

EFFECTIVE APPROACHES TO PREVENT DRUG ISSUES LESSONS LEARNT AND APPLICABILITY TO OTHER SETTINGS

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WHAT DO WE WANT TO PREVENT?

- DRUG USE
- PROBLEMS RELATED TO DRUG USE
- INJECTING DRUG USE
- HIV TRANSMISSION
- ALL OF THESE

EFFORTS TO REDUCE DRUG USE ..

CAN LEAD TO REDUCED USE

CAN LEAD TO NO CHANGE

CAN INCREASE USE

EFFECTIVE APPROACHES

- SUPPLY REDUCTION
- DEMAND REDUCTION

- DEVELOPING EFFECTIVE POLICIES
- MOBILISE COMMUNITY ACTION

A COMPARISON

School A

1. Students know laws on drugs
2. There are strong punishments for drug use
3. Harm of drug use is part of the curriculum
4. Students believe drugs give great pleasure and joy
5. Students see drug users as tough or daring

School B

1. Students are not sure about the laws
2. The school is rather relaxed about discipline
3. Harm of drug use is not taught as part of the curriculum
4. Students do not think drugs cause great pleasure or joy
5. Students see drug users as weak or insecure

ON WHAT BASIS THE APPROACHES ARE TO BE SET?

DRUGS ARE ,

- ENJOYABLE,
- COOL
- STIMULANTS

AND USERS ARE,

- STRONG
- REBELIOUS
- TOUGH
- DARING

DRUGS ARE,

- MOSTLY DULL OR NEUTRAL
- UNPLEASANT
- DEPRESENTS

AND USERS ARE,

- WEAK
- INSECURE

ALCOHOL BEHAVIOUR





Chemical effect of drugs does not directly influence the behaviour of a user.

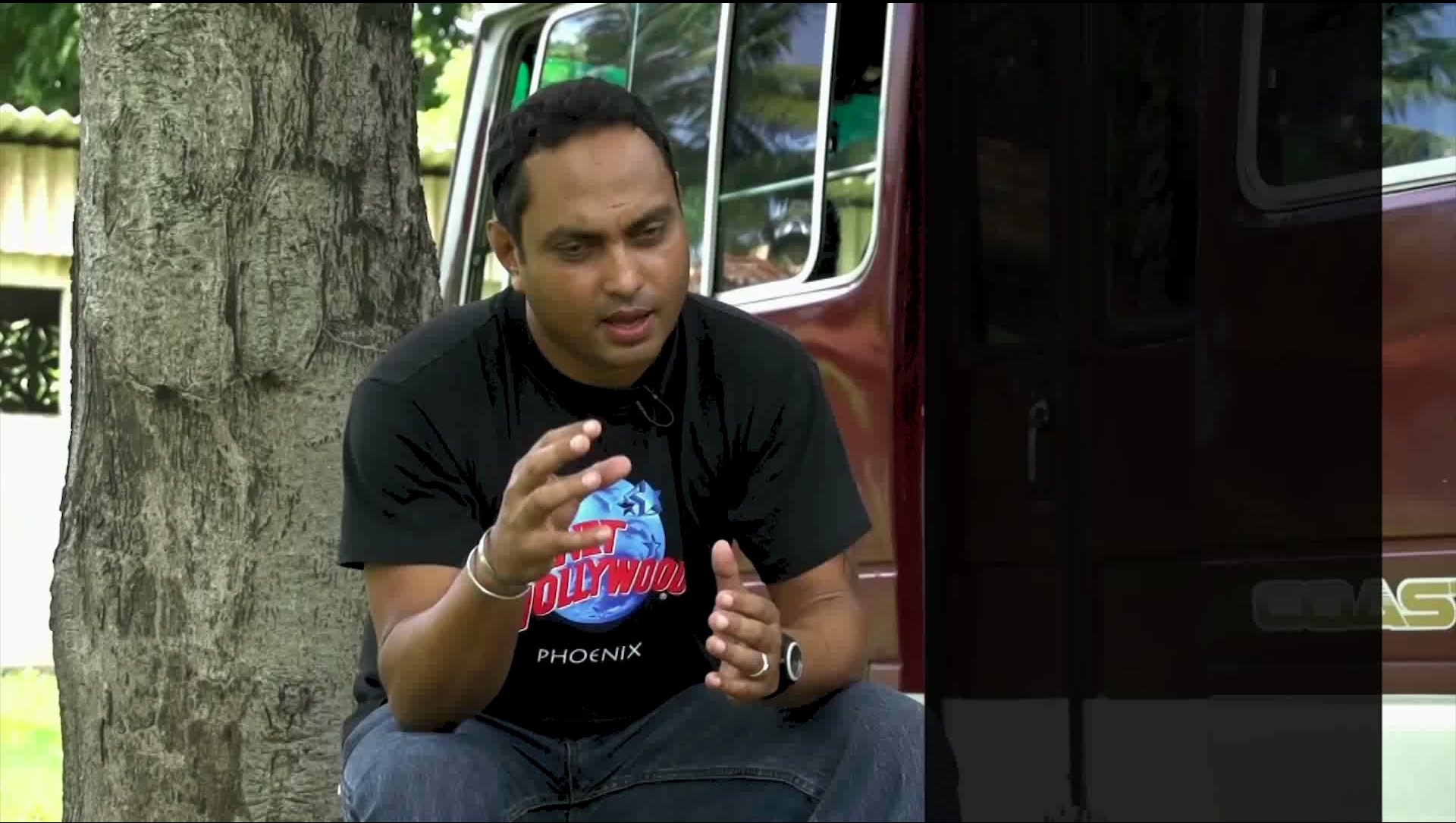
Culture, society, and the environment are more important.

