



# Turning The Tide: Drug Abuse Prevention & Community Coalition in Pakistan



5<sup>th</sup> World Forum Against Drugs  
Organized by  
**WFAD**

Vienna, Austria - March 12-13, 2016

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Hubert H. Humphrey Fellow 2015 - 2016

Director Rehabilitation & Head of the Psychology Department



**Sunny Trust International**

**Drugs – No – Never – Ever**

# Geographical Location of Pakistan



# Illicit Drug Use and Trafficking







❑ Total population of Pakistan is 191 Million People.

❑ After Yemen, Pakistan has second highest youth population.

➤ 63% of the total population.

YOUTH

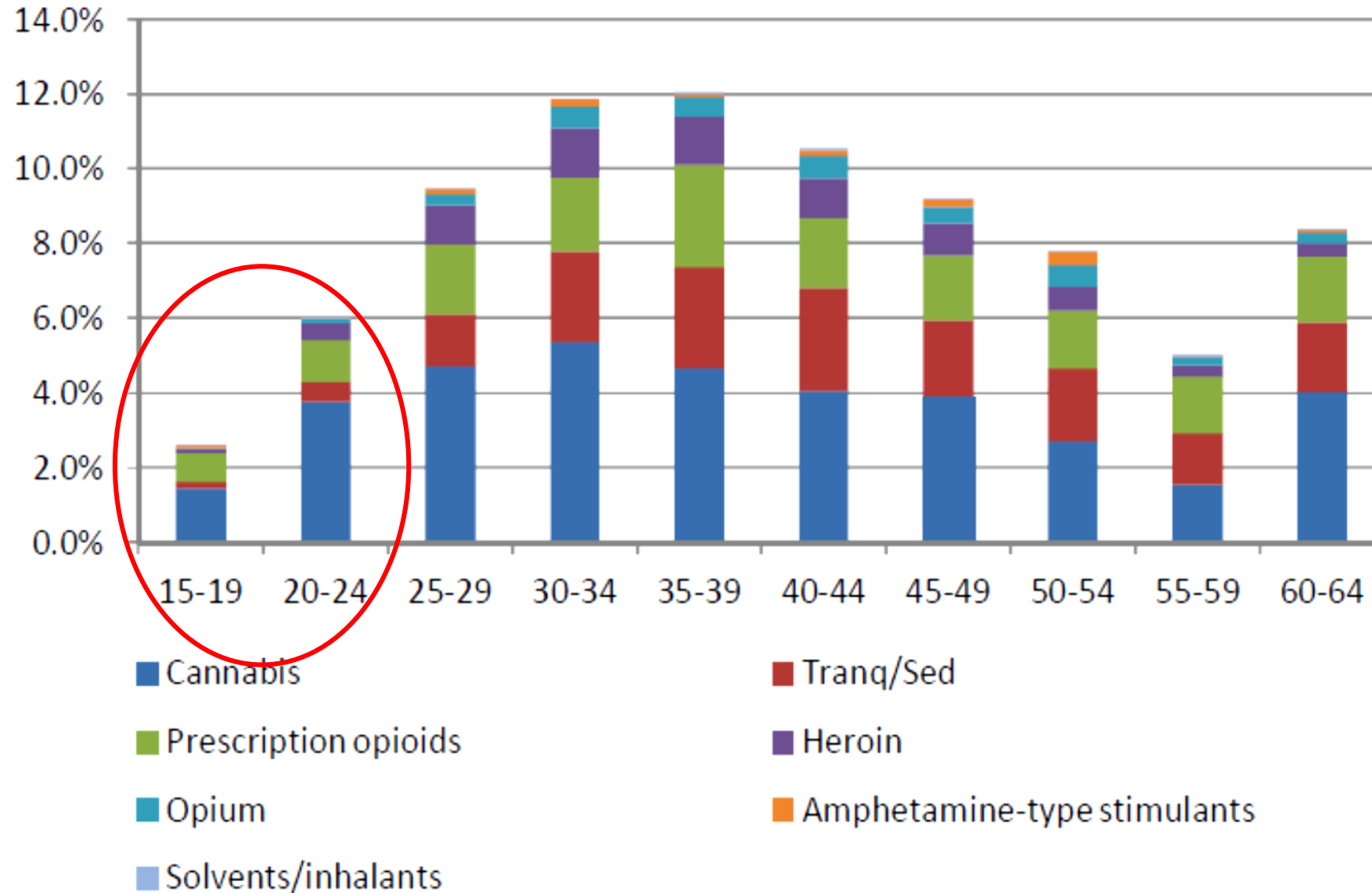


# Drug Situation

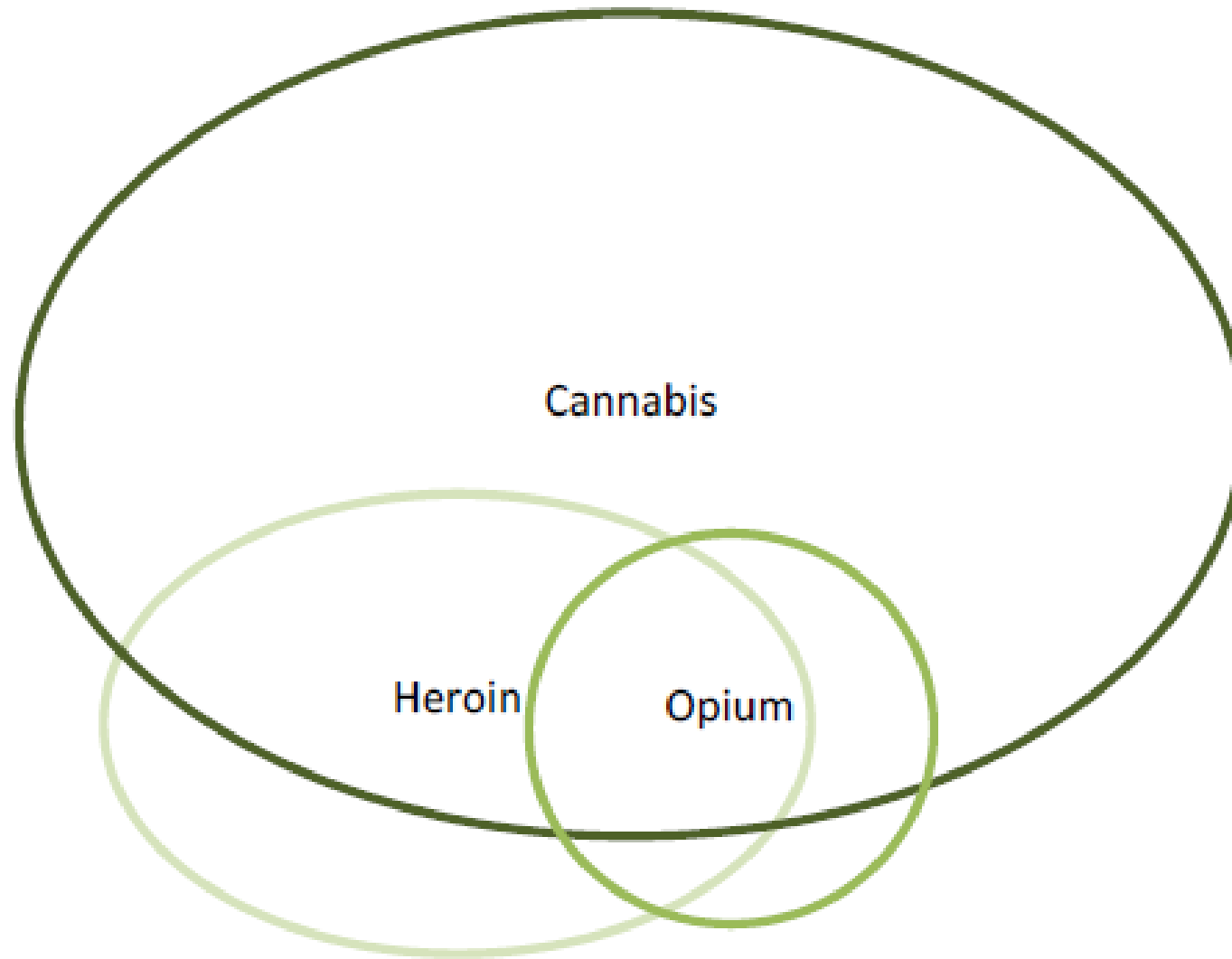
- ❑ **6.7 million** illicit drug-users (**4.25 million** substance use disorder).
- ❑ 5.2 million are men & 1.5 million are women.
- ❑ **Cannabis** users are four million nationwide.
- ❑ 2.7 million opiate users (Heroin, Opium, Prescription painkiller).
- ❑ 430,000 are injecting drug users nationwide (73% share needles).
- ❑ HIV prevalence is 37.8%.



