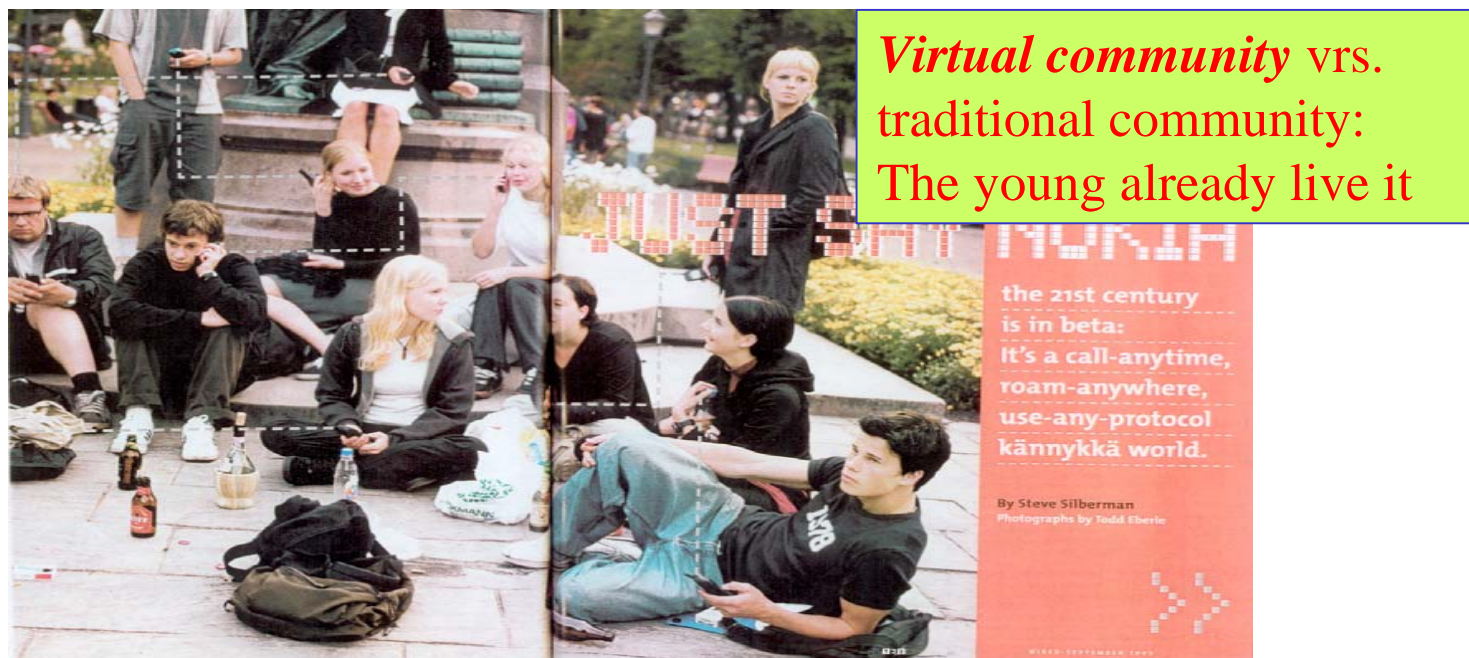


Director of Information Department, A-Clinic Foundation, Helsinki
Vice President, Prevet Network

What are Internet and the ICT bringing to us?

Prevet Network and views on the future

Final Conference of the Twinning Project 'Support to the implementation of the National Programme for the Fight Against Drugs 2004-2008', Bratislava, Slovakia, 12 December 2006



Virtual GSM and SMS community in a summer scene at a Helsinki park. Picture from the "Wired"

WHY TELEMATICS AND THE INFORMATION SOCIETY?

