



LM INTERNATIONAL UGANDA'S APPROACH TO SUSTAINABLE AWARENESS AND SENSITIZATION CAMPAIGN TO PROMOTING COMMUNITY EDUCATION ON THE EFFECTS OF ALCOHOL

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Declaration of no conflict of interest



I hereby declare that I have no financial, personal, or professional conflicts of interest related to the content of this presentation. I also confirm that I have not received any funding, sponsorship, or support from the alcohol industry or related organizations. My views and recommendations are based solely on available evidence and are intended to advance the understanding and prevention of alcohol-related harm

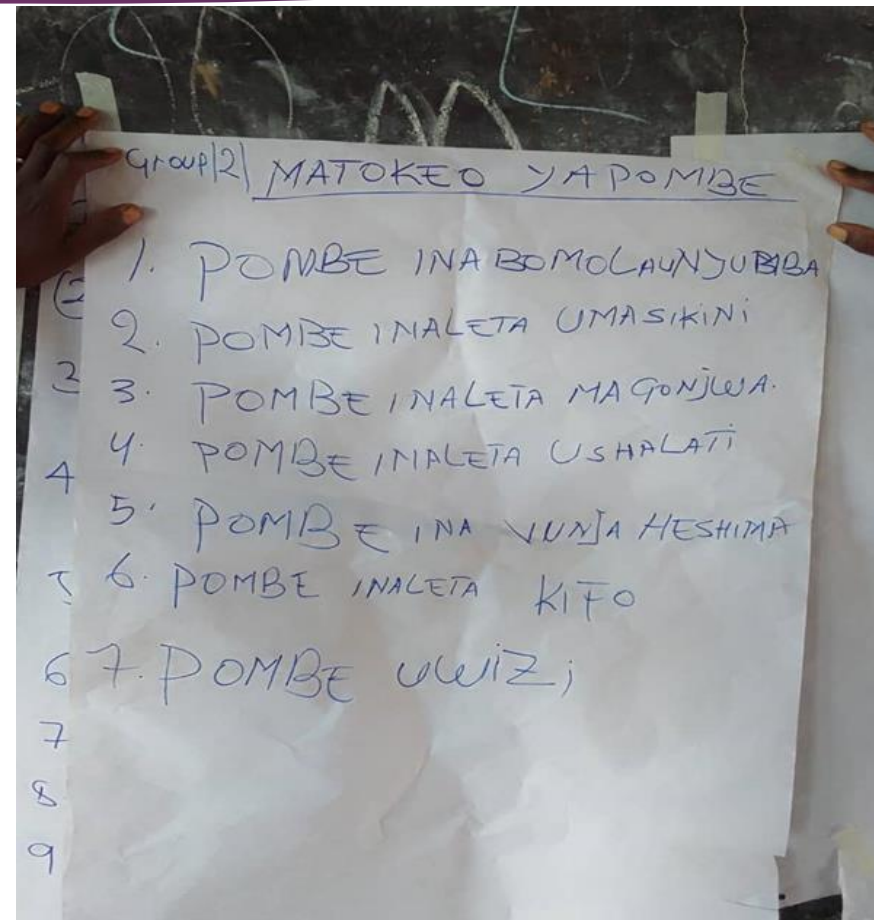
About LM International



- ▶ LM International Uganda is a faith-based non-profit organization established in 1994 in response to the Sudan refugee crisis.
- ▶ We address Uganda's humanitarian and development challenges through the Quadruple Helix model, a conceptual framework that fosters innovation and economic development.
- ▶ The Quadruple helix model emphasizes collaboration and synergy among four key sectors i.e.:
 - ❑ Government: Provides regulations and policies.
 - ❑ Academia: Supplies research, knowledge and talents through universities etc.
 - ❑ Private Sector: Drives the economy by commercializing & scaling innovations creating employment opportunities.
 - ❑ Civil Society: Includes citizens, communities, and NGOs that offer ideas and feedback to ensure relevance and sustainability.
- ▶ At LM International, our vision for 2030 focuses on Food Security and Livelihoods, Health (with an emphasis on Mental Health and Psycho-social Well-being), Water, Sanitation, and Hygiene (WASH), and Climate Change Mitigation and Adaptation.
- ▶ However, the rampant abuse of alcohol and drugs in our project locations threatens to undermine our efforts in enhancing mental well-being and livelihood opportunities for our beneficiaries.

