

# 1 Drugs, Motivation and Prevention Campaigns in Spain 2 (1994-2007). Story of a Misunderstanding

3 Juan Carlos Checa Olmos<sup>1</sup> and Maria Jose Gonzalez Moreno<sup>2</sup>

4 <sup>1</sup> University of AlmerAa

5 *Received: 16 December 2013 Accepted: 3 January 2014 Published: 15 January 2014*

6

---

## 7 **Abstract**

8 The aim of this article is to analyze and frame the level of efficacy and adequacy of publicity  
9 campaigns for the prevention of drug use in Spain. To this end, the contents of the messages  
10 used by the FAD (Antidrug Foundation) in television campaigns broadcast between 1994 and  
11 2007 have been reviewed. The content of these campaigns has also been linked to the progress  
12 and motivation of drug users, using the biannual surveys of the Ministry for Equality and  
13 Social Welfare. The results show that the discourse followed in these campaigns has no  
14 relation whatsoever with the said motivations linked with drug abuse. Consequently, a  
15 strategy is required which will have an impact on discouraging and dissuading drug users.

16

---

17 **Index terms**— framing, motivation, prevention.

## 18 **1 Introduction**

19 The Agenda Setting theory indicates that the perception of social issues is conditioned to a great extent by their  
20 contribution (Dearing & Rogers, 1996; Scheufele, 2000). The framing process is linked to two basic actions:  
21 selecting and emphasizing expressions and images to convey a point of view, a perspective or a certain angle with  
22 regard to information. Studies developed from this theoretical viewpoint show that when greater media emphasis  
23 is placed on a specific social matter or issue public concern on this matter tends to rise.

24 The Agenda Setting theory has been considered in this study because of its direct involvement in the planning  
25 and updating of drug policies (Beckett, 1994; Lancaster et al., 2011; ??harp, 1992; Stanojlovic, 2011). Prevention  
26 strategies led by the media try to reduce drug abuse. However, drug users consider that media information is  
27 hardly influential, as the greatest influence comes from peer groups. This would in turn explain the questionable  
28 effectiveness of prevention campaigns (Costa & Pérez, 1989). In other words, the power of the media over drug  
29 use is doubtful, for what often happens is that opinions in favour of drug use are reinforced, as opposed to  
30 achieving the aim of producing a real and substantial change in attitude.

31 There is no lack of research which states that the majority of drug prevention programmes are not effective  
32 (European Monitoring Centre for Drugs and Drug Addiction and European Communities, 2006; White & Pitts,  
33 1998). Some have even observed that they have produced the opposite effects to those intended, due, above all,  
34 to lack of knowledge of the appropriate characteristics required to produce successful prevention programmes  
35 (Pim, 2002).

36 Therefore, the framing process imposes the established criteria on prevention campaigns, materialized in a  
37 discourse focused on the problems caused by drugs, on public alarm or on the effects of drugs on the social  
38 environment, but it is evident that, in the opinion of users, the reasons that lead to drug abuse are often ignored.

39 In short, through this study we would like to stress the need to add a new prevention model to the media  
40 which will correlate two highly relevant indicators: the evolution of the incentives to use substances and the  
41 prevention campaigns shown on television and designed by the Antidrug Foundation (FAD); since a clarification  
42 of the psychological and social effects of drug abuse would provide a new social perception of illegal substances,  
43 whilst counteracting the incentives that feed them. Therefore, it is vital to know which discourse and strategy  
44 fuel the design of campaigns to prevent and reduce drug consumption.

## 4 RESULTS

---

### 45 2 II.

### 46 3 Data and Sources

47 To achieve the aims of this paper, we have used secondary sources, that is to say: in order to learn about the  
48 incentives of drug users, we have extracted data from the biannual reports The Andalusian Population and Drugs  
49 1 , which were carried out from 1994 to 2007 2 This survey collects both epidemiologic and social data. It has a  
50 probabilistic and representative nature, with a stratified, multi-stage sampling, according to gender and size of  
51 their habitat. Its universe is the population of Andalusia, between the ages of 12 and 64.

52 . The main objective of these surveys is to find out the predominance of the use of different psychoactive  
53 substances among the Andalusian population, as well as the main sociodemographic characteristics of the users.  
54 In any case, from this source we can verify the evolution of the type of drugs used, as well as the incentives that  
55 have driven users in Andalusia to their consumption through the last 13 years.