Features of telematics especially suitable
for alcohol, drug and mental health prevention

- @ *Simplification* of the continuously more complex society
- @ *Interactivity*, feedback and democracy
- @ *Anonymity*, and closeness at will
- @ *Low threshold* to evaluate, motivate and seek help
- @ *Empowerment* to use one's own resources
- @ *Return of written (and pictorial) word*
- @ Freedom from time and place
- @ Cost effectiveness

*More freedom for
individual choices*



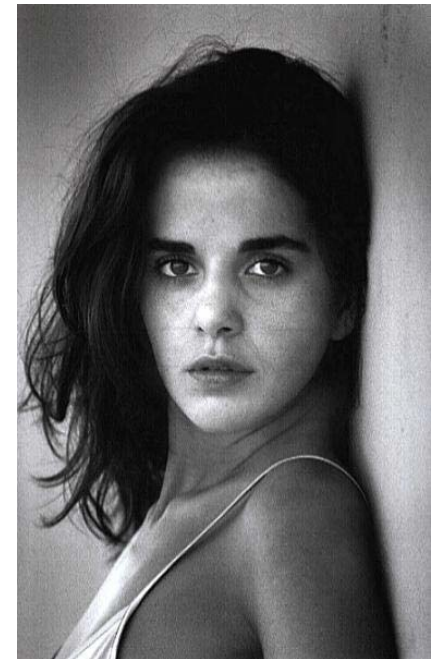
Many claim that the speciality in human related work is the face-to-face contact. But is it really...



...an indispensable element in human interaction?

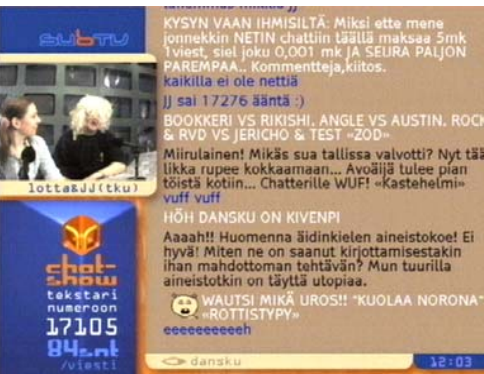
No, but a feature of limits of the real world people want to regulate the psycho-social distance themselves

Telematics makes possible to avoid the unpleasant situations of *losing-face*. Ability to regulate possible *shame* helps communication in difficult issues and lowers the **threshold** to seek and give help.



Special case: benefits of written messages in prevention and treatment

- @ Time shift
- @ Accuracy of messages
- @ Possibility to return to the message and the answer
- @ Anonymity and regulation of social distance
- @ People seem to love written telematics (e-mail, SMS, chat)



Suicides and the Mobile Phones

In Finland **suicides have decreased by a third** because of:

1. *National Suicide Prevention project,*
2. *New anti-depressants and*
3. *Mobile phones.*

