

Media Training Workshop on Drug Use Prevention

18 February, 2025



Drug Advisory Training Hub (DATH)

1st Floor, UC 76 Building, Tariq Road, Main Allama Iqbal Road, Lahore – Pakistan

Cell: 92333 4548823, WhatsApp: 92336 4415035, E: youthnarcotics@hotmail.com

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TRAINING REPORT

1. Basic Details:

- 1.1. Training Name : **One Day Media Training Workshop on Drug Use Prevention**
- 1.2. Locations (Venue/ City) : DATH/YOCFAN Office, Allama Iqbal Road, Lahore
- 1.3. Implementing Agency : **Drug Advisory Training Hub (DATH)** a project of **Youth Council for Anti Narcotics (YOCFAN)**
- 1.4. Partner Agency : **National Youth Organization of Pakistan, Focus Life Rehab Centre**
- 1.5. Date of Training : February 18, 2025

2. Introduction:

Media Training Workshop on Drug Use Prevention was organized by Drug Advisory Training Hub (DATH), a project of the Youth Council for Anti-Narcotics (YOCFAN) & DC Office. The primary purpose of this training was to provide a brief introduction about print, electronic and social media who to give positive message against drugs and to equip media participants with accurate information about drugs affecting youth.

Media can play a crucial role in combating drug use and reducing the supply of drugs in the community. Media-based prevention campaigns have the greatest impact when combined with other prevention-oriented groups such as schools, colleges, universities, employers, and community leaders

The workshop aimed to teach effective skills and interventions that the participants could implement in their respective fields. It also offered insights into the latest trends in addiction, including information about chemical drugs like Ice.

The opening ceremony featured Mr. Hanif Gul, Divisional Superintendent of Pakistan Railways, as the Chief Guest, along with Consultant/Expert, Anti Drugs Narcotics Campaign Syed Zulfiqar Hussain. Ms. Saima Nawaz Ch Vice President, Lahore Press Club and Ms. Sadia Majeed Head of Department Media Study Department, University of South Asia were Chief Guests at the closing ceremony and distributed the certificate and shields.

Chief Guests & Guest Speakers:

Mr. Hanif Gul, Divisional Superintendent of Pakistan Railways, Lahore

Ms. Saima Nawaz Ch Vice President, Lahore Press Club

Ms. Sadia Majeed Head of Department Media Study Department, University of South Asia

Syed Zulfiqar Hussain, Consultant/Expert, Anti Drugs Narcotics Campaign

Mr. Naveed Durrani, Manager MCB Bank

Mr. Atif Pervaiz, Senior Journalist

Mr. Adnan Lodhi, Senior Journalist
Haji Eid Muhammad, Senior Journalist

Co-Coordinator: Syed Mohsin, Vice Chair YOCFAN and DATH

3. Description of the Training:

A training program was organized for youth at DATH Office. After the recitation of the Holy Quran, ground rules for training were discussed with the participants and displayed on the board. The trainer started the session with a formal introduction after the introduction of the trainers all the participants introduced themselves and Pre-test forms were distributed among the participants.

The chief guest Mr. Hanif Gul, Divisional Superintendent of Pakistan Railways said in his inaugural speech that I am honor that I am also part of this campaign, I believe that our youth is the future of our country unfortunately, they involved in drug addiction and also part of mall chain of supply.. This is an alarming situation in our country. Our enemies' wants that our youth will not participate in the progress of the country. Pakistan is facing both internal and external challenges but our aim that Pakistan starts in right direction in the progress side. He thanks the Drug Advisory Training Hub (DATH) organized fruitful training for students in drugs demand reduction programs and he especially thanked to all team members of DATH.



1st Technical Session:

Consultant/Expert Anti Drugs Narcotics Campaign, Syed Zulfiqar Hussain said in his lecture that use of drugs among students and youth in Pakistan is becoming a major social and public health crisis. He highlighted latest trends, causes, and possible interventions to address this growing problem. Traditional drugs like heroin and cannabis remain prevalent, but there is a noticeable shift towards synthetic drugs (such as methamphetamine and ecstasy), prescription medications (including opioids and sedatives), and vaping products.

He said that social, psychological, and environmental factors contribute significantly to drug abuse. Peer pressure remains the leading cause, with stress, academic pressure, and easy access to drugs also plays a significant role. Mr. Hussain said that availability of illicit substances near educational institutions, combined with the increasing role of digital platforms in drug sales, has made the issue harder to control. Social media, encrypted messaging apps, and dark net markets facilitate drug transactions, making enforcement difficult.

He said that media can play a vital role to curb the menace of drugs in the community through different tools. Media have full power to motivate specially parents and others families members through different messages, talk programs on drug issues, parents responsibilities, and government departments role etc. He said that our organizations organized different media training sessions and I personally appeared thousands TV talk programs on drugs.

Next is social media also can play a vital role and scary messages on drug use is not a salutation's to reduce the drug addiction in the society. Prevention strategies focus on helping individuals develop the knowledge, attitudes, and skills they need to make good choices or change harmful behaviors. He said that media means any form of mass communication involving print, electronic and social media like TV, Radio, Magazine etc. Target audience is the major and important component in media prevention campaign. Positive and comprehensive message on drug issue can come better result.

He said in last remarks that prevention strategies focus on helping individuals develop the knowledge, attitudes, and skills they need to make good choices or change harmful behaviors. This information can include factual data about what substance abuse is; warning signs of addiction; information about how alcohol, heroin, charas and specific drugs affect the mind and body; the consequences that addiction can have on one's physical and mental health, family, relationships, and other areas of functioning; and how and why substances are abused.

