The European Monitoring Centre for Drugs and Drug Addiction (EMCDDA) has reshaped the way in which it reports on Europe’s drugs problem. In 2013, the agency presents its annual overview of the European drug situation in a new information package designed to be ‘more timely, interactive and interlinked’.

Central to the package is the European Drug Report 2013: Trends and developments, which replaces the former Annual report on the state of the drugs problem in Europe, traditionally published in the autumn. Released some six months earlier, the shorter, graphic-rich report summarises the latest trends across the 27 EU Member States, Norway, Croatia and Turkey. In four chapters, it explores: drug supply in Europe; drug use and drug-related problems; responding to drugs; and drug policies.

Accompanying the report are ‘Perspectives on drugs’ (PODs), online interactive analyses providing deeper insights into a selection of important issues (see overleaf). The information package will be completed by the annual Statistical bulletin and Country overviews which offer national-level data and analysis.

The above changes take place in the context of the EMCDDA’s latest three-year strategy (2013–15), which is based on the guiding principles of: relevance and timeliness; efficiency and value; and communication and customer focus. The developments are designed to keep pace with both the rapidly shifting drug phenomenon and the growing needs and changing expectations of the agency’s audiences.

European Drug Report 2013 — available in 23 languages (in print and online) at emcdda.europa.eu/edr2013
Perspectives on drugs (PODs)

I Mass media campaigns for the prevention of drug use in young people
The use of mass media campaigns in drug prevention is both relatively common and not without controversy. Both policymakers and practitioners have hotly debated the effectiveness of such campaigns to reduce young people’s drug use or their intention to use. This POD aims to contribute to the debate via a review of available evidence on the topic.

I Hepatitis C treatment for injecting drug users
Transmitted through the sharing of needles, syringes and other injecting equipment, hepatitis C is the most common infectious disease among injecting drug users in Europe today. In this analysis, the EMCDDA looks at some of the positive advances in treating the disease, including a new generation of medicines.

I Preventing overdose deaths in Europe
It is estimated that over 70 000 lives were lost to drug overdoses in Europe in the first decade of the 21st Century. Reducing drug-related deaths, therefore, remains a major challenge for public health policy. This POD describes some of the factors that increase the risk of fatal and non-fatal overdoses and a number of interventions developed to prevent these events.

I Emergency health consequences of cocaine use in Europe
Several thousands of cocaine-related emergencies are reported in Europe every year, representing a considerable burden on services. In this POD, the EMCDDA studies the type of cocaine-related problems reported and the potential of using hospital emergency data for monitoring acute problems associated with this drug.

I Trends in heroin use in Europe: what do treatment demand data tell us?
Understanding heroin use trends in Europe is crucial on account of the considerable public health impact of this drug. Treatment demand data are analysed in this POD to assess changes over time in the number of first-time treatment entrants reporting heroin as their main problem drug.

I Characteristics of frequent and high-risk cannabis users
Cannabis is Europe’s most commonly used illicit drug, with around 20 million adults (15–64 years) having used it in the last year; around 3 million on a daily, or almost daily, basis. This POD explores the characteristics of frequent and high-risk cannabis users and reflects on how examination of this group can help design tailored interventions for those most at risk.

I The new EU drugs strategy (2013–20)
A new EU drugs strategy (2013–20) was endorsed by the Justice and Home Affairs Council of the European Union on 7 December 2012. The main features of the new strategy, and how it aims to address Europe’s changing drugs problem, are presented in this analysis.

I Controlling new psychoactive substances
The number and diversity of new psychoactive substances reported in Europe in recent years represents a major challenge for Europe’s policymakers. This POD looks at countries’ legal responses to the new drugs phenomenon.

I Models for the legal supply of cannabis: recent developments
Three United Nations Conventions provide the international legal framework on drug control, instructing countries to limit drug supply and use to medical and scientific purposes. Yet, debate continues on the decriminalisation, or even legalisation, of drugs, particularly cannabis. Models under development for the legal supply of cannabis are described in this POD, as well as some of the questions they raise.

I Synthetic cannabinoids in Europe
Synthetic cannabinoids represent the largest group of compounds currently monitored in Europe by the EU Early warning system on new psychoactive substances. Current knowledge on these substances, as well as trends in production, availability and use, are presented in this analysis.

I Synthetic drug production in Europe
Synthetic drugs have been produced illicitly in Europe for over 40 years and, by global standards, Europe remains a significant producer today. Described in this POD are current trends in illicit synthetic drug production in Europe and some of the challenges faced by law enforcement in this regard.