



SHARE FACTS ON DRUGS

Save lives

WORLD DRUG DAY

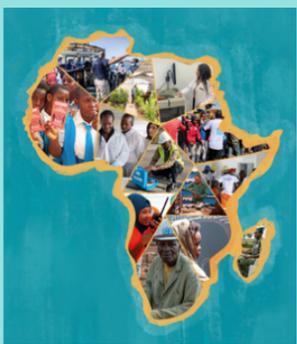
The International Day Against Drug Abuse and Illicit Trafficking, also known as 'World Drug Day', is celebrated annually on 26 June. The theme of World Drug Day 2021 is "*Share Facts on Drugs. Save Lives.*"

The theme stresses the importance of awareness of the facts on drugs (and their dangers), and of evidence-based prevention, treatment, and care.

The campaign will highlight key statistics (drawing on the World Drug Report) and what is needed to bridge the gap between the current situation and a vision of health for all.

1 OFFICIAL HASHTAGS:

#ShareFactsonDrugs
#SaveLives



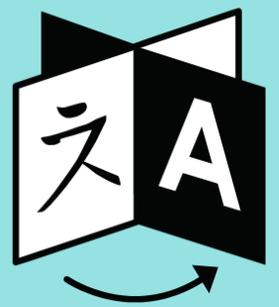
2 KEY MESSAGES:

- The population in developing countries is growing, and so will the number of users—particularly in Africa – if we don't act now. The UNODC Strategic Vision for Africa can support this continental response.
- The drug market has successfully rebounded after the COVID-19 pandemic but it has triggered or accelerated pre-existing trafficking dynamics across the global drug market. We must catch up.
- Cannabis has almost quadrupled in strength over the last two decades. However, the percentage of adolescents perceiving cannabis as harmful has decreased by as much as 40 per cent. We must work closer with youth and raise awareness about the potential health risks of drug use.
- The increasingly prominent role of technology. During the global pandemic, technological innovation has helped us develop new ways to treat people with drug use disorders and increase the reach of healthcare professionals. We must continue bridging the digital divide to extend the benefits of technology to all.
- Too many people do not have access to controlled medicine, particularly in low income countries. We need greater international cooperation.
- There is a noted increase in the number of people who use drugs. People who use drugs and people with drug use disorders are particularly vulnerable to the effects of COVID-19. We must remember not to leave them behind during the recovery from COVID-19.



3 TRANSLATIONS OF THE THEME:

ENGLISH Share Facts on Drugs. Save Lives
 FRENCH L'abus de drogues: en parler, c'est sauver des vies.
 SPANISH Hablemos de drogas, la información salva vidas.
 RUSSIAN Поделитесь фактами о наркотиках. Спасите жизни
 CHINESE 了解毒品真相，保护生命安全
 ARABIC شارك حقائق عن المخدرات. أنقذ الأرواح.
 GERMAN Teile Fakten über Drogen. Rette Leben



4 JOIN US!

UNODC encourages individuals, non-profit organizations, the private sector and Member States to get involved in its social media campaign to mark this day.



5 THE WORLD DRUG DAY WEBSITE: www.unodc.org/drugs