Alcohol abuse and the SDGs.

- ▶ The issues of substance abuse among refugees and nationals are closely linked to Sustainable Development Goal 3 (SDG 3), which aims to ensure healthy lives and promote well-being for all at all ages.
- ▶ Specifically, Target SDGs 3,5 focuses on strengthening the prevention and treatment of substance abuse, including harmful use of alcohol.
- ▶ In refugee contexts, the abuse of alcohol and drugs aggravates vulnerabilities, leading to increased health problems and social instability.
- ▶ This not only impacts individual well-being but also disrupts community cohesion and economic productivity, hindering efforts to achieve sustainable livelihoods. Families experience financial strain due to the costs associated with substance use and the loss of income from affected individuals, perpetuating cycles of poverty and dependency.



Alcohol abuse and the SDGs Cont...

- ▶ Addressing these challenges through targeted interventions aligns with SDG 3's objectives by promoting health and well-being, ultimately contributing to the broader goals of sustainable development.
- ▶ Effective strategies, such as community education, support services, and rehabilitation programs, are essential for fostering resilience and improving the quality of life for both refugees and nationals.
- ▶ Today, I would like to share with you a structured approach employed by LM International Uganda to promote community education on the effects of alcohol, showcasing our commitment to sustainable change.



LMI's approaches to sustainable awareness and community education on the effects of alcohol



- ▶ **Capacity Building:** LMI Uganda has focused on strengthening grassroots structures to combat alcohol and drug use. This includes training 274 Community-Based Facilitators (CBFs) and 240 Community Advocacy Groups (CAGs) in Pader district to raise awareness about the dangers of alcohol. Additionally, 53 faith leaders in the Kyangwali refugee resettlement camp received training on the harms of alcohol and strategies for mitigation, empowering them to become community champions who provide psycho-social support and amplify awareness.



LMI's approaches to sustainable awareness and community education on the effects of alcohol



- ▶ **Media Engagement:** LMI Uganda utilizes various media platforms, including radio and social media, to disseminate messages about the effects of alcohol. They host radio programs featuring influential community leaders and engage in national events like World No Alcohol Day. By collaborating with local radio stations and national TV channels such as UBC and Star TV, they ensure that their messages reach a broad audience, extending beyond the immediate project areas.



LMI's approaches to sustainable awareness and community education on the effects of alcohol



- ▶ **Advocacy and Lobbying:** A mini-study conducted in the Rhino camp refugee settlement highlighted issues of alcohol use among refugees. LMI Uganda has actively collected data and documented violations of trade directives regarding alcohol packaging. They continue to advocate for policy reforms and ordinances that regulate the production, sale, and packaging of alcohol, engaging with lawmakers to push for necessary changes.



LMI's approaches to sustainable awareness and community education on the effects of alcohol



- ▶ **Synergy and Continuous Learning:** LMI Uganda emphasizes collaboration with other organizations to enhance awareness of alcohol-related harms. By networking with national and international NGOs, such as World Vision Uganda and Food for the Hungry, they share knowledge and best practices. Their partnership with the Uganda Alcohol Policy Alliance (UAPA) and local governments fosters a platform for learning and collaboration, uniting efforts to address alcohol and drug use challenges in the community.



Conclusion



- ▶ These approaches highlight the multifaceted strategies employed by LMI Uganda to promote community education on the effects of alcohol it also showcases our commitment to sustainable change.

Thank you.





Thanks for your time