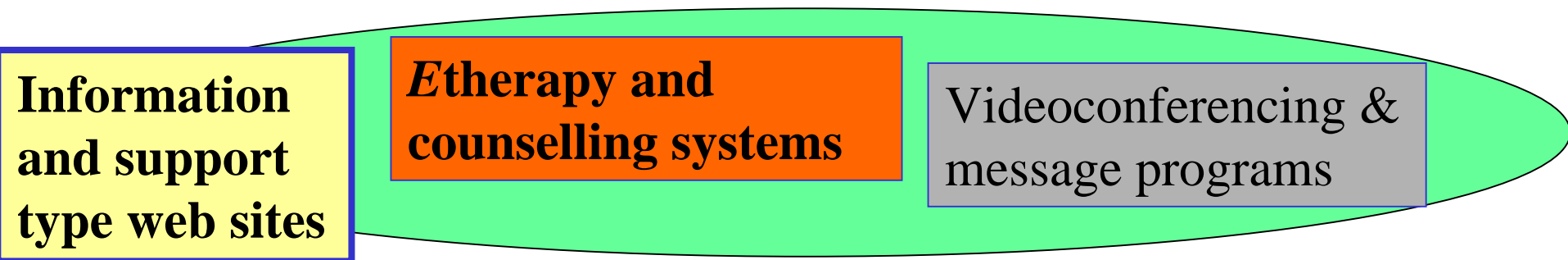
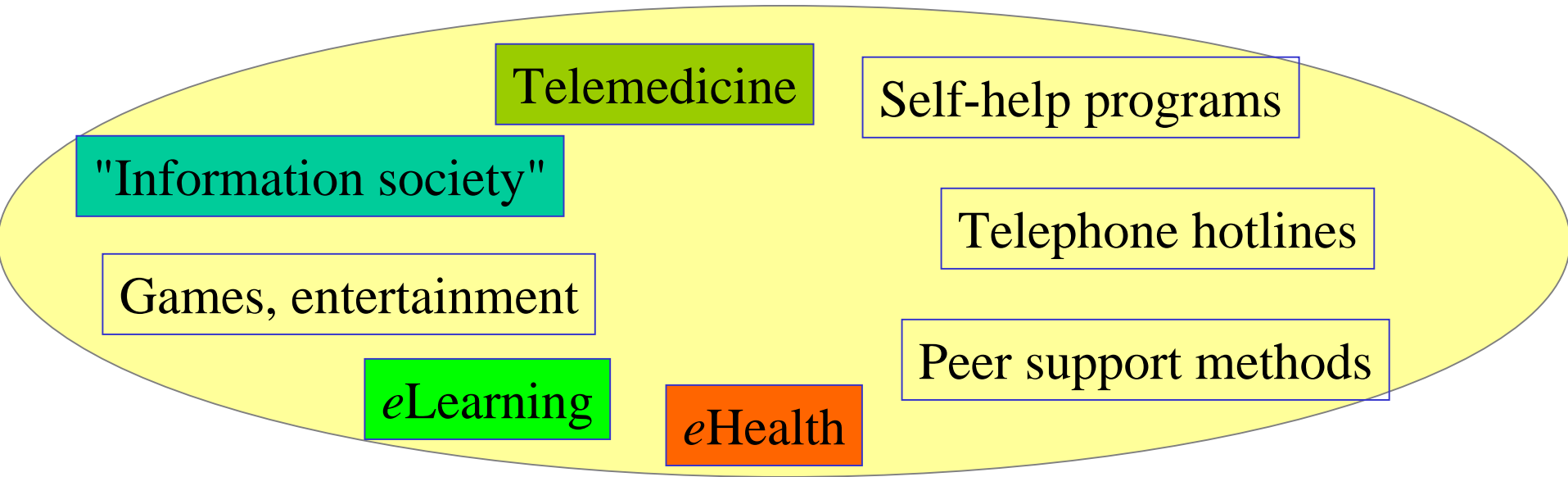
- @ **SMS transfer feelings and give and get and give support and help**
- @ **Mobile phones add safety as instruments**

@ **Next Nobel Prize in Medicine to mobile phone industry?**

(Adapted from Huttunen, Duodecim 2003)

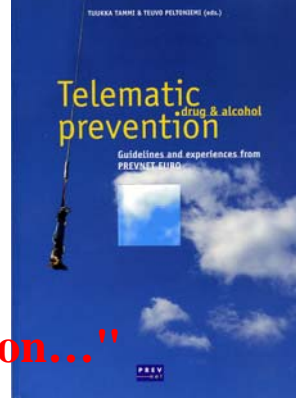
Prevnet and recent telematics services on addictions

Background of addiction telematics since 1970s



Prevnet Network: from promoting telematics to building products together

- Started in FI 1996, from EU projects funded by DG5
- Prevnet Euro 1998 with FI, SW, NL, E, UK: **Book "Telematic Prevention..."**
- In 2000 **the Network** to **promote telematics** in addiction prevention with
- 20 core & 14 associate organisations from 15 EU countries. Co-operation with e.g. EATI, UNESCO, EMCDDA, WHO, Pompidou and UNDCP
- First president *Teuvo Peltoniemi*, FI. Now *Peer van der Kreeft*, BE
- Large **conferences** hold in Greece and Ireland; next in **X-city** autumn 2007
- National Prevnet networks**: Germany strongest
- A **new application** for network and project in 2007 by the UK; all EU members and **especially new members are welcomed.**
- Next emphases for web based prevention and treatment: **building and sharing techniques and contents together.**



First (left) and second Prevnet site editions, third in progress



German national site www.prevnet.de

International cooperation of Preynet



The large European ENCARE deals with all risky environments for children with coordination from DE, UK & FI

"Promile" SMS service was opened in Czech in 2005

Česká republika, veškerá práva vyhrazena. Právní služby Právního úřadu Ministerstva zdravotnictví České republiky. Žádné právní nároky uživatelů vůči poskytovateli služby zejména v případech individuálně delší doby nutně k vyřízení či nesprávně zadaných údajů pro výpočet hladiny alkoholu v krvi. Tato služba je poskytována v rámci kampaně Domluvy.

