



The Mentor Foundation E-Newsletter

October 2006

Introduction from Jeff Lee, our Executive Director

The more relaxing period of summer did not quite arrive and since our last edition in June it has remained a very busy period for Mentor International. Some specific areas of activity are related below but perhaps the key development has been an internal reassessment of our fund raising strategy for the years ahead. This has involved Wendy Keefe, the National Manager of Mentor USA working with me to prepare the case for a new strategy that Mentor could embark upon, subject to trustee approval, in the New Year. One key element of this development will be the role of Mentor USA which will act in a different role to other Mentor Nationals in helping to obtain financial and other support towards Mentor's international work as well as work within the USA. It will work in conjunction with Mentor International in these efforts.

Funding, as for all charities, remains the major challenge to Mentor's work. It is never short of ideas of what it could do to

alleviate the problem of drug abuse through prevention and of course the global need remains. Partnership remains the key word as everyone seeks to link with the corporate sector, international agencies and Foundations and the NGO community – the recent Global Partnership Forum of UNODC in Vienna recently attests to this – as agencies such as UNODC seek support from beyond its original provider of government.

One good example of partnership has been Mentor's work with UNODC in Central Asia. I completed the tour of the "stans" by running workshops on prevention for practitioners and policy makers in Uzbekistan and Tajikistan following on from earlier inputs in Kyrgyzstan and Kazakhstan. The region is facing increasing problems with drugs and HIV/AIDS and is realising the need to make increasing efforts with its prevention work. Those attending made their action plans for future developments and will be monitored by UNODC to help the plan turn into practical action.

Other partnerships are on the horizon. I will be contributing to a major IOC/ UNESCO conference in Beijing in late Octo-

ber where Mentor will pursue the potential of working with IOC and other partners and in particular to further explore the way forward for making a meaningful contribution to the prevention work in China. Discussions are already in process with FIFA with the aim of a partnership project with them and Colombianitos – past partners of Mentor in Colombia – for a football and prevention focussed project that could take place in South Africa and maybe also in Jamaica and Uzbekistan. The partnership in Jamaica would also involve US Aid and the Jamaican government. (continued on page 2)

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The Mentor Foundation is an international, independent, privately funded organisation concerned with the prevention of drug misuse among young people. Registered under the laws of Switzerland with the seat at: Propriété la Pastorale, 106 route de Ferney, CH-1202 Geneva. Charity Number CH 660-0616994-6

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Mentor International News

(continued from page 1) Add to all this the range of work reported below – and on the website – and the work being undertaken within Mentor’s growing family of Nationals it is clear that Mentor continues to grow and make a significant impact on the prevention of drug abuse and the promotion of health and well-being of young people around the world.

Mentor Arabia

A major achievement over the recent period has been the inaugural meeting of the Mentor Arabia Trustees in Beirut. Sadly the initial date for this meeting coincided with the beginning of the bombing of Lebanon and those who had arrived in Beirut for the meeting, including myself, had to be helped to “escape” the country. After a sad

and difficult time for the country and its people one hopes things are now on the way back to normality and the meeting was rearranged and took place in September. Mentor Arabia is now a formal member of the Mentor family. Thanks are due to many who have made this possible but in particular to Dr Farida Allaghi, HRH Prince Talal bin Abdulaziz al Saud and HRH Prince Turki bin Talal bin Abdulaziz al Saud for all their efforts and support.

Mentor Belgium

Work is also under way in the development of Mentor Belgium. The National Manger, Ronny Courtens, is also working to develop a new film about Mentor and its work as well as working with a team from Mentor to try and gain support from the European Union to enable Mentor to develop a European parenting initiative based on the successful work undertaken by Mentor Sweden.

Prevention Online and The Mentor Website

Mentor International’s development of its Prevention on-line initiative is also developing slowly as it seeks funds for the “fast track” version. Prototype chapters are now in preparation towards the final programme of 35 chapters that will be available to parents globally to help them be better equipped to act as agents of prevention.

The website is generally attracting a very positive response – as are Mentor’s new information cards – and numbers of those using the site continue to grow. The new section Towards Best Practice, has been well received as providing practical examples of promising and best practice that are based on Mentor’s principles.

The website continues to be a major contribution from Mentor International to sharing and disseminating information about Mentor and its work on best and promising practice in prevention to all parts of the world. Efforts are under way to try and develop it in other languages so it can be accessible to even more readers, and to extend the sections provided to target more specific groups, such as young people and parents.

Recent feedback tells us that potential partners and funders are impressed by the quality and range of content on the website. Recent developments include the new Towards Best Practice section, more videos of Mentor projects past and present and eye-catching animation on the homepage.

The website continues to grow in popularity - six months ago we were reporting 5000 visitors a month, in September we received almost 10,000, serving up 1500 pages every day. The website is used by

The new *Towards Best Practice* section of the Mentor website



people from all over the world - 96 different countries were recorded in the last month! We are particularly pleased to be receiving a significant number of hits via Google, thanks to their continued support through their grants program.