56 A total of 23.764 individuals have participated in the sampling through these 13 years.

57 The questions about incentives were aimed at people who had consumed alcohol at some time, who smoke  
58 daily or had used some illegal substance in the last six months. A specific question was in what surroundings or  
59 under what circumstances had they started using, and why. Thus, they were asked to point out the two main  
60 reasons 3 III.

### 61 4 Results

62 for drug use. With regard to prevention, we have analyzed the campaigns designed by the FAD, and broadcast  
63 through television during the period 1994-2007. To establish to9 what extent this objective was achieved, we  
64 have analysed TV campaigns from 1998 to 2007, with regard to their slogans, images and contents.

65 The data from subsequent surveys reflect that the main incentives for drug use can be classified in five  
66 large groups: "passiveness and escape-avoidance", "adaptation and integration", "freedom and transgression",  
67 "symptomatologic incentive", "experimental incentive". Generally, through the years, the percentage of people  
68 who state that their main incentive for starting to use drugs was "symptomatologic" has decreased drastically,  
69 while the number of people naming the "experimental and pleasure seeking incentive" as their main motivation  
70 has gone up. Even from the year 2003, an increase has been detected in the "freedom and transgression" incentive.

71 Incentives and publicity from 1994 to 2000: the devastation caused by cocaine On the whole, during this  
72 period was an increase in the use of cannabis, designer drugs, hallucinogenics and amphetamines, especially  
73 among habitual or frequent users. Within the problematic rise in drug use, cannabis needs to be highlighted, as  
74 well as amphetamines, designer drugs and cocaine, simultaneously with alcohol and tobacco, with the end result  
75 of extensive multi-consumption which lasted through the whole above period ??Edis, 1994;1996;1998;2000).

76 From the year 1994 until the year 2000, we find that the "escape and passiveness" motivation and "adaptation  
77 and integration" correspond, consecutively to the use of alcohol in both "moderate and excessive" 3 However,  
78 we need to bear in a mind that it is possible for one person to have consumed several psychoactive substances,  
79 whereas their reasons for starting to consume are asked in general for any substance used; that is, when the  
80 interviewee indicates their reasons for starting using drugs, the information given refers to any of the substances  
81 used in the last 6 months and it not specifically to any one of them. Therefore, the data obtained are only useful  
82 as an approximation to the most common incentives for starting to use each type of drug.

83 and "slight and moderate" levels 4 The incentives for the use of these drugs classified as a group were  
84 mainly attitudes of "passiveness and escape-avoidance" and "adaptation and integration". Experimental reasons  
85 remained important, while those based on symptomatology decreased, especially among elderly women and  
86 housewives ??Edis, 1994;1996;1998;2000).

87 . The "freedom and transgression" incentives refer to the use of cocaine, ecstasy, heroin and amphetamines:  
88 whereas, "symptomatologic" motivation was the cause for taking tranquilizers, hypnotics and common and  
89 morphic analgesics (especially among women). Last of all, the search for pleasure and experiences is the reason  
90 for using alcohol (in high, excessive and high risk levels), cannabis, cocaine, hallucinogenics and synthetic drugs.  
91 4 After turning each drink into their alcohol equivalent, and with the user data of each individual interviewed,  
92 a drinkers typology can be established according to the amount of alcohol ingested daily on average, which is  
93 as follows: low, moderate, high, excessive and high risk. Over 75 ml. a day is considered is considered alcohol  
94 abuse for males, and 50 ml. for females, following international criteria. These data can also be measured in  
95 alcohol grams and in basic standard drink units (UBE) (SDU). As regards the publicity campaigns launched as  
96 a means of prevention by the FAD, there are with the motto "Chicken, dare. SAY NO" (1993/94) and "There  
97 are lots of reasons to say NO" (1995) from the agency "Lintas" addressed young people, urging them to reject  
98 emphatically, both the purchase and the use of drugs. Later on they would even list all the wonderful "things" in  
99 life (these things are Bart Simpson, my friend, the countryside, my dog, my neighbour, Winona Ryder, Michelle  
100 Pfeifer, pizzas?) which supposedly can stop people from taking drugs. The message is therefore say NO to drugs,  
101 as opposed to saying YES to other "things". With "Talk with your son" (1995), the agency "Tiempo/BEDDO"  
102 tried to put forward the need for communication between parents and children. It reminded parents of their  
103 responsibility to help their children to grow up. From the same agency came the campaign "Control" (1996)  
104 which was aimed at young people with the intention of demystifying the idea that it is possible to control drugs.  
105 With a language taken from young people's jargon, control is compared to sport activities that require self-control