Jellinek's (NL) "Drugs and the brain" animation is available in 11 languages

www.Prevnet-Quality.de guidelines by the Hamburg Büro für Suchtprävention, in 5 languages

Council of Europe Pompidou group Siberian telematic project (Hanti-Mansiskij)

Vapa project cooperation in producing services for the disabled: sign language part of AddictionLink

Cooperation of AddictionLink with Trimbos and Jellinek in the Netherlands to produce a self-help counselling program.

"Good boys are not the only ones": Other actors: Pro drug sites, drug trading and controlling drugs in the net

- @ Advocating free drug policy
- @ Illicit drug trade in the net
- @ Parental control programs

Guardian Unlimited The weblog
Home UK Business Online World dispatch The wrap Weblog Talk Search
The Guardian World News guide Arts Special reports Columnists Audio Help Quiz

Weblog special Cannabis and the law



Weblog special: cannabis and the law

October 25 2001: The home secretary, David Blunkett, has announced proposals to reclassify cannabis from a class B to a class C drug. We pick the best analysis on the internet.
Special report: drugs in Britain
24.10.2001, explainer: [reclassifying cannabis](#)

The cannabis debate

For and against

Former newspaper editor Rosie Boycott has been a prominent campaigner on the issue of the decriminalisation of cannabis: in the pages of **This is London**, she heralds the Blunkett announcement as a 'significant day for those who believe in personal freedom'. But Susan Greenfield, a pharmacologist at Oxford University, is convinced by the body of evidence which suggests that cannabis may be dangerous. Liberal drug laws adopted by the Netherlands and other countries, she says, have failed.

[This is London](#)

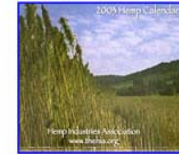
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New HIA 2003 Calendar!
[Click here](#) to find out more.



New HIA T-Shirts!
[Click here](#) to get one now.

Few commercial interests ever make the kind of dramatic and ongoing progress achieved by the Hemp Industry. In spite of difficult and unique obstacles, this industry has positioned itself over the past decade to once again become a major global economic force in the 21st century.

The Hemp Industries Association (HIA) is at the forefront of the drive for fair and equal treatment of Industrial Hemp and the instigation of a level playing field on which to compete with other natural resources and synthetics. The HIA seeks changes in government policies to encourage global production of Hemp as a raw material for industry.

EU project *Psychonaut2002* has published a large study on the Internet drug sites

Drug and alcohol NGO sites rarely have the real **critical mass** to become commonly used

DrugScope
 NEWS/PRESS OFFICE LIBRARY & INFORMATION TRAINING
 DRUG INFORMATION GOOD PRACTICE & RESEARCH FIND A DRUG SERVICE

Welcome to the DrugScope website
 "Informing policy, reducing risk"

DrugScope Latest
 DrugScope on the British system - A historical analysis written by UK National

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 CONTACT SERVICE

Paikdelinkki
 Tietopankki Teetit Oma-apu Hekkukselu Neuvoja Perte Viikoteilla

Tervetuloa
 Taiden palvelun verkkosivustolle päihteistä ja riippuvuudesta

Viid vaitista erilaisten tieteiden, osallistua keskusteluihin ja kysyä neuvoja tieteellisten asiantuntijalta. Oma-apu tarjoaa vaimista alkoholin ja myyjä retkikivytin hallittaan. Perte-oksista kysyt oetoa ja keneja päihteiden hoidon kotoa. Tietopankissa on yli 140 tietoa. Pikatesti ja Päihteet ja avot-ainevaihto. Päiväkirja tarjoaa...
[paimonnetila.../...](#)

General e toda la información e drogas y adicciones.
 e Profesionales trabajos o estudios e obliema de las drogas.

DAP
 service providers reflects on family facts guidebook information request links parents professionals search site

D.A.P. Youth Section
 The DAP youth section contains F.A.Q's, Games, Live Help, Advice and Info, in a totally cool animated site. Check it out and send your friends cool downloads!! Can we make this any better? Why not let us know

Live help available this month!!!!
 This service shall commence on March 24th from Monday to Friday at the following times: 10:00-11:00a.m. & 12:00-3:00p.m. If you should need advice or information outside of these times please contact: info@drugawareness.ie

Who Are We
 The Drugs Awareness Programme charitable organisation (CHY) the longest running programme in Ireland! We are a division of Social Care Agency of the D...

