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Welfare Foundation
Stay Clean

*Resolutions, Recommendations and Plan of Action for Drug Awareness programmes among
Teenagers in Pakistan*

For

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Introduction

The Karim Khan Afridi Welfare Foundation (KKAWF) is a non-profit organization, registered as a foundation under Government of Pakistan, Voluntary Social Welfare Agencies (Registration and Control) Ordinance 1961 with registration number VSWA/ICT/696, working on drug awareness amongst the teenagers in Pakistan.

The foundation functions as a medium for the exchange of ideas with the goal to engage organizations and communities at all levels in drafting effective policies on drug awareness and substance abuse. We focus on teenagers so that they could understand adolescence and their emotions due to hormones, and to understand their seven critical years of adolescence.

Our foundation has four pillars, which are our main goals:

- 1) Drug Awareness
- 2) Environment Protection
- 3) Civic Sense
- 4) Sports

Recommendations:

We recommend that awareness and prevention of drug use are the key to fight the menace of harmful drugs. We should equip parents, teachers and families on early signs and symptoms of drug use at home, schools and among friends. We are devoted to creating awareness for non-addicts to identify and intervene in the hope of preventing tragedies to families, friends, and even people unknown. We have several programs which mainly focus on the teenagers in Pakistan to have access to information on drugs and the consequences that most of them are not aware of.

To use entertainment as medium as it is one of the best convincing tools to answer all the 'Why' of the youth and to inspire them in such a way that they are never attracted to drugs and they pass the message of staying clean on to their friends and families. The theatre plays, video clips, documentaries and real story based films would certainly influence those who are vulnerable to drugs, those who regularly use them and for the public at large.

The foremost objective should be to involve educational institutes as partners to fight drugs use. For that, we are in preparation of the intensive teachers training programmes on creating awareness among youth. We are also aiming to include courses and interesting syllabus that educate youth on drug use and its harmful effects on health.

We must provide tools as preemptive measures and to empower youth- to choose not to take drugs in the first place.

Engagement of the youth in Physical Activities and Sports

- Students especially the teenagers should be involved in sports activities and healthy competition must be generated to divert all their extracurricular activity to sports. Sports facilities at every major city should be made available for competitions and trophy matches. They will exert all their energies towards a healthy, competitive environment and to add positive to their social interactions and within the family.
- Formulation of programs for schools so that Sports is made mandatory in schools curriculum with active participation compulsory for each child, including special activities for special and differently-abled children.
- To get services of professional coaches to properly train and motivate players and to guide them in the right direction.
- Encouragement for active sports participants by appreciating their performances through electronic and print media and to further include them in local and national teams.

Utilization of the Air Time (TV/Radio) and to make sure that legislation ensures at least 7% of the air time for the drug awareness, community service and environment reserved by government, and that allocation is properly utilized to promote competition to make our countries drug-free.

- 'Clean up' drives, tree plantations and other related activities will be planned with local schools.
- To engage students to grow trees in their schools and at their homes and to encourage their friends to plant trees to ensure clean and healthy environment.

To create a campaign to de-glamourize the use of drugs

- To ensure that Drug Awareness – Environment – Developing Civic Sense – Sports are included as a compulsory study in all public and private school curriculum.
- Theatre plays should be produced on true stories of the drug addict showing their dire consequences to discourage youth from using drugs. Also to include their questions and address them to clear their minds of any ambiguity regarding drugs.
- We believe that strict penalties and punishments be imposed on the drug dealers and media should broadcast such punishments and penalties to discourage all the drug dealers to eliminate this business almost completely.

- Any programme, film, play or performance, where smoking or drinking alcohol is shown, must carry warning messages and the viewers must be educated of the vilest consequences of the use of harmful substance.
- Implementation of severe rules and regulations related to tobacco, and campaigns through media should be launched in order to send the message across to every child and teenager.
- Teachers Training Programs to train teachers in this field. Provide training and tools necessary for teachers to detect illegal drug activities.
- Laws and its implementation and monitoring to increase community's awareness on misuse of prescription drugs.
- Literature, proposals and preparation of drug awareness courses for academic syllabus throughout the country.

Partnership with Rehabs and Professionals to seek guidance and expertise in the field.

- Seminars and visits by experts will be organized in educational institutions on a regular basis to keep parents, caregivers and teachers abreast on the issue.
- Provide communities with information and education about statistics concerning the use of drugs among the youth in Pakistan.
- To make it mandatory for every school to put up sign stating 'SAY NO TO DRUGS'.
- To create a campaign involving cellular companies to send the message on mobile phones 'Say No to Drugs'.