



PRESS RELEASE

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The 26 of June is International Day against Drug Abuse and Illicit Trafficking

The United Nations Office on Drugs and Crime (UNODC) continues to lead the global campaign to raise awareness about the major challenge that illicit drugs represent to society as a whole, and especially to the young. This year's theme is *"Your life. Your community. No Place for Drugs"*. The goal of the campaign is to mobilise support and inspire people to act against drug use by raising global awareness.

The National Drug Council (NDC) invites individuals, non-profit organisations, government and the private sector to get involved by:

- 4 Organising office events to commemorate the International Day against Drug Abuse and Illicit Trafficking.
- 4 Spreading the word about the campaign through your own networks and contacts (tweets, Facebook, messaging, blogs and email).
- 4 Using the campaign slogan and logo in promotional products, websites and social media.

"Preventing or delaying use of psychoactive drugs, alcohol, and tobacco among adolescents is a critical national public health goal. The simplest and most cost-effective way to lower the human and societal costs of drug abuse is to prevent it in the first place", said Joan West-Dacres Executive Director of the NDC.

More than 50% of students in the Cayman Islands do not use illegal drugs (CISDUS 2010). Many people who once used illegal drugs have now rejected them; many suffered

as a result of drug abuse. Accidents, addiction, criminal involvement, damaged relationships, impaired judgment, and lost educational or employment opportunities were common. Of those persons who currently use illegal drugs, some are chronic abusers. Preventing Cayman's 6000 plus children from using drugs, alcohol, and tobacco will help safeguard our society.

"Preventing drug abuse is one of the best investments we can make in our country's future", stated Simon Miller, Prevention Officer. Doing so is preferable to dealing with the consequences of drug abuse through law enforcement or drug treatment.

"Prevention is most promising when it is directed at impressionable youngsters", said Mr. Miller. Adolescents are most susceptible to the allure of illicit drugs. Delaying or preventing the first use of illegal drugs, alcohol, and tobacco is essential.

Prevention programmes are not vaccinations that inoculate children against substance abuse. Sadly, significant numbers of young people who participate in the best programmes will go on to use drugs. The "no-use" message must be reinforced consistently by parents, teachers, coaches, mentors, and other care givers.

The National Drug Council's scientific research continues to play a major role in informing many local bodies on issues of substance abuse misuse through its Cayman Islands Student Drug Use Survey (CISDUS). The UNDCO's 2011 campaign seeks to mobilise support and inspire people to act against drug use. Therefore, the National Drug Council encourages everyone to spread the message "*No Place for Drugs*".

For more information please call the NDC at Tel. 949-9000, Fax. 949-6264, email: info@ndc.ky or visit us on the web www.ndc.ky

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