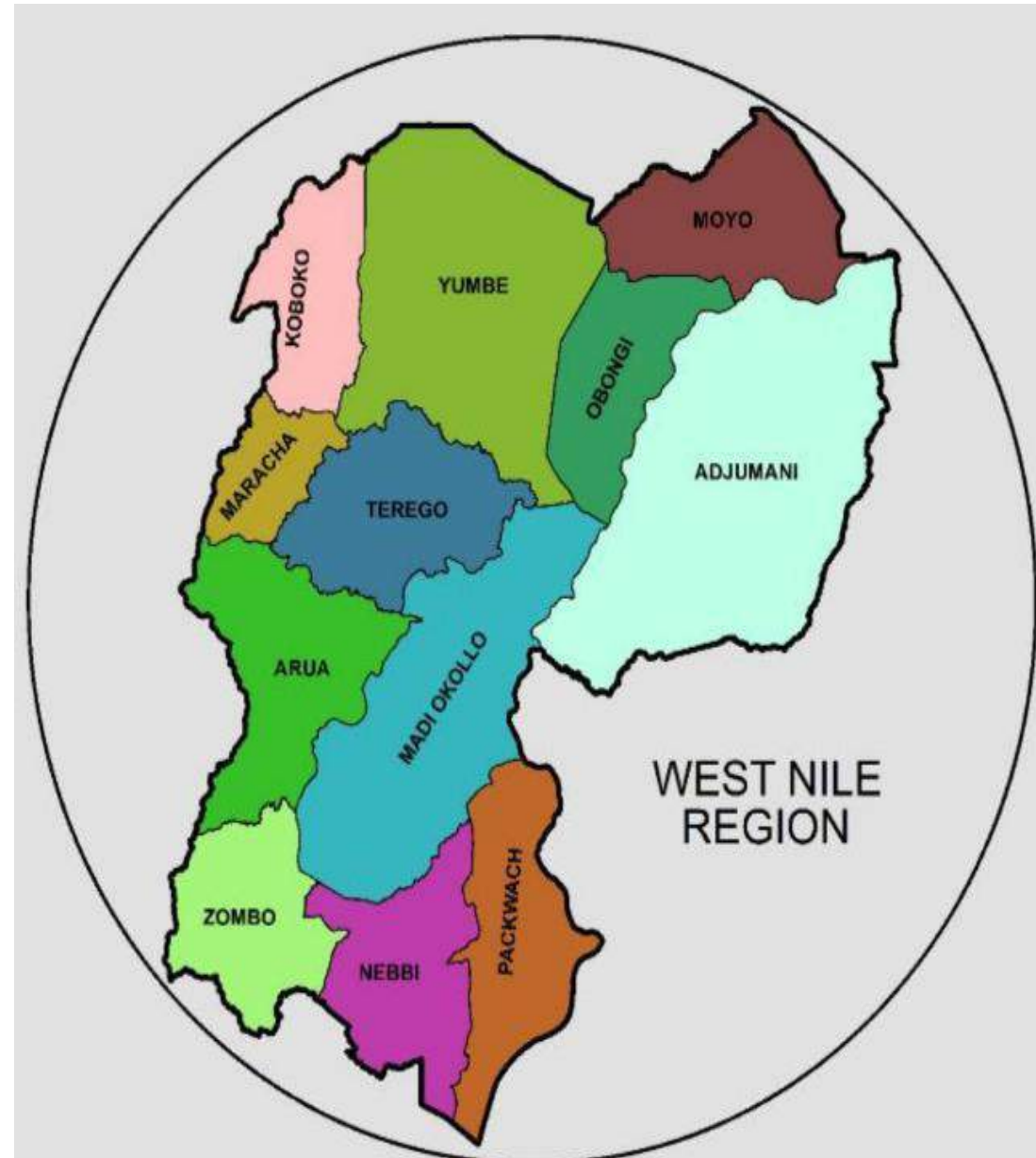


**MASS COMMUNITY
SENSITIZATION AND AWARENESS
THE ANSWER TO ALCOHOL, DRUG
AND SUBSTANCE USE AMONG THE
POPULACE IN WESTNILE.**

**PRESENTED BY
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- **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.**

FOUNDER AND EXECUTIVE DIRECTOR



Vision

A psycho-socially healthy people transforming their communities.

