



2017 World Drug Day

26 June 2017

Social Media Package

Overview:

2017 Theme

Listen First: Listening to children and youth is the first step to help them grow healthy and safe

Campaign Name

Listen First

Concept

The campaign highlights that listening to children and youth is the first step to help them grow healthy and safe, reducing risk behaviours and drug use.

Main hashtags

[#ListenFirst](#)
[#WorldDrugDay](#)

Campaign Facebook page

[World Drug Campaign](#)

Thunderclap

[#ListenFirst](#)

UNODC Accounts

[Twitter](#) | [Facebook](#) | [Google+](#) | [YouTube](#) | [LinkedIn](#)

Microsite

[unodc.org/listenfirst](#)

This social media package and corresponding visuals can be reached here: [Trello](#)



Social Media Messages

Twitter		
Date	Sample Messages	Image
Before 26 June	26 June is #WorldDrugDay! #ListenFirst to children and youth is the first step to help them grow healthy & safe! RT if you agree	WDD GIF or Generic English
	Everyone can play a part in protecting youth from dangerous substances! #ListenFirst & use evidence-based prevention unodc.org/ListenFirst	Policy makers 2 Or WDD GIF
	26 June is #WorldDrugDay. We commit to #ListenFirst to ensure children can grow healthy & safe unodc.org/ListenFirst	PSA or download PSA Or WDD GIF
	Join @UNODC's #ListenFirst campaign to mobilize support and inspire people to act against drug abuse http://bit.ly/2rulvcM	Support Thunderclap



26 June	<p>Taking part in parenting programmes helps families. #ListenFirst to children and youth! #WDD17 unodc.org/ListenFirst</p>	<p>Parents 4 Or WDD GIF</p>
	<p>It's #WorldDrugDay! #DYK only 1 in 5 ♀ drug users receive treatment? @UNODC calls for strengthened response to eliminate barriers!</p>	<p>Gender SDG5</p>
	<p>Prevention programmes delivered in schools can prevent ¼ of drug use. Help us raise awareness about #ListenFirst on #WorldDrugDay!</p>	<p>WDD GIF</p>
	<p>Illicit drugs can weaken families. #ListenFirst to your children to create strong bonds. #WorldDrugDay - unodc.org/ListenFirst</p>	<p>Parents 5 Or WDD GIF</p>
	<p>RT if u agree: Everyone should have access to dependence treatment. Not as an addict nor as a drug user, but as a human being #WorldDrugDay</p>	<p>Health SDG3</p>
	<p>#DYK? Evidence-based drug prevention can save up to 30 times the amounts of funds invested! #WorldDrugDay http://bit.ly/1SC6TjS</p>	<p>Policy makers 3</p>



Quotes from UNODC Executive Director	<p>"#WorldDrugDay recognizes severe impact drugs have on health, development, peace and security," @YuryFedotov http://bit.ly/2sSB305</p>	<p>ED's Quote Card Or Generic English</p>
	<p>"Around 190,000 people die due to illicit drugs every year" @YuryFedotov on #WorldDrugDay http://bit.ly/2sSB305</p>	<p>ED's Quote Card Or Generic English</p>
	<p>"Drug use damages health in the form of debilitating HIV, hepatitis and tuberculosis," @YuryFedotov on #WorldDrugDay http://bit.ly/2sSB305</p>	<p>ED's Quote Card Or Health SDG3</p>
	<p>"Drug trafficking nourishes money laundering, terrorism & corruption" @YuryFedotov on #WorldDrugDay http://bit.ly/2sSB305</p>	<p>ED's Quote Card</p>
	<p>"Drugs & crime obstruct achieving the #2030Agenda, particularly #SDG3 & #SDG16" @YuryFedotov #WorldDrugDay http://bit.ly/2sSB305</p>	<p>ED's Quote Card</p>



Facebook | LinkedIn | Google+

Date	General Posts	Image
26 June	<p>On 26 June, we commemorate the International Day Against Drug Abuse and Illicit Trafficking, a.k.a. the #WorldDrugDay!</p> <p>Let's all ensure that we #ListenFirst and help children and youth grow healthy and safe.</p> <p>By listening with sensitivity and empathy, we all can play a positive influence on children and their risk behaviour.</p> <p>Join UNODC's Thunderclap campaign and invite your friends to spread the message: http://bit.ly/2rulvcM</p>	<p>Support Thunderclap</p>
26 June	<p>Did you know that...</p> <p>Through evidence-based programmes, it is possible to save costs related to crime, health care and social services up to 30 times the amount of funds invested in drug prevention?</p> <p>These programmes also result in less drug use and risky behaviours.</p> <p>To learn more about the #WorldDrugDay and UNODC's #ListenFirst campaign: unodc.org/ListenFirst</p>	<p>Policy makers 3</p>



	<p>Today is the International Day against Drug Abuse and Illicit Trafficking!</p> <p>Addressing the world drug problem is essential for promoting health, and peaceful and inclusive societies, and realizing the 2030 Agenda for Sustainable Development.</p> <p>Let's all ensure that we #ListenFirst and help children and youth grow healthy and safe.</p> <p>Interested in finding out more about evidence-based prevention? Visit: unodc.org/ListenFirst</p>	<p>Generic English</p>
	<p>#WorldDrugDay recognises the severe impact that illicit drugs have on health, development, peace and security. Around 190,000 people die each year due to illicit drugs.</p> <p>Drug use damages health in the form of debilitating HIV, hepatitis and tuberculosis, while drug trafficking nourishes money laundering, and deadly terrorism." – Yury Fedotov, UNODC's Executive Director</p> <p>Read full statement here: http://bit.ly/2sSB305</p>	<p>ED's Quote Card</p>
	<p>Today is the #WorldDrugDay!</p> <p>Respect for human rights is vital to protect the health and welfare of humankind.</p> <p>Everyone has the right to drug dependence treatment and care. Not as an "addict", nor as a "drug user" - but as a human being.</p> <p>Share this message if you agree!</p> <p>To learn more about the campaign: unodc.org/ListenFirst</p>	<p>Health workers 5</p>