

International Day against Drug Abuse and Illicit Trafficking

Concept Note

(World Drug Day)

26 June 2020

Theme

Better knowledge for better care

Hashtag: #FactsForSolidarity

The field of addressing the drug problem has been 'plagued' by misinformation of many kinds. People, policy makers and sometimes even services providers work on the understanding that drug use disorders are not a multi-factorial health issue, as agreed by the Member States in the Outcome document of the 2016 United Nations General Assembly Special Session on the World Drug Problem, but a moral failure or a crime to be punished.

Moreover, what is not understood is that drug use disorders are the result of a complex interplay of factors that are very much out of the control of the individual, including factors in the genetics, mental health, and environment. Drug use disorders should not, therefore, be considered self-acquired and don't deserved to be punished.

This theme would team up with the United Nations' global initiative to combat misinformation around COVID-19, the 'Verified' campaign launched on 21 May 2020, and, with an officially Verified content, the campaign would aim at improving the understanding of the world drug problem and at fostering greater international cooperation for countering its impact on health, governance and security.

This theme would also both capitalize and reinforce the World Drug Report 2020 as a knowledge product, the base for everyday people, organisations, networks, civil society, businesses and media platforms to share trusted and accurate information about the world drug problem in order to spread science, solutions and solidarity.

Areas to be covered:

- **Drugs facts**

World drug problem in numbers, key findings and policy highlights drawn from existing, endorsed information from the World Drug Report 2020 and the UN system.

- **Health**

Accurate information about prevention, treatment and care in 2020, the role of families in prevention (Listen First Campaign), prevention of drug use.

- **Hope**

Inspirational stories from the field, successes of UNODC's different programmes, jurisdictions developments.

- **Actions**

Tangible steps we can all take, sharing solutions to build the world we want, social media interactions (quiz/test your knowledge - Myths vs Facts, profile picture frame)