106 and balance (risk sports such as climbing or water skiing). The perception of "new drugs" as "more controllable"  
107 argued that the content of this campaign would reinforce the danger of drugs, trying to demystify the statement  
108 "I'm in control". In "Preventing is living" I and II (1997/98), the agency "Vitrubio/Leo Burnett" attempted  
109 to call the attention of fathers, mothers and teenagers through a new perspective, to prevention above all. In  
110 "Drugs are not a game" I and II (1998), the same agency encouraged young people to reflect on the recreational  
111 aspect of drugs, and remarked the seriousness of drug abuse. With the motto "And you, what do you think?"  
112 and "Drugs, you are better off without them" I and II (2000/01) the agency SCPF showed young people the  
113 consequences of taking drugs in different everyday circumstances; and in the campaign "Free" (2000) people were  
114 invited to reflect on the extent to which we are free to make a choice about the use of drugs. From 2003 to  
115 2005, comparatively widely used drugs use were, after tobacco and alcohol, cannabis, tranquilizers, hypnotics  
116 and cocaine. The use of the remaining substances was lower, fluctuating between ecstasy and even crack. Males'  
117 abuse of tobacco and alcohol was higher, likewise of inhalable substances, cannabis, cocaine, hallucinogenics and  
118 crack. Females, on the other hand, tended to use amphetamines, tranquilizers, hypnotics and opiate analgesics  
119 ??Edis, 2003).

## 120 5 29

121 However, in 2007, the consumption of tobacco and alcohol continued to be high, but the illegal substances most  
122 widely used by the Andalusian population were cannabis and cocaine. Ecstasy and hallucinogenics were relatively  
123 predominant. Occasional use of cocaine, ecstasy and hallucinogenics increased in relation to 2005; the most recent  
124 levels of the use of these substances (last month) remain more stable (Edis, 2007). During the last year we have  
125 witnessed the birth of a new pattern of multi-consumption, characterized mainly by their recreational purpose  
126 and their use in festive events and circumstances (raves).

127 Incentives changed drastically from 2003. The most dramatic change occurred in two types of incentives:  
128 "experimental and pleasure seeking", which became the main reason for drug use, and "symptomatologic",  
129 which went down to the last place (let us recall that in 1978 it was the main motivation for drug use). These  
130 reasons were followed by "adaptation and integration", which also decreased; and "freedom and transgression"  
131 which increased; whilst "passiveness and escape" remained the most stable at the time. Therefore, drug use  
132 motivated by "passiveness and escape" was a response to problematic or frustrating situations; and the incentives  
133 "experimentation-pleasure" and "freedomtransgression", were due to a hedonistic attitude, to such an extent that  
134 these three reasons appear in the majority of answers.

135 With regard to substances, we can observe how alcohol consumption dominated "adaptationintegration" and  
136 "passiveness and escape" incentives (light and moderate levels) and "experimenting pleasure" (abuse). Where  
137 other substances are concerned, "experimental-pleasure seeking" incentives were paramount, as in the case of  
138 inhalable substances, cannabis, cocaine, ecstasy and hallucinogenics. The main motivation for the use of heroin  
139 was escaping; and tranquilizers, hypnotics and other opiates were linked with symptomatologic motivation.

140 Likewise, males show the highest levels of "passiveness-escape-avoidance", "experimentalpleasure seeking" and  
141 "freedom-transgressing" incentives, whereas for females it is "adaptationintegration" and "symptomatologic".

142 From 2005 to 2007, "experimental", "adaptation and integration" and "passiveness and escape" incentives  
143 were confirmed as the most predominant, scoring 79.7% of the total of answers. "Symptomatologic" and "freedom  
144 and transgression" incentives (6.7% and 13.6%) account for the remaining 20.3% (cf. Figure ??). In those years,  
145 FAD campaigns like "Do something" (2001) from the agency "Contrapunto" were shown on television, with the  
146 objective of disseminating the warning that drug use affects both users and their families, and announcing the  
147 existence of a telephone helpline for those needing information. From the same agency, the campaign "Education  
148 is everything" (2002) and "In nappies when facing drugs" (2002) were based on the belief that drug use and other  
149 more general conflicts are clearly and closely related. For this reason, the FAD stated that preventive education  
150 is absolutely necessary to give full training to be able to prepare the personality of a child against any risk of  
151 antisocial behaviour. With "We are all responsible" (2003) the same information was disseminated to publicity  
152 companies, parents, teachers, the media, musicians and sports people. Later on, the same agency designed the  
153 campaign "You don't know what you are taking" (2003), aimed at preventing an increase in the use of synthetic  
154 drugs and cocaine during the summer, and at giving warning about the fun use of these substances, appealing  
155 to the responsibility of users, especially young people between 14 and 25.