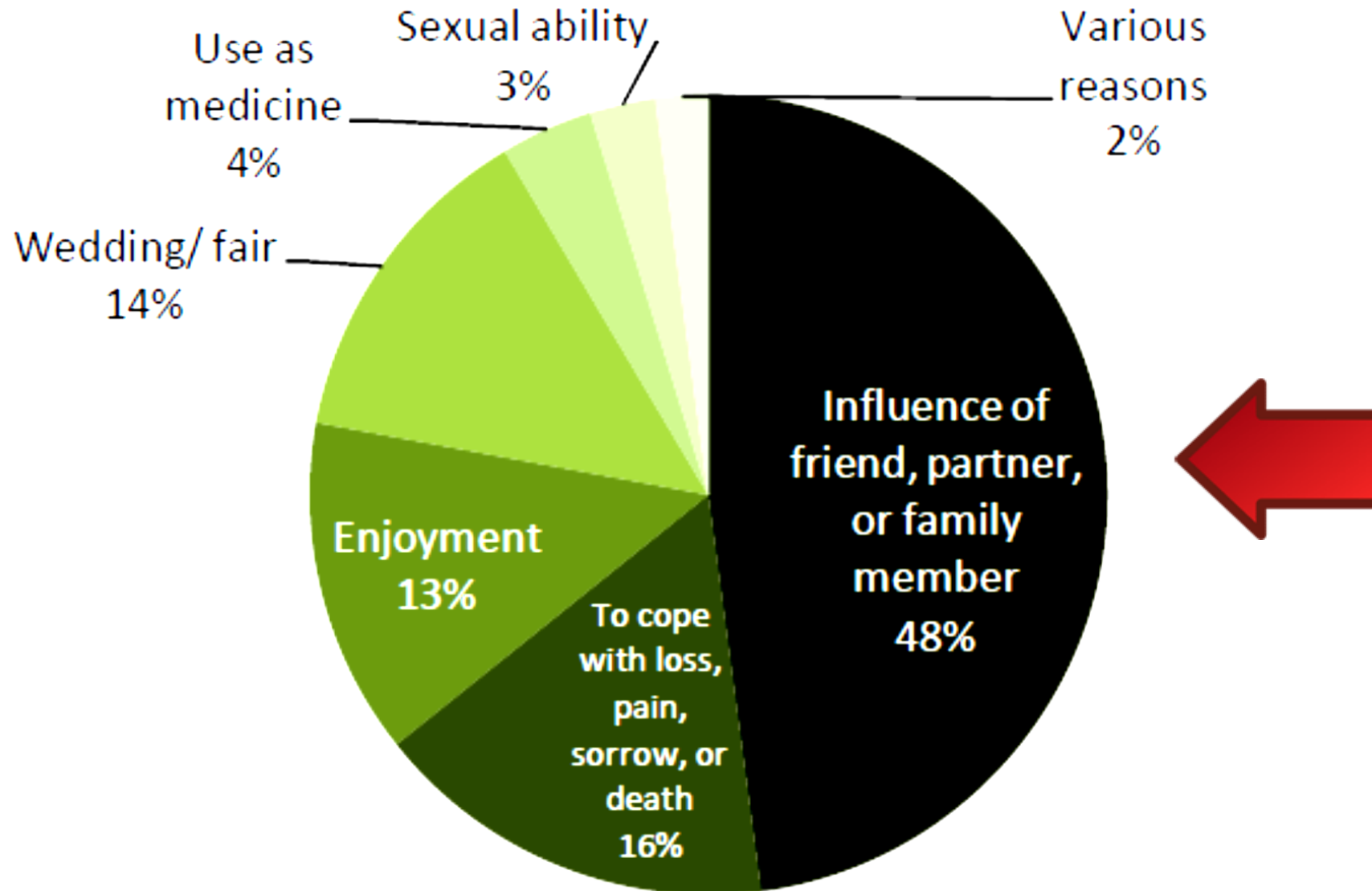
# Prevalence of Drug Use within Age Group



