



Dr Nikolaos Paraskevopoulos receives Achievement Award on behalf of Kethea, Greece

The Mentor Award

An event to celebrate achievement in Prevention:
a sponsorship opportunity



HM Queen Silvia opens the Mentor Awards ceremony



KETHEA the Athens based Mentor Award winning Project



Mentor International staff visit Award winning project



Patricia Janiot receives Award on behalf of Colombian children



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Mentor seeks to provide a regular Award event to celebrate promise and achievement in prevention activities around the world and to recognise the efforts of those working at the practical level to keep our children free from the harm that drugs can cause and able to live healthy and rewarding lives.

Mentor seeks to encourage sponsors to work in partnership with Mentor and support it in undertaking this significant event.

The Mentor Prevention Awards are part of the Foundation's mission to promote high quality drug misuse prevention, and to be seen as an advocate for young people and for those involved in helping children. It rewards outstanding projects in drug misuse prevention in the following categories:

- The Mentor Achievement Award for effective prevention projects.
- The Mentor Innovation Award for projects which have particular promise for success.
- The Mentor Honorary Award for non-traditional efforts of individuals or organizations outside the mainstream of the drug misuse prevention field

The Award even offers the opportunity for a high profile, media friendly global or regional event to feature major sponsors and supporters working with Mentor to prevent drug abuse and promote young people's health and well-being.

This can be offered as an International event or operate at regional or national level.

The Mentor – Sponsor Award would build on the event held in Zurich in October 2003 which staged a high profile, media friendly international awards ceremony in the Zurich Opera House to celebrate promising and best practice in drug abuse prevention. The event was presided over by Her Majesty The Queen of Sweden, Mentor's Royal Honorary Trustees and its Board and involved key personalities such as Jacques Rogge from IOC, Antonio Costa, Secretary General of the United Nations Office on Drugs and Crime, and personalities such as Phil & Orianne Collins and Princess Anni-Fried Reuss formerly of Abba.

The event included a gala show and a dinner, but its focus was to identify and present specific practical projects from around the world that had been identified by Mentor's staff and professional experts as programmes offering promising or best practice in prevention.

The winners in the Achievement and Innovation categories received a cash award to develop and evaluate their work with Mentor's support. There was also an honorary award for outstanding contribution to prevention.

The outcome was significant not only in raising the profile of Mentor and its work and expertise in prevention, but in raising awareness of the projects involved in their countries. It also highlighted the need for an increased awareness and profile for prevention of drug abuse and the promotion of health and well-being generally.

Those associated with the event received significant recognition for their involvement and support of prevention internationally and it was evident that this event could grow to achieve even more for those involved, particularly sponsors and others who associated their name with the Awards.

The intention would be to run a sponsored and supported award annually or biannually. This would be organised and run by Mentor. It would result in a high profile event at a recognised international location to celebrate achievement in prevention. The category of Awards would be developed and could include sections for promise or achievement, or for example, a sports and prevention related award. The process of identifying Award winners would be undertaken through the professional input from Mentor based on a credible process and criteria for selection.

Such an event would identify the sponsor as a major supporter of young people, prevention and health promotion. It would provide a high profile platform to showcase their involvement in this work and the practical initiatives they support within different communities.

If you are interested in working in partnership with Mentor to sponsor the Award please contact:

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