UNODC leads the global campaign to raise awareness about the major challenge that illicit drugs represent to society as a whole, and especially to the young. The goal of the campaign is to mobilize support and inspire people to act against drug use.

UNODC encourages as many awareness-raising activities as possible around the globe and invites individuals, non-profit organizations, the private sector and Member States to get involved by:

- Organizing outreach or institutional events to mark 26 June, the International Day against Drug Abuse and Illicit Trafficking
- Spreading the word about the campaign through your own networks and contacts
- Using the campaign slogan and logo in promotional products, websites and social media
- Donating funds to your local NGO in support of drug prevention and treatment efforts, or making in-kind contributions to the campaign and related events

To learn more about the global campaign, visit:
www.unodc.org/drugs
www.facebook.com/unodc
Drug use is a global problem. Prevention starts with a community that cares about the vulnerable and it involves families, teachers, youth leaders and mentors among others. We must start to think globally and act locally to curb drug use and drug trafficking. Together we can work towards effective problem-solving strategies, teaching communities how to assess their local substance abuse-related problems and develop a comprehensive plan to address them.”

Yury Fedotov, UNODC Executive Director

Every year an estimated 210 million people use illicit drugs, with almost 200,000 of them dying annually. Drug use and drug trafficking are not only a health threat, but also threaten global stability and socio-economic development across the world.

Yet despite the challenges posed by drugs, the impact can be mitigated. By taking a balanced approach that addresses the supply of drugs and confronts the demand with sound preventive action, societies can make a difference in curbing the negative impact of drugs. In addressing drug use prevention, treatment and care, UNODC, along with leading civil society organizations, promotes approaches that empower and support community-based strategies and by doing so put people at the centre of this response.

The most successful approaches in drug use prevention involve the critical role of families, schools, and communities to build on protective factors to ensure safe and healthy childhood and adolescent years and to provide viable and legitimate livelihoods for adults. Similarly, the most sustainable and successful treatment and care options are those which are tailored to local needs and mainstreamed into local healthcare systems and services. When it comes to preventing drug use and tackling drug trafficking, community-centred approaches are the most effective.

There is no one-size-fits-all solution to addressing the drug challenge. Each community has a unique set of problems and circumstances. This is why tailored actions developed with the participation of all concerned sectors of society – from families to schools to local health service providers and law enforcement professionals – are the best options in addressing drug-related problems. Community-based interventions also make sense financially; by working together, communities can create synergies, build upon existing infrastructures and leverage resources.

Equally important is that by approaching the drug issue from an inclusive and participatory perspective, community-based interventions will ensure every sector of society feels ownership and responsibility to do their part in addressing this challenge. Only by working together can we create a healthier and safer world that is not plagued by drug-related crime and violence, and where the vulnerable feel they can have hope for the future.

A range of options are available in taking action against illicit drugs. Here are a few examples of what can be done in your community:

- Get informed and educate community members, students, parents and professionals about drugs and its negative effects to individuals and society. Visit www.unodc.org/drugs for the facts
- Involve schools, parents, local police, businesses, media, faith communities, health professionals and civil society to raise awareness of this issue
- Support or sponsor meetings in town halls, congregation places, sport centres and other communal areas to raise awareness of the negative impact of drugs and to promote healthy lifestyles
- Work with local media outlets to spread messages and distribute information