# Poly Drug Abuse



# Reasons / Factors for Drug Use





# Annual Prevalence of Opiates Use and Injecting Drug Use

Year	No. of opiate users	% of Opiate users who inject	Prevalence of injecting drug use	No. of persons who inject drugs
2000	500,000	15%	0.10%	75,000
2006	628,000	20%	0.14%	130,000
2012	1,060,000	33%	0.40%	430,000



# Women & Substance Abuse



- ☐ Under Reported
- ☐ Under Studied
- ☐ Lack of Female Focused Services



# Turning The Tide:



# Preventing Drug Abuse



## Prevention Is Better Than Cure...

Early use of drugs increase a person's chances of developing addiction.

Preventing young people from early use can prevent addiction.



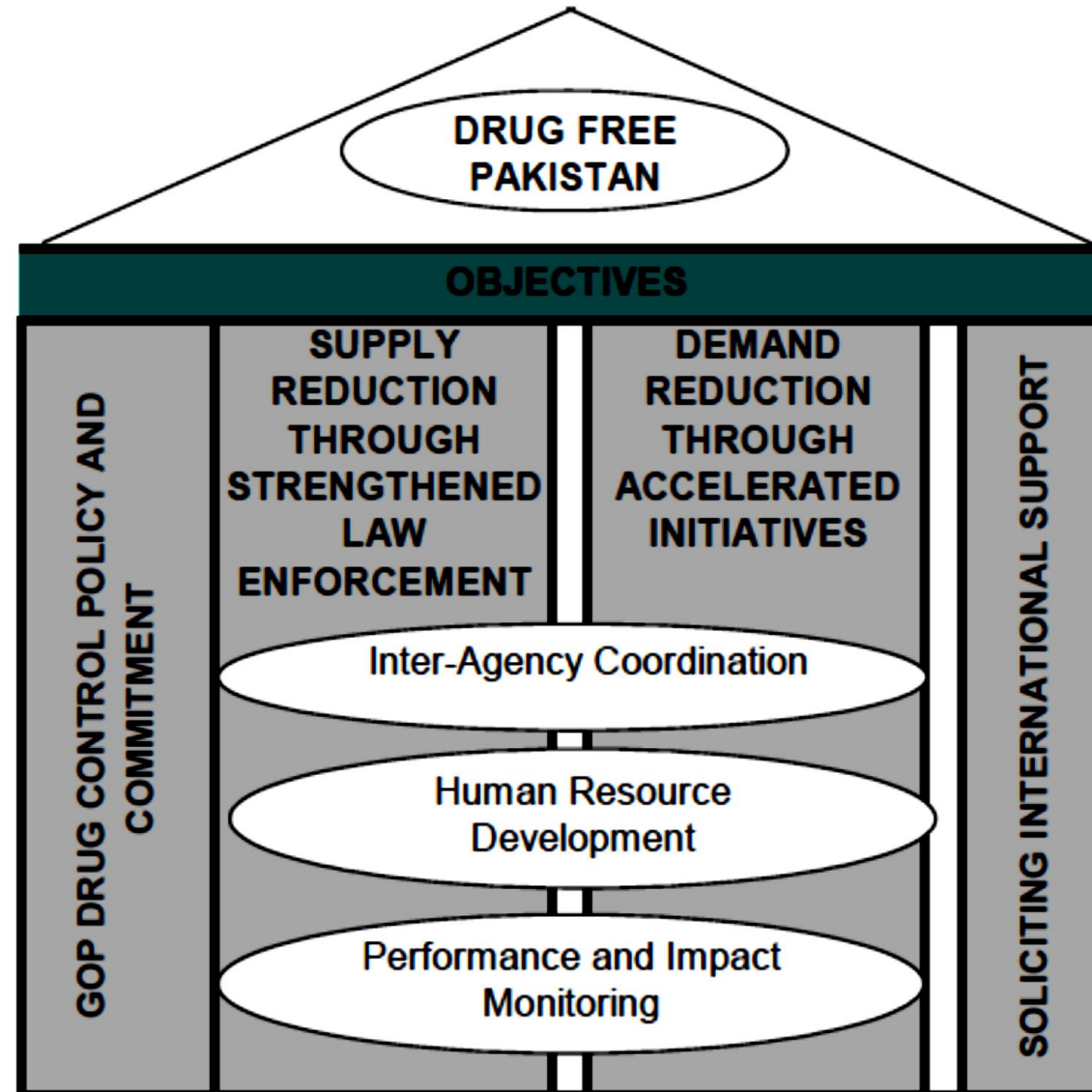
# Risk and Protective Factors

RISK FACTORS	PROTECTIVE FACTORS
<ul style="list-style-type: none"><li>■ Chaotic home environment</li><li>■ Ineffective parenting</li><li>■ Little mutual attachment and nurturing</li><li>■ Inappropriate, shy, or aggressive classroom behavior</li><li>■ Academic failure</li><li>■ Low academic aspirations</li><li>■ Poor social coping skills</li><li>■ Affiliations with deviant peers</li><li>■ Perceived external approval of drug use (peer, family, community)</li><li>■ Parental substance abuse or mental illness</li></ul> 	<ul style="list-style-type: none"><li>■ Strong family bonds</li><li>■ Parental engagement in child's life</li><li>■ Clear parental expectations and consequences</li><li>■ Academic success</li><li>■ Strong bonds with pro-social institutions (school, community, church)</li><li>■ Conventional norms about drugs and alcohol</li></ul> 