HOW PEOPLE LEARN DRUG USE AS POSITIVE AND BENEFICIAL

- LEARNED EFFECT
- CONDITIONED EFFECT
- EXPECTATIONS
- SYMBOLIC EFFECT







PREVENTING DRUG USE AMONG YOUTH

THINGS FOUND *NOT* TO BE EFFECTIVE

- One-off activities
- Didactic, or one-way lectures
- Providing factual information about danger
- ‘Drug user testimony’
- Teaching students to “Just say no” to drugs

SCIENTIFIC AND EFFECTIVE APPROACH

- BASED ON SCIENCE
- MEASURABLE
- NOT LIMITED TO POLICY DEVELOPMENT
- TARGETTING TOTAL POPULATION
- MOBILISE EVERY SINGLE STRUCTURE IN THE COMMUNITY
- PREVENTION AND CONTROL WILL BECOME EVERYONES RESPONSIBILITY

SOME RECOMMENDED APPROACHES

- BASED ON A MODEL FOR UNDERSTANDING 'PROMOTION/SPREAD OF USE'
- EQUIPPED WITH INDICATORS TO MEASURE PROGRESS

RECOMMENDED APPROACHES Cont.

FACTORS THAT PROMOTE DRUG USE

- Attractiveness of image of drug use
- Expectations of drug effects
- Image of users and non-users
- Symbolic meanings attached to use
- Seen as the norm or expected behaviour in the group
- Privileges or penalties attached to use

RECOMMENDED APPROACHES Cont.

EXAMPLE: REDUCING ATTRACTIVENESS

- Help communities understand how a positive image is built
- Help them see who contributes to this image and why
- Teach them how to reverse or counteract these
- Help them measure the progress achieved

RECOMMENDED APPROACHES Cont.

HOW SHOULD REQUIRED CONTENT BE DELIVERED?

- Not boring compared to how promotion is done
- Should become part of culture and not be an 'academic topic'
- Should be interesting or challenging
- ..

ACTIONS WE CAN START NOW

SEE WHAT WE CAN DO IN DAILY LIFE

- our own ideas about drugs
- what we see media building up

SEE WHETHER WE CAN CHANGE A SELECTED SMALL GROUP

- a group of youth that you know
- ...

COMMON OBSTACLES

- ATTACHMENT TO THE FAMILIAR
- FEAR OF LEARNING NEW SKILLS

THANK YOU

For more info.

www.adicsrilanka.org