Mission

Healing and restoring nations through building practical hope and faith for a healthy holistic wellbeing for transformation of communities.

Our Core Values

- Godliness 04 Excellence
- Honesty 05 Respect
- Commitment 06 Hard work

Our Engagement Model



Our Engagement Model Entails

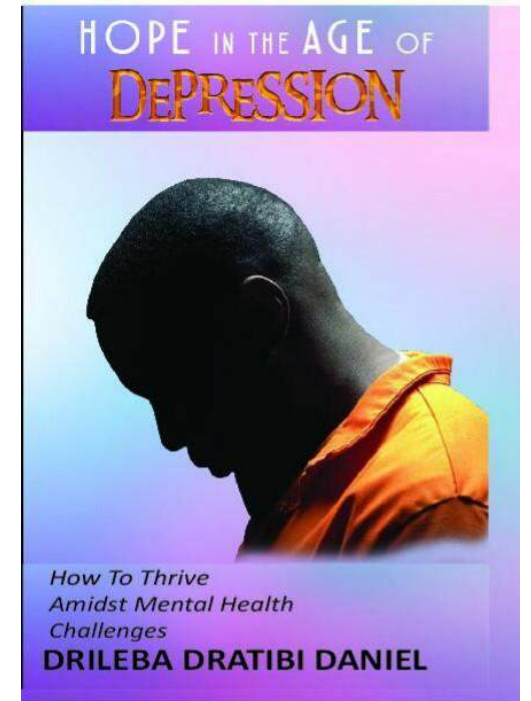
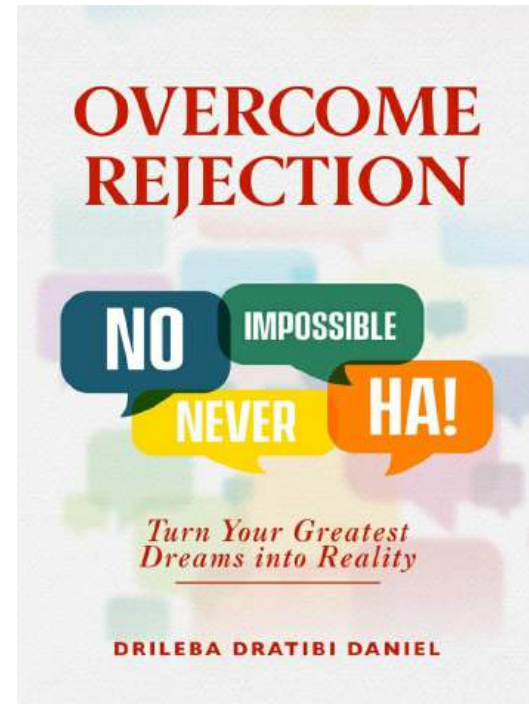
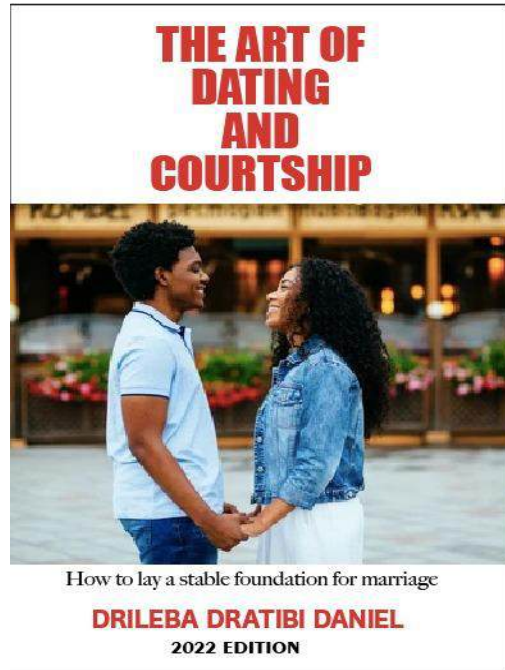
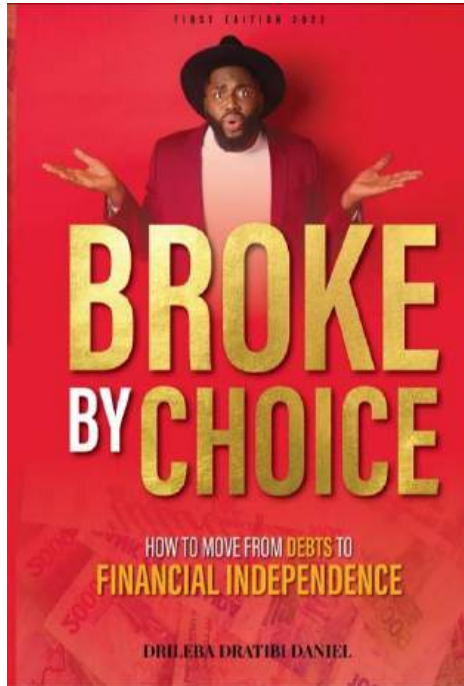
1. Educate - We educate about normal responses
2. Care for - Immediate needs
3. Protect - From distress & threat
4. Comfort and console
5. Support - For practical tasks
6. Provide - Information on coping
7. Connect - With social supports