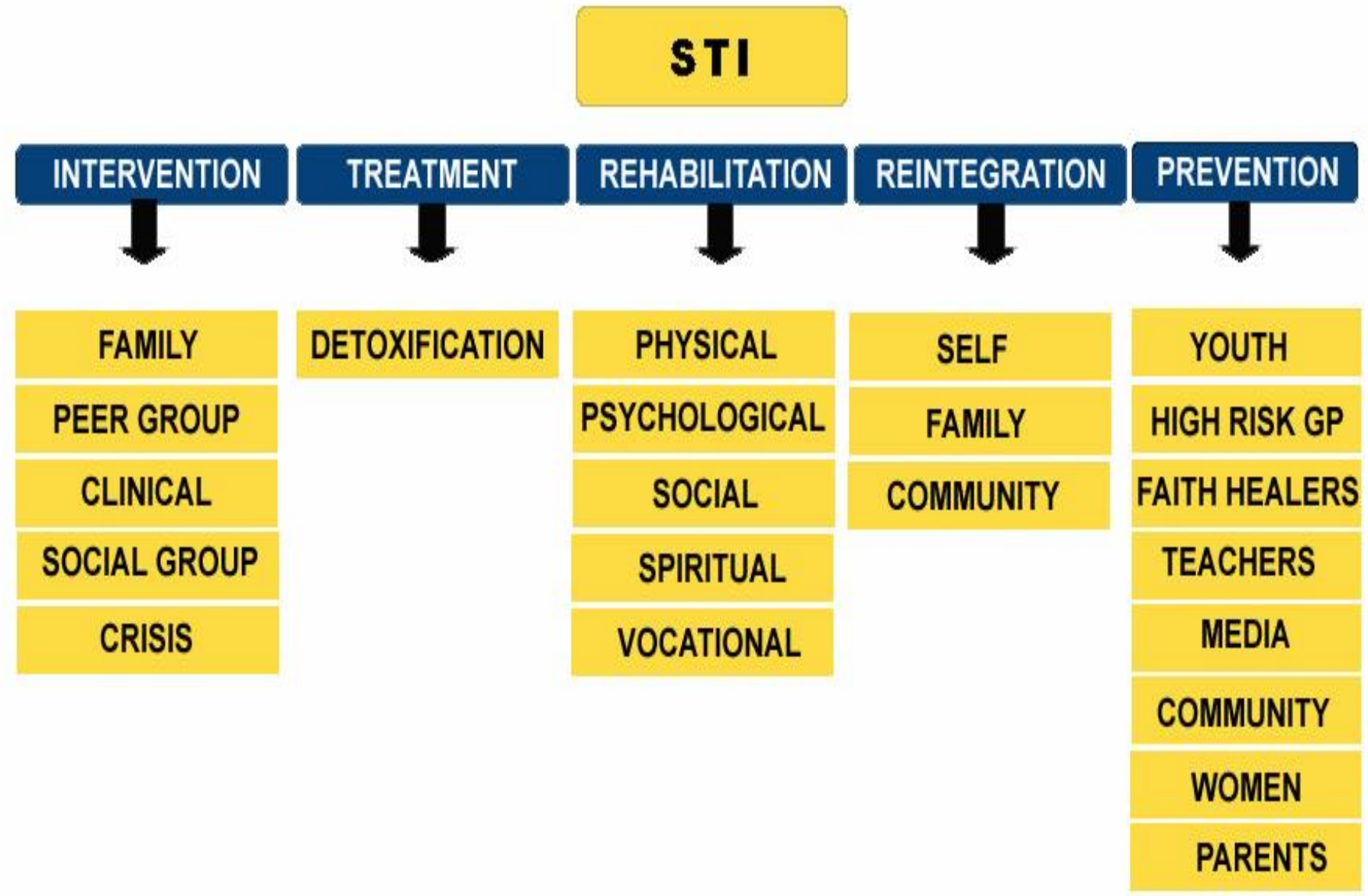




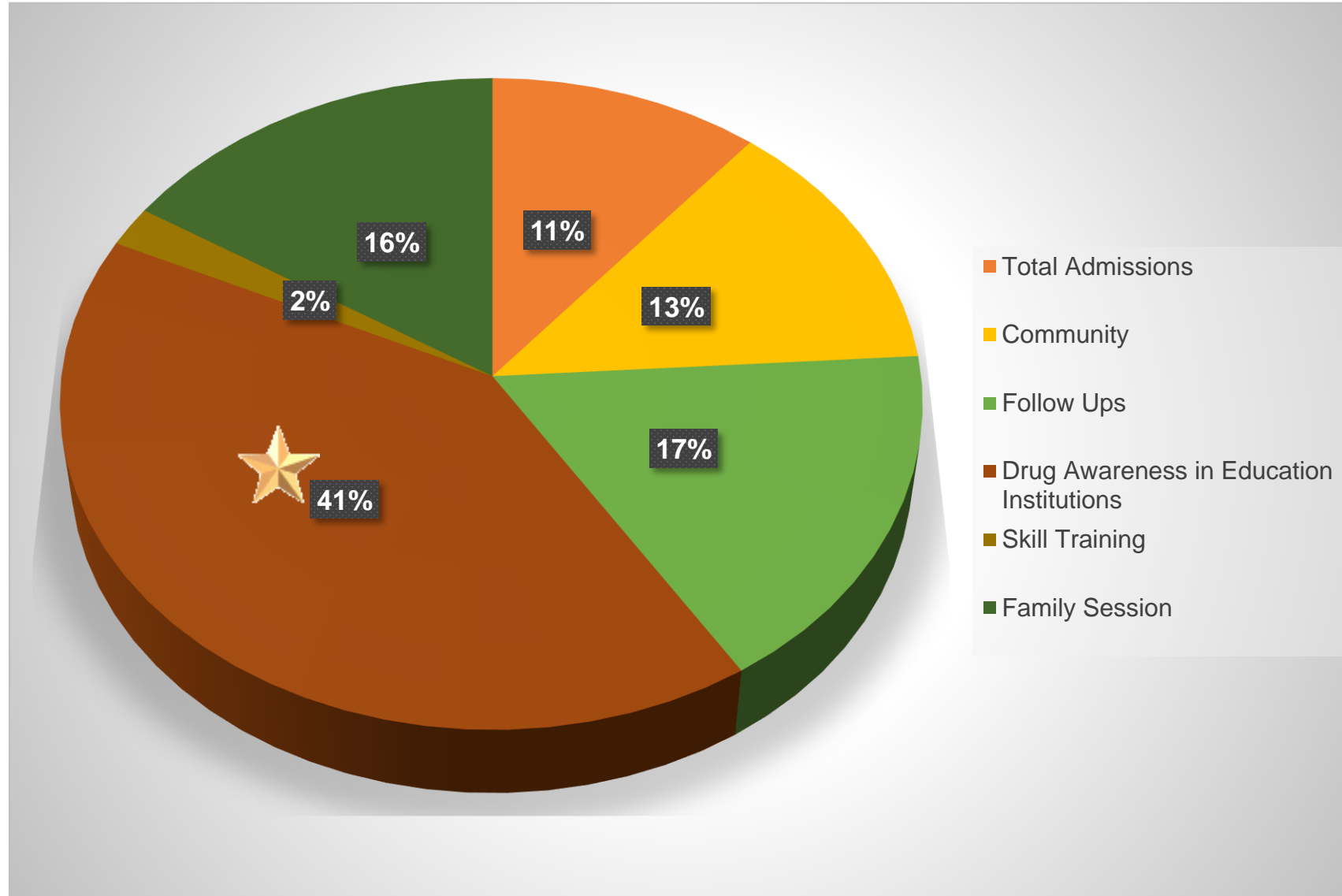
# Institutional and Legislative Framework