Mentor Website

To find out more please visit the Mentor Website at www.mentorfoundation.org

Mentor contributes to UNODC Global Partner Forum

The Global Partnership Forum with the focus on “Sharing responsibility to make the world safer” by “investing in the prevention of drug abuse, human trafficking and HIV/AIDS” took place at the UNODC headquarters in Vienna on 4 October, 2006. The meeting was opened and attended by Mr Antonio Maria Costa the Executive Director of UNODC with a keynote address from Mr Klaus Leisinger, President and CEO of the Novartis Foundation for Sustainable Development and Special Adviser to the Secretary-General Kofi Annan on the Global Compact. There was a specific focus on Drug Abuse Prevention – contributions and solutions – with inputs, followed by panel discussion, from four speakers. The two from outside the UNODC were Tristan Millington-Drake from the Chemical Dependency Centre in London, and Jeff Lee, Executive Director of Mentor (International).

The meeting focussed on the value and potential of partnership between the UNODC, the NGO sector and business in addressing the global problem of drug abuse, HIV/AIDS, and human slavery. Jeff Lee offered a review of the need and value of prevention with a review of Mentor’s unique work in this field. He also asked the group to consider the issue of how partnership could be translated into practice rather than often being used as a fine ideal but where translation of theory into practice can be a little more difficult.

Annual Report and Information Cards

Mentor's annual report, including a financial summary for the year ending 31st March 2006 is available to download from the Mentor Website.

This is a shorter document than in previous years and is complimented by our new information cards with greater detail on the work of the Mentor family.

These information cards have been well received by our international partners, with messages of renewed support coming from the United Nations Office on Drugs and Crime, the World Health Organisation and the Canadian Center on Substance Abuse.





Zoe Salmon (left) and Konnie Huq (right) are joined by Rebecca Skyrme and Adam Westbury from Hook County Primary School, Pembrokeshire

Mentor UK Alcohol Misuse Prevention Awards

Winners Announced

Celebrities Konnie Huq and Zoe Salmon, from television's Blue Peter, presented Mentor UK's first Alcohol Misuse Prevention Awards on Friday 29th September 2006 at the Museum of London. This new initiative is designed to reward those working with primary school age children to prevent alcohol misuse. It is intended to recognise some of the vital work being carried out across the country to equip young people with support and information about alcohol abuse, and prevent binge drinking before it starts.

From the many outstanding entries, judged by both professionals and young people, the following are declared the winners in their categories.

Schools category:
The Great Easterhouse Alcohol Awareness Project, Glasgow.
This is a fun and interactive awareness programme for 10 – 12 year olds in a deprived area of the city. It gives them fact about alcohol and equips children with the skills to combat peer pressure.

Communities category: Time For Me, Halesowen, West Midlands.
A Barnardo's-run project, it provides a safe environment for young people aged eight to 13 years who are affected by alcohol misuse within the family.

Young People's Involvement category: Hook County Primary School, Pembrokeshire Wales.
Pupils realised they had to act when their sports day was nearly cancelled because of broken bottles on the playing fields. They set up a project for a safer and tidier community which, with the support of teachers, developed into a deeper project on how alcohol impacts on people's lives.

The three winning projects will receive an award of £10,000 each this year to put towards their work with primary school age children, and a further £10,000 each next year of practical consultancy and mentoring as a continuation of their work.

News from around the Mentor Family

Mentor Germany

Eigenständig werden - (Standing on Your Own Two Feet) in co-operation with the German Institute for Therapy and Health Research (IFT-Nord). "Eigenständig werden" focuses on primary school children with the aim to prevent violent and addictive behaviour patterns from developing at an early age by fostering the development of personal and social competence. Under a new logo and design 1.000 teaching manuals have been completed and new partners will be searched to extend this successful programme all over Germany. The new project website www.eigenstaendig-werden.de started in September 2006.



Mentor macht Mobil - (Mentor mobilises) This programme focuses on healthy nutrition, exercise and education. The brand new project logo has been accomplished and meets with high response among the project partners.



Prominent sponsor in famous talkshow "Berlin Mitte" Our sponsor Johann Lafer, the famous TV cook, has been invited to one of the leading German talk-shows to the theme of nutrition. The Federal Minister, Horst Seehofer, also joined this expert round.

Mentor Lithuania

A Lithuanian version of the Mentor website offering local input and support is almost ready and should be launched before the November Trustees meeting. This

new resource will be available at www.mentorlietuva.org and will be developed alongside existing English language content. Check it out!

Mentor Lithuania has also started a new initiative to target school children and their parents to prevent drug abuse. A drug prevention situation evaluation carried out by a group of NGOs has shown that there is a great need of work with parents including general drug education for them and consultations on specific subjects. Our new project is in preparation stage, research is being undertaken in schools in order to identify parents' needs and to find the most acceptable way of communication and work with them.