156 The publicity agency "La Banda de Arnold" once more insisted on the education that parents and teachers  
157 should provide in "Teach them how to live" (2004). With "Have a brain, pass on coke" (2004), the agency  
158 "Saatchi and Saatchi" designed a campaign to prevent drug use among young people, especially during the  
159 summer holidays. In the campaign "Empower your children in the face of drugs" (2004), the agency "Arnold  
160 Spain" addressed parents stressing the importance of teaching values to children and encouraging a critical  
161 attitude in them as a protection and prevention factor against the risks of drug use. Likewise, in "Every time  
162 counts. Think" I and II (2005), "Will this be the one? Think" (2006), "Drugs decide when your life is going to  
163 change" (2006) "Change your perception. Think" (2007), the agency "Delvico Red Cell" warned of the dangers  
164 of drug use, focusing on the false feeling of being in control that many young users experience with regard to drug  
165 taking, stressing the problems generated by drug use for society in general. Finally, the campaign "Everything  
166 has a price" from the agency "Sra. Rushmore" showed a perspective of the cultural aspect of drugs as another

## 6 DISCUSSION

---

167 consumer product, trivializing their meaning and their risks. The creative concept of the new campaign is  
168 supported by the statement "The most dangerous thing about drugs is to forget what they really are".

### 169 6 Discussion

170 Prevention campaigns from 1993/4 followed the same trend as in the previous period, as they pointed out that  
171 the responsibility and capability to make decisions about drug use, lay exclusively with individuals themselves,  
172 in an attempt to defend a worthy and brave attitude through the motto "say NO". The campaigns that followed  
173 tried in vain to convince people of the reasons why they should reject drugs. In "There are a lot of reasons to  
174 say NO" (1995), the audience were encouraged to appreciate and value a series of personalities, situations and  
175 "things". However, from these campaigns we can draw several conclusions: firstly, that drugs in the early stages  
176 of use have a well defined area of power, with which other situations and circumstances do not interfere (one  
177 can talk on the phone and watch football and still take drugs) and, secondly, that people do not take drugs to  
178 stop having a dog, or to stop liking famous actors, therefore, we must insist, drug use is caused by a number of  
179 complementary aspirations to those referred to in say NO. Therefore, if drugs were taken because of boredom or  
180 dissatisfaction, the most appropriate thing to do would be to explain how drug use can become tedious and tiring,  
181 meaningless and extremely frustrating. Drugs contribute nothing to a satisfactory way out of such circumstances,  
182 but they are often a waste of money, they ruin the health and safety of the individual, as shown in the picture  
183 of a lost and ridiculous young man.

184 Subsequent prevention campaigns showed the dialogue that is necessary between parents and children to  
185 prevent them from using drugs. These campaigns tried to establish a shared responsibility in the prevention of  
186 drug use through family intervention. However, in most cases, drug prevention comes from group peers and even  
187 from the media, as it is a no-go area for parents in their children's life to which they have no access.

188 In 1996, the well-known phrase "I'm in control" was demystified through the campaign "Control" (1996);  
189 although none of the reasons given in relation to drug use at the time had this supporting motto "I take drugs  
190 because I am capable of controlling them". Let us just recall that the incentive of that period was a passive  
191 attitude of inertia, the exact opposite of being excessively self-assured, and so being able to "control drugs". The  
192 television campaigns that followed "Drugs, we're better off without them" I and II ??2000, ??2001) focused on  
193 explaining the worst effects of the different substances on different young people in everyday situations, which  
194 showed a change of direction in the perspective of drug use, because cocaine, alcohol, cannabis and designer drugs  
195 involved a series of effects, which in most cases, produce undesirable and unpleasant results. For the first time,  
196 the real effects of drugs were talked about, leaving aside social implications or rejecting drugs from a biased and  
197 reductionist viewpoint.

