

**TRAINING OF TRAINERS AMONG PEOPLE WHO USE DRUGS ON PEER DISTRIBUTION OF NALOXONE
AND GENERATING VIDEO TESTIMONIALS**

Eurasian Harm Reduction Network (EHRN) invites representatives of people of use drugs community from Denmark, United Kingdom, France, Italy, Estonia and Lithuania to participate in a video advocacy training that will be held in Vilnius, Lithuania, on September 2-5, 2014. Training participants will learn how to develop national advocacy campaigns and improve technical skill of video production. The focus of the training will be on advocacy and campaigning for peer distribution of naloxone in order to reduce the overdose mortality in the European Union.

Applications to participate in the training should be sent before July 31, 2014 to erika@harm-reduction.org.

INTRODUCTION

EHRN, as an implementing partner of International Harm Reduction Association (IHRA) project “EuroHRN II: Supporting innovative measures to address the reduction of drug related harm in Europe”, is organizing a training of trainers (ToT) among people who use drugs (PUD) on peer distribution of naloxone and generating video testimonials and their use in advocacy on September 2-5, 2014 in Vilnius, Lithuania.

Skills gained during the training will be used in implementing national advocacy campaigns “I am the Evidence” collecting and promoting video testimonials about personal experiences with naloxone, and demonstrating that naloxone saves lives in 6 EU countries: Denmark, United Kingdom, France, Italy, Estonia and Lithuania.

“I am the evidence” campaign, originally developed by EHRN in partnership with the US Harm Reduction Coalition (HRC) aims at collecting video testimonials about personal experiences with naloxone, and demonstrates that naloxone saves lives. The testimonials will posted online and build the evidence base. As the experience from Kyrgyzstan, Tajikistan, Russia, Ukraine, USA, the UK show, they can be a powerful tool to convince European policy makers, and the general public of the effectiveness and vital importance of naloxone.

The “I am the evidence” campaign uses a participatory approach that helps empower the drug user community to represent themselves in advocacy and increase the availability and use of naloxone. By cultivating stronger and skilled advocates at national level, EHRN and EuroNPUD will build a local base for promoting effective local reform, where peer distribution of naloxone is not available, and will build the local capacity for the scale-up of peer distribution of naloxone, where it is available.

Follow-up webinars to provide technical support on peer distribution of naloxone and “I am the Evidence” campaign expansion and implementation will be organized to provide practical advice, address any



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challenges that have arisen, and will facilitate the further exchange of experiences between countries participating in the project.

DETAILS

DATES: Tuesday, 02/09/2014 – Friday, 05/09/2014

LOCATION: Vilnius, Lithuania

AIMS and LEARNING OBJECTIVES

1. To increase the level of knowledge on:
 - 1.1. Evidence-based strategies to decrease overdose mortality
 - 1.2. Peer distribution of naloxone
 - 1.3. Recent changes of international, European and national policies for the overdose prevention and response
2. To build the knowledge base on advocacy campaigns:
 - 2.1. “I am the Evidence” campaign goal and objectives
 - 2.2. Developing campaign messages
 - 2.3. Identifying campaign stakeholders
 - 2.4. Campaign dissemination channels
 - 2.5. Monitoring and evaluation
3. To build video advocacy skills to promote peer distribution of naloxone:
 - 3.1. learning how to produce and promote video testimonials on how naloxone saves lives
 - 3.2. learning how to develop scenarios in order to get the key messages across
 - 3.3. building training skills so that participants can effectively pass on knowledge to peers
 - 3.4. developing six “I am the Evidence” campaign videos (one per country) to use at European level targeting the World Health Organization, EU institutions and other international agencies, as well as national level stakeholders and policy makers in the countries participating in the project. The videos will be produced based on multiple video testimonies generated and collected by people who use drugs in their communities. The larger body of testimonies will be collected and promoted on the web-resources of the lead partners (and the EuroHRN website itself), and in the public domain through key social media such as YouTube, FaceBook and Twitter.

PARTICIPANTS

The targeted group is representatives of people of use drugs community from Denmark, United Kingdom, France, Italy, Estonia and Lithuania. EHRN will cover the expenses (travel, accommodation, catering) for 18 representatives.

PARTICIPANT CRITERIA

1. Applications from the following countries are invited: Denmark, United Kingdom, France, Italy, Estonia and Lithuania. EHRN is not able to accept applications/participants from other countries.



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2. Applicants shall be representatives of people who use drugs community.
3. The capacity and commitment to produce "I am the Evidence" campaign videos and to lead national advocacy campaign after the training.
4. Applicants should have the opportunity to influence key stakeholders – preferably at a national level although the potential to impact upon local practice will also be considered.
5. A willingness to actively learn; participate; advocate, and guide - in a non-judgemental, open and positive way.
6. Applicants shall have the capacity of using smart phones with video recording possibility and/or other video equipment.

Training will be held in English, translation in Russian, if needed, will be provided.

APPLICATIONS

To take part in the training, please send your application to erika@harm-reduction.org by July 31, 2014. The participants will be selected according to the application forms by August 5, 2014.

CONTACTS

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