Services Offered

- Mental Health Awareness, Counseling & Psychological Support Programs
- Crisis & Trauma Healing & Management
- Stress Management
- Training & Capacity Building
- Positive Parenting Skills
- Gender Based violence prevention
- Alcohol, drug and substance abuse and addictions rehabilitation programs
- Relationship and marriage counseling
- Mindset Change
- Child Protection
- Conflict Resolution & Management
- Research & Publications
- Mentorship Programs
- Financial Literacy Trainings



AN AUTHOR



Award winning mental health advocate



- **WESTNILE region is the second leading consumer of alcohol in Uganda. Alcohol, drug and substance use and abuse has been a huge challenge many communities struggle with in West Nile which has greatly affected performance and life in all spheres.**

- ❖ In education sector, West Nile region has the rate of school dropout due to mostly drug use is very high.**
- ❖ In 2022, 34 schools went on strike in first term of which 80% of the students involved in these strikes confessed to have been under the influence of alcohol and drugs.**

- **Performance of candidates has greatly been affected by this device. In health, the region is recording high cases of mental illness, increased cancer cases, liver diseases, non communicable diseases, road traffic accidents, increased hospital admissions, risk sexual behaviors that causes STDs and STIs. High crime rates and Insecurity within the communities.**
- **Socially, many families have broken with increased economic burden, vicious cycle of poverty and inequality, etc. Alcohol consumption in West Nile contributes to the high risk factor for premature deaths and all the alcohol related harm.**

• Aim:

- Engage the community leaders and community at large to create awareness on the dangers on use of drugs on their body, mental health and community.

- **Method:**

Radio programs, community dialogue meetings and sensitization and Large Group sessions were done including one on one sessions in communities, churches, schools with emphasis on alcohol, drug and substance use and abuse and mental health and focusing on the impact of alcohol and drugs on people.













RESULTS:

- **Communities are formulating bylaws and ordinances in place to control alcohol consumption and drug use, embracing the alcohol control policies, seeking help for mental health services and rehabilitation. Currently over 345 people have reached out for help to overcome the use of Alcohol, drugs and substances.**

In a period of 12 months in 2023, we reached a total of 10,347 young persons from the age ranging from 09-25 years with enriching messages on dangers of alcohol and drugs, mental health and Psychosocial support services including wellbeing through school programs as well as religious gatherings. Of the total reached 6238 (60.3%) were males and 4109 (39.7%) were females.

