



UNITED NATIONS ASSOCIATION OF PAKISTAN

DRUG ABUSE AND AWARENESS CAMPAIGN

PROJECT BRIEF



Drug Abuse and Awareness Campaign

According to the United Nations Office on Drugs and Crime, Pakistan has 6.7 million drug users. More than 4 million of these are addicts, amongst the highest number for any country in the world. It calculates that more than 800,000 Pakistanis aged between 15 and 64 use heroin regularly. It is also estimated that up to 44 tons of processed heroin are consumed annually in Pakistan. The population that is involved in drug abuse is mostly of a lower income background. The Drug Abuse and Awareness program address a range of goals that include demand reduction, reduction of drug related crime and violence, and reduction of drug-related health and social costs. The goal of the UNAP's Drug Abuse and Awareness Campaign is to educate and enable Pakistan's youth to reject illicit drugs. This goal includes preventing drug use and encouraging occasional users to discontinue use.

QUICK FACTS

Duration: 2020 – 2021

Implementing partners: -

Location: Karachi, Sindh

Funding partners: Self Funded





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Program Outputs

- **The primary objective of drug prevention is to help people avoid or delay initiation of use of drugs or if they have started already to avoid developing drug use disorders.**
- **Facilitate behavioral changes and practices to improve financial outcomes**
- **including financial wellbeing through increased savings, improved debt management, perceived financial stress or satisfaction.**

- **Prevention of the negative social consequences of drug use**
- **Efforts to address the drug problems including the supply of illicit drugs, as well as diversion from licit markets and their use will to increase engagement**