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Tailoring information to client needs

Communication is a core activity of the EMCDDA and is inherent to many of the tasks it carries out as an information agency. In order to provide a high-quality service, the agency ensures that information is disseminated effectively via products tailored to the needs of its target audiences. This user-focused approach calls for diverse communication channels, structures and response times and a variety of products, tools and services.

Reaching EMCDDA target audiences

Who are they?	What do they need?	What do we offer them?
Policymakers e.g. representatives of government (Ministers and their advisors) and parliaments (MPs, MEPs and their advisors); EU institutions	<ul style="list-style-type: none"> · Highly synthesised, objective information on drugs issues · Cross-country comparisons and national drug situations in a European context · Analytical information on policy options · Timely information on emerging threats and best practice · Statistics 	Products targeted at policymakers include: <ul style="list-style-type: none"> · <i>Drugs in focus</i> policy briefing · European Legal Database on Drugs (ELDD) · Insights series · Risk assessments · Statistical bulletin
Scientists and researchers e.g. specialists at universities; research institutes; research networks; documentation centres	<ul style="list-style-type: none"> · Scientific reports and analyses · Statistical databases · Guidelines and tools for data collection · Literature on new topics 	Products targeted at scientists and researchers include: <ul style="list-style-type: none"> · Statistical bulletin · Monographs · Thematic papers/Literature reviews · Technical data sheets · Drug profiles
Practitioners e.g. prevention and educational specialists; outreach workers; therapists; primary healthcare staff; treatment providers	<ul style="list-style-type: none"> · Methods and tools for developing best practice · Examples of good practice and comparative analysis of practice · Scientific studies and technical reports · Methodological manuals 	Products targeted at practitioners include: <ul style="list-style-type: none"> · Manuals · Best practice portal · Technical data sheets · Statistical bulletin · Insights series · Thematic papers/Literature reviews
Citizens e.g. interested members of the public, students, young people, drug users and their families	<ul style="list-style-type: none"> · Clear, simple, concise information · General overview of the drugs phenomenon · Effects and dangers of individual drugs · Information in national languages when possible 	Products targeted at citizens include: <ul style="list-style-type: none"> · EMCDDA websites · Frequently asked questions and answers · <i>Drugnet Europe</i> newsletter · <i>Drugs in focus</i> policy briefing

Products suitable for all EMCDDA target groups include: EMCDDA websites — *Annual report: the state of the drugs problem in Europe* — Drug profiles
 Country overviews — Selected issues — *Drugnet Europe* newsletter — Brochures and catalogues
 All available at www.emcdda.europa.eu

The media serve as a conduit to all audiences and are targeted via media relations work. Products offered to the media are highly synthesised and include: news releases, fact sheets, feature articles, the *Drugnet Europe* newsletter and the *Drugs in focus* policy briefing.



Dialogue

The EMCDDA engages in dialogue with its audiences to monitor how products are received. Systematic examination and evaluation of feedback (e.g. via surveys, analysis of incoming requests) can help ensure cost-effective communication and a relevant coverage of issues.



Multilingualism

The EMCDDA believes that European citizens should have access to information on the state of the drugs problem in Europe in a language that they understand. It therefore adapts to the growing linguistic diversity in the EU by offering key publications in 23 languages.



Style, tone and form

Communicating with different audiences requires prior assessment of the most appropriate style, tone and register; the most fitting form; and the most suitable channel/product. This process calls for a range of analytical, writing, editing and technical skills in order to reach client groups effectively.



Marketing and distribution

The information that the EMCDDA collects and produces is of little value if it is not publicised and delivered in a timely fashion to those who need it. Marketing and distribution activities — using both electronic and more traditional means — are therefore of high priority.