Drugs Awareness Programme
 Crosscare
 c/o Red House
 Castle College
 Dublin 2, Ireland
 Tel. 01 836 0811
 Fax. 01 836 0745
 Visitor: 4 4 9 6

%

À TOI DE JUCER
 LA BIENNE ET LE BIEN-ÊTRE EN ALCOHOL

- des infos et des chiffres sur l'alcool
 - une rubrique spéciale ados/alcool
 - des dossiers pédagogiques à télécharger

Le site web pour aborder les relations ados/alcool

Uutta Paikdelinkissä
 Päihteidenkäyttö on suositun harrastuksen tavoin...
 Mediasa
 Aikajournalissa...
 Keskustellaan...
 Onkos Kinder - Das Stück
 „Nur noch heute Morgen hör ich auf. Ich verspreche dir. Hoch und heilig...“
 „Onkos Kinder“ - ein Stück des Kinder- und Jugendtheaters u/hof: am Landestheater Linz...
 1-2 time to be free

lasdrogas.info
 Instituto para el Estudio de las Adicciones

General e toda la información e drogas y adicciones.
 e Profesionales trabajos o estudios e obliema de las drogas.

promile sms
 www.promilesms.cz

PIJETE ALKOHOL? ZAJÍMÁ VÁS AKTUÁLNÍ HLADINA ALKOHOLU V KRVI? POD VLIVEM ALKOHOLU NESEDEJTE ZA VOLANT, NEPRACUJTE ANI NESPORTUJTE.
 Konzumace alkoholu před či během těchto aktivit zvyšuje riziko úrazů s těžkými následky pro Vás. Vaše přátele či náhodně kolem jezdoucí, jdoucí či stojící. Nezapomejte, že povolná hladina alkoholu ve Vaší krvi bude opět 0‰? Chcete-li zjistit, kolik ‰ alkoholu máte v krvi nyní a kdy bude opět na 0‰, použijte službu Promile SMS.
 Službu poskytuje SANANIM Charity Services s.r.o. Výtěžek z provozu služby je určen na podporu programů prevence a léčby závislosti občanského sdružení SANANIM. Cena SMS je 20 Kč. Vývoj a podpora služby KTTP s.r.o. Technicky zajišťuje Airtay a.s., Infolinka 602777555. Neposkytuje Český Telecom, Eurotel, T-Mobile a Oskar.
 UPOZORNĚNÍ
 Informace poskytnuté v rámci služby Promile SMS jsou pouze orientační, neboť odbourání alkoholu je závislé na řadě individuálních faktorů. V žádném případě nelze proto na poskytnuté výsledky s jistotou spočívat. Doporučujeme Vám před jízdou ponechat větší časovou rezervu. Použití služby Promile SMS nezakládá žádné právní nároky uživatele vůči poskytovateli služby zejména v případech individuálně delší doby nutně k vystrážení či nesprávně zadaných údajů pro výpočet hladiny alkoholu v krvi. Tato služba je poskytována v rámci kampaně Domluvíme.

OUVERIR MET EEN DRANKPROBLEEM

Wet!

Alles over alcoholgebruik.
 Wat doet alcoholgebruik de lange termijn aan je? Wanneer wordt alcoholgebruik een probleem? Wat als je zelf geen dronken?

A-KLINIKKASÄÄTIÖ
 A-CLINIC FOUNDATION

PREV
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Onkos Kinder - Das Stück
 „Nur noch heute Morgen hör ich auf. Ich verspreche dir. Hoch und heilig...“
 „Onkos Kinder“ - ein Stück des Kinder- und Jugendtheaters u/hof: am Landestheater Linz...
 1-2 time to be free

Noticias sobre Adicciones
 Viciaya... Una brigada antitabaco recorre a diario el hospital...
 Informe sobre el tabaquismo pasivo
 Se considera fumador pasivo a la persona que en un ambiente cerrado inhala humo de tabaco procedente de otros fumadores.
 Comentario: Intervención sobre el consumo de riesgo de alcohol en atención primaria
 La oportunidad de plantear intervenciones preventivas en el ámbito de la atención primaria está ampliamente aceptada, y se ha demostrado su eficacia.
 Efectividad del consejo médico a pacientes alcohólicos y bebedores excesivos atendidos en consultas de atención primaria
 Objetivo: - Comprobar la efectividad del consejo médico antialcohólico que se da en las consultas de atención primaria.