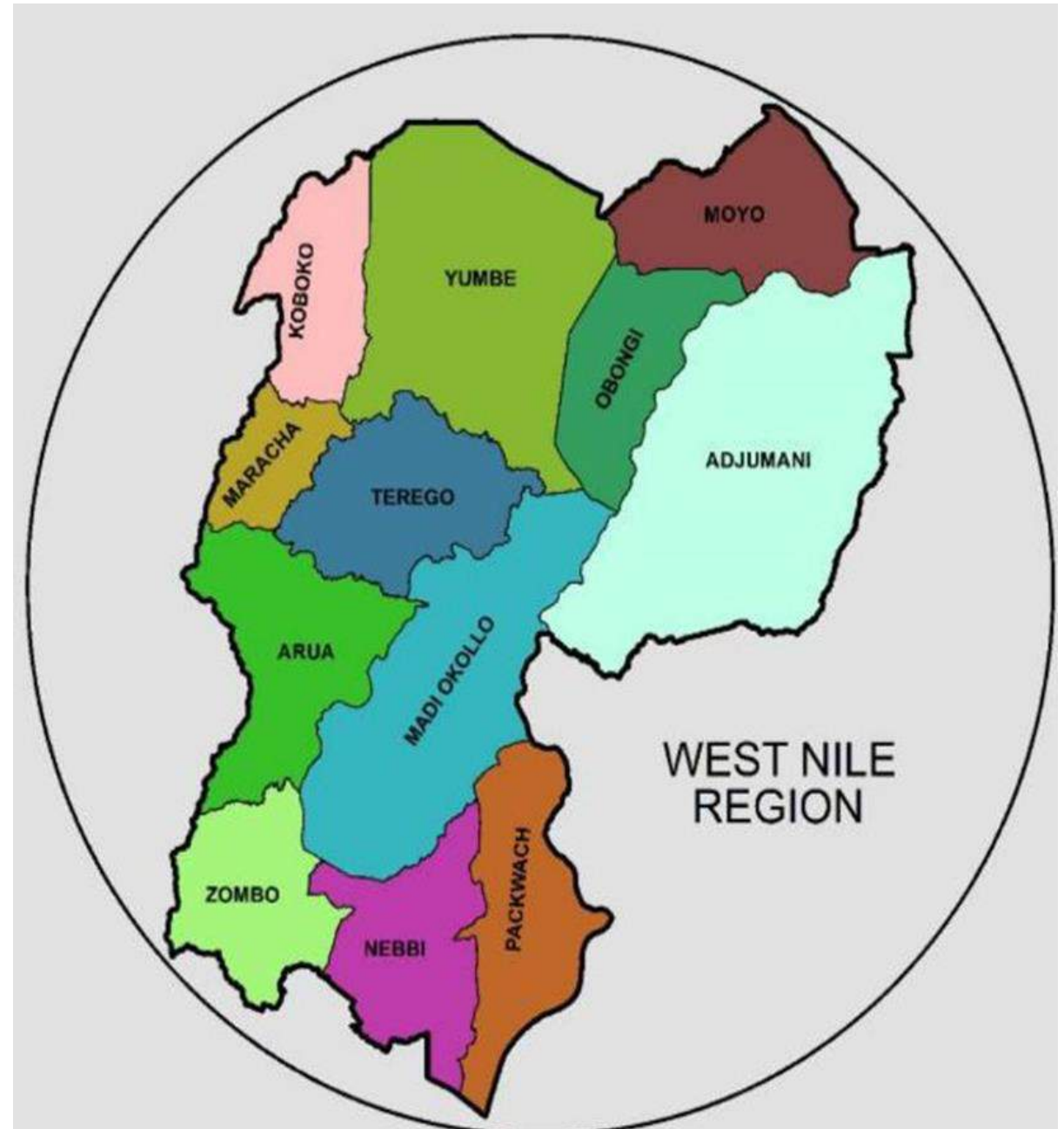
- This year so far we have engaged over 20,000 youths from 8 schools, 2 universities, 4 compassion projects, 4 churches**

CHALLENGES:

- **As a young organization, we have inadequate resources since we have no funding for mass mental health awareness campaigns, the target groups could not be adequately reached as desired.**

- **West Nile is a wide region 12 political districts and Arua city making it 13. Lack of transport means (motorcycles and vehicles) makes movement hard since public transport is costly to traverse the area.**

- **Few volunteers since our work is on voluntary basis. When funding is available to have fulltime staff, work will be simplified.**



RECOMMENDATION

- **Need for more mass awareness and sensitization. People perish for lack of knowledge.**
- **Lets embrace community based approach to engage to fight this battle. Every community has the religious leaders, cultural leaders, opinion leaders, local government leaders. When all these people are sensitized about alcohol related harm and they speak, their people listen.**

CONCLUSIONS:

- **More sensitization and awareness campaigns in communities and schools and other learning institutions is needed to help deal with Alcohol, drug and substance use in West Nile communities to promote health, wellbeing and prosperity in West Nile.**

• **END**