# Chart of Sunny Trust International (STI) Services



# Contribution of Sunny Trust For Social Welfare





# Educational Institutions based Prevention Programs





# Empowering Workshops for Parents & Teachers





# Youth Musical Nights





# Medical Health Camps for Raising Drug Awareness





# Health Expos for Drug Awareness





# Seminars & Workshops For Drug Awareness



# Raising Drug Awareness Through Mass Media





# Drives Against Drugs



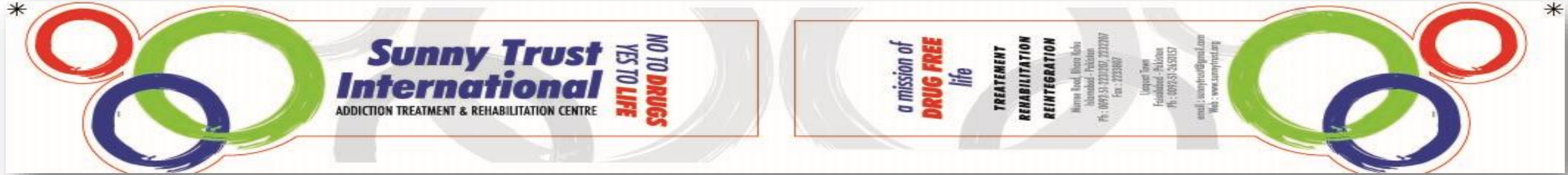


# We Celebrate World Drugs Day Annually





# Distribution of IEC Material for Drug Awareness



**منشیات اور ایچ آئی وی / ایڈز**  
کے بارے میں ضروری معلومات

**ایڈز**  
سے بچیں جس کا  
کوئی علاج نہیں

چلے احتیاط سے زندگی کی طرف

ایچ آئی وی اور ایڈز کے ٹیسٹ کے لئے کلمہ: پاکستان کے  
تمام کروڑوں افراد میں مندرجہ ذیل پتوں پر رابطہ کیا جاسکتا ہے:

**اسلام آباد:**  
دکان: ایچ آئی وی / ایڈز کے ٹیسٹ کے لئے کلمہ: پاکستان کے  
051-9261170/2213

**کراچی:**  
دکان: ایچ آئی وی / ایڈز کے ٹیسٹ کے لئے کلمہ: پاکستان کے  
042-7641179

**لاہور:**  
دکان: ایچ آئی وی / ایڈز کے ٹیسٹ کے لئے کلمہ: پاکستان کے  
042-5945100-9

**پشاور:**  
دکان: ایچ آئی وی / ایڈز کے ٹیسٹ کے لئے کلمہ: پاکستان کے  
042-9203402-24

**پنجاب:**  
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091-9217140-46

**سنی ٹرسٹ انٹرنیشنل مرکز انسداد منشیات و دوا**  
مین سٹریٹ، روڈ، بھارہ کور، اسلام آباد  
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جنیوا، سویٹزرلینڈ: 92-41-2650157



**Sunny Trust International**  
ADDICTION TREATMENT & REHABILITATION CENTRE

**جو بنائے پاک وطن کو**  
**منشیات سے پاک وہ ---**  
**--- تم ہی تو ہو**

**ufone**

**تم ہی تو ہو**

**Sunny Trust International**  
ADDICTION TREATMENT & REHABILITATION CENTRE

**جونہ کرے منشیات استعمال**  
**رہے سدا خوشحال وہ ---**  
**--- تم ہی تو ہو**

**ufone**

**تم ہی تو ہو**





# Collaboration with Government & Law Enforcement





# Sunny Trust Drug Free Model Village





# Community Coalition



**We Live & Die  
Rise & Fall Together**

**Let's Make The World Drug Free  
So, We All Live Together In  
Peace & Joy.**



# THANK YOU