17 18 19 20 21 22 23
 24 25 26 27 28 29 30
 31

Mar Este mes Este Año
 2003 Ayuda
 Buscar

Ver

Notificar un evento

Opinión

OUVERIR MET EEN DRANKPROBLEEM

Wet!

Alles over alcoholgebruik.
 Wat doet alcoholgebruik de lange termijn aan je? Wanneer wordt alcoholgebruik een probleem? Wat als je zelf geen dronken?



An example: Päähdelinkki - AddictionLink

The full-service addiction site of Finland

"Everything from information to net therapy"

Prime Minister's Special Award given at IST2006 EU conference in November 2006 in Helsinki



- AddictionLink *lowers the threshold in a sensitive area*, with a user-friendly interface offering *anonymity*, *simplifying* the complex systems and *giving freedom* of time and place
- Applying *peer support and discussion*, *self help empowerment* to use citizens' own resources to test, evaluate, motivate and seek help, and also *professional support* and counselling
- *High-quality and accurate contents* based on professional health and social care expertise, offered in an *objective*, non-accusing and positive way
- Since 1996 the **most popular addiction site** in a country with only five million people – **nearly 40 000 individual visitors a month**.

An indicator of popularity of net services of the A-Clinic Foundation: a parody site www.webalcoholic.com



AddictionLink 10 years. From information to web-therapy

Facts

Tests

Self-help

Peer group discussions

Sauna - drugs

Slowing down - alcohol

Home channel-parents

Hooked – net addiction

Ace - gambling

Individual professional counselling



English, Swedish and Sign language versions, Russian coming

News from media

Edutainment

For parents: How to meet drug and alcohol problems

Referral to professional face-to-face services

Since 1996 the *most popular addiction site* in a country with only five million people – **now nearly 40 000 individual visitors a month.**

Anonymous distant BAC calculating: "Promille-GSM" since 2000 in Finland, in Czech "Promile" since 2005



INFORMATION TO SEND:

- * Gender
- * Weight
- * Alcohol units consumed
- * Drinking start time

Men 74 %
Women 26 %
Often contrary



Cognitive therapy based supporting small steps by monitoring and giving **practical tips** to control and cope. **Socially invisible** way to control drinking.

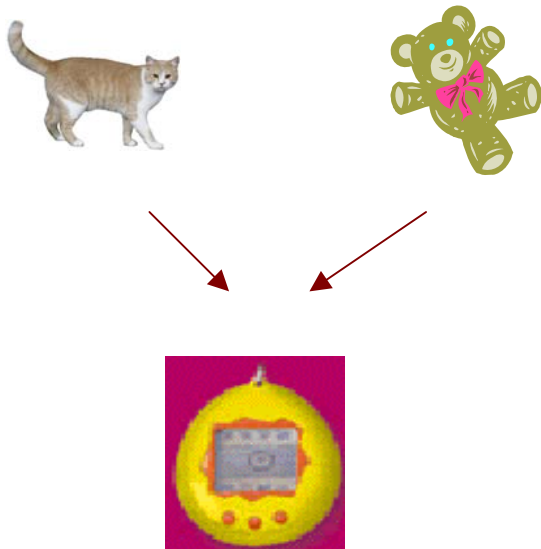
Intended uses:

1. Avoid **drinking & driving**
2. Help in **controlled drinking (self-) treatment**

ICT and computers:
a good substratum for addictions,
Real virtual reality and
the new developments of the ICT technology

Full immersion reality coming: virtual reality from tamagotchi to positioning systems

Real virtual reality: connected with all the senses!



Virtual life pet



*Do you want your
wife/husband/parents/
children/employer/police to know
always where you are?*

How?

