

ANTI DRUG DAY

This is with regard to the HIV project on Anti Drug Day collaboration with UNODC and ADIC.

Location : Negombo – Sri Lanka

Date : 26.06.2007

Objectives :

- To create an enabling environment for drug user to be free from drugs.
- To change the prevailing cognitive learning of the society towards drug users.

Outcomes :

- To show that the ex users are able to organize such cricket match.
- To bring cooperation among the drug users, ex users and the communities.
- To show that ex users have recognition in their society.
- Approximately 5000 people (including youth) targeted for both campaigns

1. POSTERS & LEAFLET CAMPAIGN



The campaign was an attempt to reach the crowd of Negambo area. Drug users and Peer volunteers have stucked all the Drug demand reduction poster at night on 25th June 2007. Our target was approximately around 5000 people for the whole campaign, therefore this is another successful event to cover the target group.



On the anti drug day we organized a Leaflet campaign to distribute among the Negambo town and Public places targeting mostly the youth. Those involved in the campaign are Peer volunteers, Ex users, Current users, Risk groups, Un volunteer, POWs, POCs

2. CRICKET TOURNAMENT



The Cricket campaign is another successful event organized on this day. Our primary target is to launch the theme on anti drug day to other people through the cricket campaign.

The Activities and goals that are involved in the Programme are as follows.

- Banners on drug demand reduction to be display around the ground.
- Players (wearing the messaged T-shirt) played the game.
- To involve the ex drug users current drug user and others for the cricket match.
- To distribute leaflets to the crowd.
- To broadcast messages through loudspeakers.