198 In the campaigns that took place in the following years, education and information were put forward as the  
199 main defence criterion when faced with drug use, in "Do something" (2001) in which adults (parents) appeared  
200 who were obviously drug users, spreading messages of the type: "Nobody is born a cocaine addict" or "Education  
201 is everything" (2002); and they even compared drug users to "babies" who lack the ability or the skill to defend  
202 themselves against drugs: "Facing drugs in nappies" (2002). Evidently, these messages were in no way linked  
203 with the search for sensations of users, nor with the pleasure that some drugs are supposed to produce, nor with  
204 the satisfaction of breaking conventional rules. Maybe, greater attention from adults could be a possibility for  
205 reducing drug use, without ignoring the fact that we would be in a vigilant and controlling state, which is far  
206 from being a real impediment and could immediately turn into an incentive to be overcome by young users.

207 The campaign "Everyone is responsible" (2003) broadened its horizon with regard to the drug phenomenon,  
208 to include different social agents, since prevention responsibility should lie with the media, parents and teachers.  
209 With categorical sentences like "If you have the power to make them believe that they can go through walls with  
210 certain jeans, imagine how powerful you are", they explained that selling dreams through advertising should not  
211 participate in a dangerous and unrealistic concept of drugs. In the years that followed, the view of prevention  
212 based on education continued to be milked in the campaigns "Teach them how to live" I and II ??2004, ??2009),  
213 "Have a brain, pass on coke" (2004) and "Empower your children against drugs" (2004), but in any case, they  
214 do not promote discouraging drug users.

215 Another prevention strategy developed in the same year stated "You don't know what you're taking" ??2003).  
216 Thus, the lack of control over the composition of psychoactive substances and their reliability are brought to the  
217 foreground, in an attempt to show the danger of drug adulteration. Therefore, the effects of some substances  
218 when in a pure state are unknown, in comparison with the reality of those bought in the black market. When the  
219 population allude to pleasure as a reason to use drugs, it is necessary to clarify that this could be the case when  
220 taking pristine substances, but not when they have been adulterated at every link of the drug dealing chain.

221 On the other hand, FAD campaigns, such as "Every time counts. Think" I (2005), "Drugs decide when your  
222 life is going to change" (2006), "Change your perception. Think" (2007) were about understanding the drug  
223 problem in terms of the dangerous consequences of taking substances. They gave a series of messages which  
224 exposed the naivety and falseness of the arguments about drug use, in which it can seem harmless and without  
225 risks, simply motivated by fun. However, if the risk of drugs is evident, it would also be so to explain that drugs  
226 are often not only no fun, but can also generate and cause many states of pain, anxiety and even of tedium; in  
227 such a way that the cost-benefit ratio of this search for fun, is often the opposite of the expectations it raised.  
228 Furthermore, the emotional, physical, social and economic costs of drug use is an outrage with regard to the

229 benefit obtained, when the reaction desired often becomes a fruitless and regrettable trip. Thus, none of these  
230 campaigns exposes or highlights that drug use does not always lead to the pleasure or fun that is sought. The lack  
231 of pleasure that some drugs produce is as real and true as the pleasure that can be experienced on some occasions.  
232 The idea is, therefore, to make it clear that both sensations are part of the same action, in an attempt to cause  
233 disappointment, to demystify and discourage drug use, especially among the younger sector of the population.

234 Thus, users take drugs with the incentive and desire to improve their experience of life and because they  
235 underestimate the negative consequences and risks involved (Aitken et al., 2000). For this reason, prevention  
236 campaigns could be enormously beneficial if they were more explicit about the fact that the desired effects are  
237 not always obtained, and about the likelihood of suffering from the risks involved. Some authors like Bobes and  
238 Sainz (2003) maintain that people who do not take drugs believe that users take them because they have no  
239 interest in themselves, because it is typical of meaningless lives and so they worsen the situation of the global  
240 community. Conversely, drug users argue that drugs are not taken by people through ignorance of their effects  
241 and "because of fear of their negative effects". Thus, the population who do not take drugs refer to users through  
242 stereotypes in very typical profiles of "meaningless lives, being manipulated, having a negative effect on society",  
243 which is an image that the media have contributed to develop, especially through their prevention campaigns.  
244 On the other hand, users refer to non-users as "misinformed and frightened", hence their abstention from drugs.  
245 In other words, they believe what prevention campaigns say. This leads to two reflections: firstly, that neither  
246 attitude is realistic, but both respond to media stereotypes, and secondly, that drug prevention does not involve  
247 drug users, as they do not actually speak about what taking drugs means, or of the motivation that sustains  
248 these habits. Thus, non-users are forewarned and users remain unchanged.