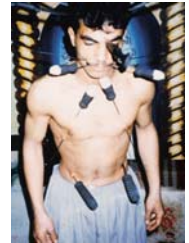


Forms of virtual world



"Virtual": *distance, electronic, net, e.g. virtual education*

➤ **VIRTUAL REALITY (VR):** Human being is attached to the computer with some of the senses, like games at the moment



➤ **UBIQUITOUS COMPUTING:** Interactive computer(network) everywhere in the environment of the man e.g. positioning based messages, rf tags

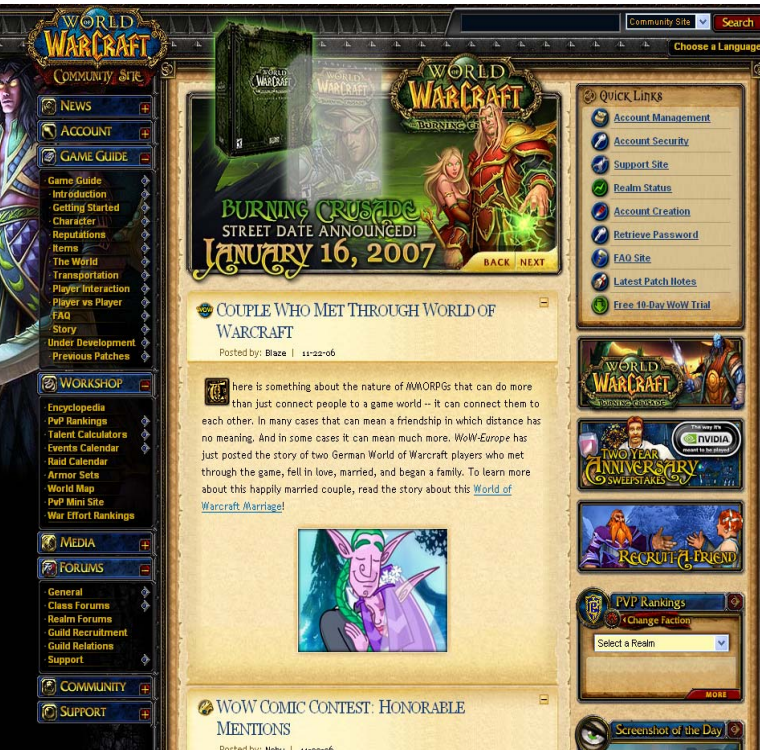
➤ **OVERLAPPING REALITIES:** Simultaneous use of virtual reality, ubiquitous reality and real world e.g. navigation systems of a fighter

➤ **FULL IMMERSION REALITY:** combines virtual reality and ubiquitous computing into an integrated immersion realities, all the senses are attached as interfaces to the virtual world, **the future**



Eintauchen
in 16qm virtuelle Welt

What happens when VR is Real?



Full virtual world brings:

- @ Excellent instrument for entertainment
- @ Good method for training, simulation, prevention, treatment in substance abuse, smoking, mental health and other psychosocial problems
- @ Difficult problem in VR as addiction

Mass games like **WoW** are creating a new form of Internet addiction especially in South Korea and Japan



The future of addiction telematics: trends, needs and inhibitors

- 1) **Transfer** from telemedicine to telematic self-help, peer-help and eHealth
- 2) **Instrumental infrastructure changes** to **human interactivities** with emotions and feelings
- 3) **Broader concepts** of psycho-social problems
- 4) **More integration of telematic services with traditional face-to-face services**
- 5) **More contents and organisational integration** both nationally and on European level.
- 6) **Exaggeration of local systems** a hinder as the main nature of web and telematics is national and global.
- 7) **Need for quality proof systems and research** on the effects of services and for learning **what really helps**.

- **In principle the technologies and solutions already exist, but are not so much used...**
- **Next generation possibilities are round the corner...**

My forecast in December 2006

Telematics will REPLACE a large part of the psycho-social prevention and treatment work yielding great benefits to the citizens!

The possibility for a virtual reality greatly outweighs the negative aspects but also calls to pay attention to making **OPTIMAL** use of the **new information society**.

PREVNET has been promoting ICT in alcohol and drug prevention and treatment. It is now available as a cooperation and synergy development tool for the whole EU;

WELCOME NEW MEMBER STATES!

VITAJTE SLOVENSKO!



Teuvo.Peltoniemi@a-klinikka.fi

www.teuvopeltoniemi.net

www.prevnet.net

www.paihdelinkki.fi