaborative effort of independent research teams in more than 40 European countries, making it the largest cross-national research project on adolescent substance use in the world. ESPAD was founded in 1993 on the initiative of the Swedish Council for Information on Alcohol and Other Drugs (CAN) and with the support of the Pompidou Group of the Council of Europe.

The Pompidou Group's core mission is to contribute to the development of multidisciplinary, innovative, effective and evidence-based drug policies in its member states. It seeks to link Policy, Practice and Science and focuses especially on the realities of local implementation of drug programmes.



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