249 However, and despite this clear evidence, the FAD maintains the efficacy of its campaigns through a series  
250 of data, such as stating that over half the population of Spain between 15 and 65 indicate that they know or  
251 have heard about the FAD or that 90,5% of the total of interviewees recall one or more pictures from the FAD  
252 campaigns. It insists that a vast section of the Spanish population between 15 and 65 years of age (91, 7%)  
253 believe that campaigns are important or very important. It also states that the proportion of those who believe  
254 that the continuity of these campaigns is relevant is very high (89, 5%). This means that people's awareness of  
255 prevention campaigns is enough to make these campaigns a success. We are not saying that prevention campaigns  
256 may or may not have reduced the prevalence of drug use and the number of users, but that we are not satisfied  
257 with the simple matter that television is actually watched, (and hence the FAD advertisements are seen).

258 V.

## 259 **7 Conclusions**

260 The incentives to take drugs in some population sectors respond to a series of expectations about the effects of  
261 these substances. Moreover, these "gains" coexist with some shared beliefs in the existence or nonexistence of  
262 risks associated with drug use and with various agreed attitudes both in peer groups and in close social settings,  
263 in favour of drug use.

264 The analysis of contents of drug prevention campaigns, disseminated by the media, especially television, on  
265 behalf of the FAD, has allowed us to verify that these campaigns hardly counteract drug use, as they lack  
266 coherence with regard to the incentives referred to by users, in any of the periods studied here. To the extent  
267 that, if drugs maintain a position of power in the social imaginary, campaigns feed on a series of ideas supported  
268 by fear, alarmism and lack of realistic criteria, which separate them from their prevention objectives (the launch of  
269 these campaigns is especially relevant). Therefore, the ideas issued by institutions do not respond to or counteract  
270 the incentives that lead people to the use and abuse of the different drugs.

271 The lack of success of publicity campaigns against drug use, leads us to think that a new theoretical attitude  
272 to drugs is required, which ought to partly forget prohibition and social victimisation messages, in order to focus  
273 on the other side of drug use; that is, if drugs produce pleasure, they also generate high doses of displeasure, if  
274 the use of drugs causes new and pleasant experiences, the unpleasant ones are greater; if they produce euphoria,  
275 they also bring about sadness; despite offering social success, they can generate great social isolation, etc. Thus,  
276 reversing the image of drug use, in direct relation to the incentives that encourage it, becomes an option and a  
277 possibility to bear in mind.

278 To sum up, with this study we have intended to show the need to design a new prevention and educational  
279 option which will emphasize another explicit and harsh message on the basis of scientific truths derived from the  
280 use and abuse of drugs; acting more on prevention than on prohibition criteria. To this end, the incentives listed  
281 earlier by users should never be ignored. This message should be added to the Agenda Setting for the prevention  
282 and reduction of drug use. <sup>1</sup>

---

<sup>1</sup>Until 2005 the report was called The Andalusian people and drugs.2 Although this report continued to be Publisher in 2009, references to motivation for the use of drugs were omitted.

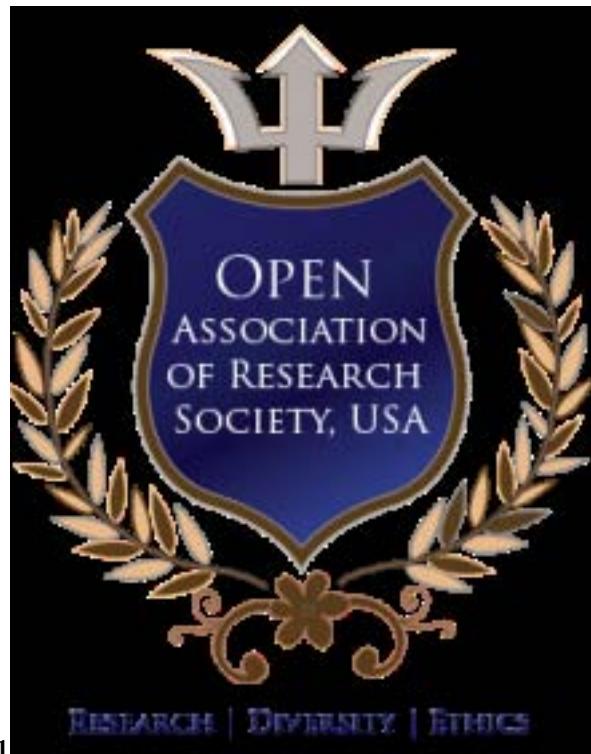


Figure 1: Figure 1 :