Mentoring programs are underway once again. Mentor Lithuania is looking for new partners able to provide new mentors and to expand mentoring programs to new areas. A new mentoring program guide is under development, based on our first year's experiences, evaluation and feedback.



Asociacija „Mentor Lietuva“, tevytėmsybišė ne pelno siekianti organizacija, dirba vadovų ir jaunimo gerovei, skatina sveiką gyvenimą, siekia stabilų nuokėniamą gimtąją. Tai yra pirmoji nacionalinė „Mentor Foundation“ organizacija Baltijos šalyse ir centrinėje Europoje.

The recently translated *Mentor Lithuania* pages on the website

Mentor Sweden

On 28 November Mentor Sweden carries out a one-day conference on mentoring. The conference is aimed at persons working in municipalities and carrying out mentoring programs, with the purpose of discussing ways of improving the quality of mentoring in Sweden. The conference is financed by the government committee "Mobilisation against Narcotics". We are aiming for 200 participants.

On 29 November Mentor Sweden celebrates its 10-year anniversary, by holding a "mini-seminar" on the theme of role models in a school in Stockholm. During the event, pupils, board members of Mentor, and invited guests will have the possibility to discuss the topic of role models. During the event, HM Queen Silvia, Honorary Member of Mentor Sweden will also hand out for the first time a new award, the "Mentoring couple of the Year" award, which recognises positive examples of mentoring.

Mentor UK

In raising the profile of drug misuse prevention one of the key areas Mentor UK has been involved in recently is the first Alcohol Misuse Prevention Awards. Launched at the beginning of 2006, with funding from

Diageo GB as part of their Responsible Drinking Programme, this high profile biennial awards scheme aims to reward the most innovative and creative alcohol misuse prevention initiatives targeted at primary school age children.

As well as directly supporting the award winners, and helping them share their ideas, Mentor UK will publish a handbook for people working with primary school age children. This will lay out the definitions of best practice in alcohol misuse prevention work and give case study examples of effective projects and programmes.

For information about this year's award ceremony and winners see the box on page 3.

The second meeting of the Mentor UK young People's Reference Group took place in August at Morfa Bay Outdoor Activity



Mentor UK's Young People's Reference Group take part in a team building exercise

Centre in Camarthenshire, and was attended by sixteen young people from around the UK.

Activities included a drug quiz to gauge the young people's level of knowledge about drugs, and gaps in their knowledge; a music workshop run by staff from Expressions of a Young Kind and a 'Describe the Person' activity, aimed to get the young people thinking about what influences young people's drug use and how they make judgements about young people in relation to drugs and appearance.

A third meeting is planned for later this month, and it is intended that the young people will present their ideas to the All Party Group on Drugs in January 2007.

Mentor USA

The fruits of the first phase of the Towards Best Practice project are now available online on the Mentor website, featuring illustrations of Mentor's Principles of Effective Prevention with examples of drug prevention work being undertaken all over the world. There is also an electronic form for submissions of more projects for inclusion.

To find out more, please visit:
http://www.mentorfoundation.org/towards_best_practice.php

Latest Prevention Research

Parents Underestimate Teens' Concerns About Drugs

While drugs are the number one concern for teenagers, parents underestimate how important this issue is to teens, according to data from a US national telephone survey conducted earlier this year. More than one-fourth of youths ages 12 to 17 reported that alcohol, tobacco, and other drugs were the most important problem facing people their age. Yet only 12% of parents of teenagers reported that drugs were the most important problem facing teenagers. Previous research has found that parents also underestimate the level of alcohol and illicit drug use by youth.

Read the report at:
<http://www.casacolumbia.org/supportcasa/item.asp?cID=12&PID=148>

Prevention Programs for Young Rural Teens Can Reduce Methamphetamine Abuse Years Later

New research supported in part by the National Institute on Drug Abuse (NIDA), National Institutes of Health, shows that

prevention programs conducted in middle school can reduce methamphetamine abuse among rural adolescents years later. Because methamphetamine addiction leads to problems with social interactions and a wide range of medical conditions, research into early interventions such as this is critical to protecting the nation's youth. The paper is published in the September issue of Archives of Paediatrics and Adolescent Medicine.

Read more at:
<http://www.nih.gov/news/pr/sep2006/nida-04.htm>

Harm reduction policies and programs for youth

Harm reduction policies and programs for youth is the second in a series of four planned Canadian Center on Substance Abuse documents on harm reduction for special populations in Canada.

The report reviews current research on the subject and explores the controversy around using non-abstinence-based approaches with younger populations, especially under-aged youth.

Read the report at:
<http://www.ccsa.ca/CCSA/EN/Publications/HarmReductionSeries.htm>

World Drug Report 2006

Recently published by the UNODC, in addition to the usual analysis of trends in the global drugs market this year's report focuses on Cannabis, by far the most produced, trafficked and used drug in the world. UNODC estimates that 4% of the world population (some 162 million people) used cannabis in 2004.

Read the report at:
http://www.unodc.org/unodc/en/world_drug_report.html

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