Youth from different universities participation was highly appreciable and they highlighted their activities through presentations. They one by one describe how some say that parental negligence is a risk factor and parental counseling through this awareness campaign is a protective factor. Open availability, internal family problems, misuse of social media, self-medication, academic, career, and relationship failure are also risk factors. Check and balance by elders, self-control, and high self-esteem are all protective factors these are some highlights presented by them. They highlighted the prevention activities they did in different universities.

2nd Technical Session:

The second technical session, led by Senior Journalist Haji Eid Muhammad of Koke-Noor TV Lahore and featuring Ms. Sadia Majeed, Head of the Media Studies Department at the University of South Asia, as chief guest, focused on a critical message. Haji Eid passionately articulated the vital role of journalism in reducing drug demand and preventing crime in the society. He urged reporters to abandon their current over-reliance on social media and Google, and instead commit to evidence-based reporting and thorough investigation for all their stories. He drew attention to the escalating crisis of drug use and dealing among young people. Additionally, he spoke about the painful stigma experienced by those with Substance Use Disorders (SUDs) and their families, emphasizing their desperate need for understanding and support. He concluded with a powerful call to action: only if journalists approach these sensitive issues with care and avoid perpetuating negativity, can society hope to achieve positive outcomes. He stressed that his own work is grounded in evidence, not unverified online information.

"Our youth is the future of our nation, and young journalists, in particular, hold immense responsibility to shed light on drug addiction and offer solutions through their reporting, writing, and stories," stated Ms. Sadia Majeed, Head of the Media Studies Department at the University of South Asia.

To actively address this pressing issue, the department is launching a university-wide anti-drug campaign. Final year students will drive this initiative through diverse activities such as expert interviews, a compelling poster exhibition, the distribution of vital literature, and engaging lecture programs. Ms. Majeed also emphasized the critical need for journalists to highlight effective parenting and teaching skills as part of the solution.

She further elaborated on international prevention standards and tailored strategies for various developmental stages, stressing the importance of interventions aligned with each stage. The training session concluded with a dynamic Q&A, fostering a crucial discussion among students about the significance of adhering to these standards, especially regarding media policy on drugs.



3rd Technical Session:

The third technical session commenced after the lunch break, led by Mr. Adnan Lodhi, Senior Journalist at Express Tribune, Lahore. The session's chief guest was Mr. Atif Pervez, Senior Journalist at Lahore News.

Mr. Adnan underscored the critical role of supply reduction in effectively curbing drug demand within communities. He elaborated that various reporters, specializing in treatment, prevention, and law enforcement, possess in-depth knowledge of their respective fields. He emphasized that skilled, investigative journalists are uniquely positioned to file **evidence-based stories** on drug issues. Mr. Adnan shared his personal experience of reporting on drug use among youth, often encountering denials from institutional heads despite clear evidence. He stressed the importance of equipping individuals with crucial life skills, such as decision-making, problem-solving, self-awareness, and coping strategies, to combat these challenges. He also noted that while drug policies aim to benefit the public, those involved in criminal activities frequently remain undeterred by the consequences. The session concluded with an engaging question-and-answer segment, featuring active student participation.

Closing Ceremony:

The closing and distribution ceremony for the drug prevention program took place, Ms. Saima Nawaz, Vice President of the Lahore Press Club, was chief guest.

Syed Zulfiqar opened the ceremony by highlighting the indispensable role journalists play in addressing drug issues, emphasizing their critical responsibilities in prevention programs. He expressed appreciation to all participants from university media departments, as well as the insightful guest speakers and dedicated partners.

Ms. Saima Nawaz passionately articulated the importance of journalists in reducing drug demand. She believes that positive reporting can create a powerful impact, while negative portrayals can have adverse consequences, noting how quickly people gravitate towards negative news. Drawing from her own experience, she shared how she has effectively covered drug and family issues with a positive approach. Ms. Nawaz acknowledged the technological savviness of young journalists and underscored the collective responsibility of parents, teachers, and other stakeholders in combating drug problems among youth, particularly within universities. She reminded attendees that students represent the nation's future and that drug problems pose a significant threat to this younger generation. She concluded by commending the Drug Advisory Training Hub (DATH), a YOCFAN project, for organizing the specialized media training on drug issues.

Ms. Nawaz also took the opportunity to share insights into the Lahore Press Club's initiatives and its collaborative efforts with other organizations. The ceremony concluded with the chief guest distributing certificates to the participants, and Syed Zulfiqar, Mr. Adeel Rashid, and Syed Mohsin presenting shields to the guest speakers and chief guest.

4. Pre-/Post-Test Scores of the Participants:

Participant's knowledge about substance use prevention was assessed through a pre and post training knowledge assessment sessions. Average scores at pre-training was recorded 5.8/24 and at the post-training session was 10.4/24. This shows that knowledge of the participants increased by 5 %.

5. Participant Recommendations and Comments:

The recommendations given by the participants were:

Overall the media training was highly informative and trainers also had adequate knowledge about different perspectives. These types of sessions should be encouraged for future in different universities with the help of media departments.

Despite of having a formal awareness seminar this type of training session must be organized once in a month for the enhancement of students and teachers knowledge.

University of South Asia, Lahore Cantt.
FCC College University, Lahore.
Govt. M.A.O Graduate College, Lahore
UCP University, Lahore.
Exclusive Institute of Fashion and Art, Lahore
Kohe-Noor TV, Lahore

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6. Visibility Materials (photos, media coverage etc):