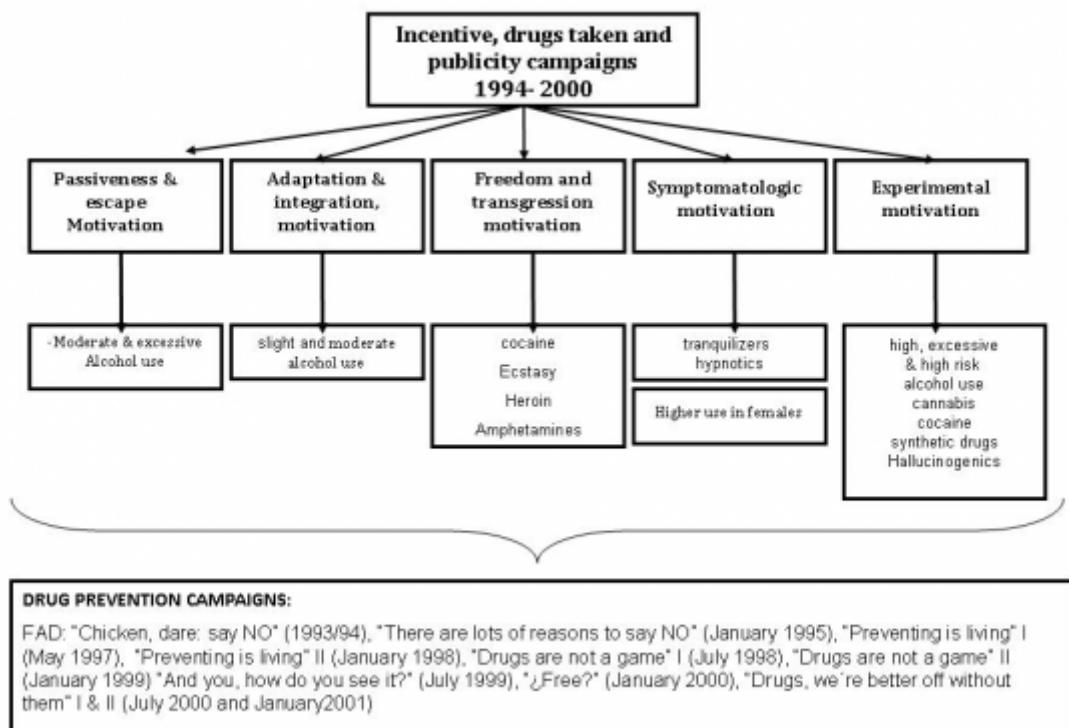
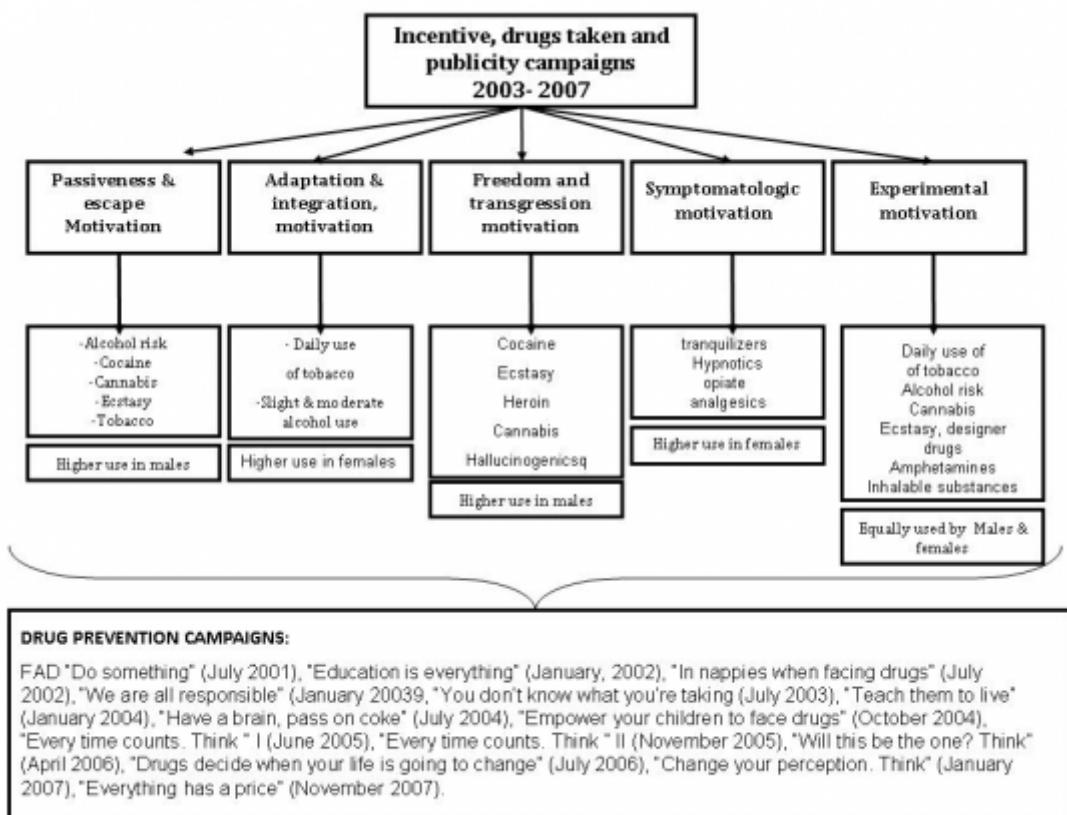


Figure 2: Figure 2 :



3

Figure 3: Figure 3 :

## **7 CONCLUSIONS**

---

---

283 [Dearing and Rogers ()] *Agenda setting. California: Thousand Oaks* Sage, J Dearing , E Rogers . 1996.

284 [Scheufele ()] *Agenda-setting, priming and framing revisited: another look at cognitive effects of political*  
285 *communication*, D Scheufele . 2000. *Mass Communication and Society*. 3 p. .

286 [Stanojlovic ()] *Analís retórico de la publicidad institucional antidroga. Tonos digital: Revista electrónica de*  
287 *estudios filológicos* 21, M Stanojlovic . 2011.

288 [De Micheli and Formigoni ()] 'Are reasons for the first use of drugs and family circumstances predictors of future  
289 use patterns?'. D De Micheli , M Formigoni . *Addictive Behaviors* 2002. 27 (1) p. .

290 [Costa and Pérez ()] P Costa , J Pérez . *Drogas, televisión y sociedad. Comunidad y Drogas*, 1989. 8 p. .

291 [Aitken et al. ()] 'Drivers who use illicit drugs: behaviour and perceived risks'. C Aitken , N Crofts , M Kerger .  
292 *Drugs: Education, Prevention, and Policy* 2000. 7 (1) p. .

293 [Edis ()] Edis . *Los Andaluces ante las drogas*, 1988-2005. Sevilla: Junta de Andalucía

294 [White and Pitts ()] 'Educating young people about drugs: A systematic review'. D White , M Pitts . *Addiction*  
295 1998. 93 (10) p. .

296 [Pim ()] 'Effective ingredients of schoolbased drug prevention programs: A systematic review'. C Pim . *Addictive*  
297 *Behaviors* 2002. 27 (6) p. .

298 [European Monitoring Centre for Drugs and Drug Addiction Comunidades Europeas Oficina de Publicaciones Oficiales de las Co  
299 'European Monitoring Centre for Drugs and Drug Addiction & Comunidades Europeas'. *Oficina de*  
300 *Publicaciones Oficiales de las Comunidades Europeas*, 2006. (El problema de la drogodependencia en Europa:  
301 informe anual)

302 [Lancaster et al. ()] 'Illicit drugs and the media: Models of media effects for use in drug policy research'. K  
303 Lancaster , C Hughes , B Spicer , F Matthew-Simmons , P Dillon . *Drug and Alcohol Review* 2011. 30 (4) p.  
304 .

305 [Edis ()] *La población andaluza ante las drogas*, Edis . 2007. Sevilla: Junta de Andalucía

306 [Beckett ()] 'Setting the Public Agenda'. K Beckett . *Street Crime" and Drug Use in American Politics*, 1994.  
307 41 p. .

308 [Bobes and Saiz ()] *Sociedad Científica Española de Estudios sobre el Alcohol, el Alcoholismo y las otras*  
309 *Toxicomanía*, J Bobes , P Saiz . [http://www.pnsd.msc.es/Categoría2/publica/pdf/drog\\_recreativas.pdf](http://www.pnsd.msc.es/Categoría2/publica/pdf/drog_recreativas.pdf) 2003. (Monografía drogas de uso recreativo)