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**REPORT ON THE REGIONAL WORKSHOP ON  
COMMUNICATION STRATEGIES FOR  
DRUG ABUSE PREVENTION**

HELD IN

**BANGKOK, THAILAND**

JULY 6-13, 1989

By

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THE ASIA/NEAR EAST REGIONAL NARCOTICS EDUCATION PROGRAM

THE UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

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## I. EXECUTIVE SUMMARY

Development Associates conducted a workshop on communication strategies for drug abuse prevention as part of its Regional Narcotics Education Program supported by the Asia/Near East Bureau of the U.S. Agency for International Development. The workshop was held in Bangkok, Thailand with the co-sponsorship of the Office of the Narcotics Control Board of the Royal Thai Government.

Forty-five participants attended the workshop. They came from governmental and non-governmental drug abuse prevention agencies in ten South and Southeast Asian countries.

The purpose of the workshop was to expose participants to the basic processes and principles required for the design and implementation of a coherent communication strategy for drug abuse prevention. The model presented consisted of eight steps: 1) problem definition, 2) objective formulation, 3) communication research, 4) audience selection and segmentation, 5) message construction, 6) media selection, 7) diffusion plan, and 8) evaluation and monitoring.

Each of these steps were reviewed in detail with the participants. Several individual and group exercises were conducted to drill the new concepts and skills.

In addition to the model, a series of mini-workshops were held. These included three one-day workshops conducted simultaneously. Each workshop focused on one medium: video, radio or print material and was attended by approximately one-third of the participants. Another one-day workshop on interpersonal communication was conducted for all participants. Also, two half-day workshops -- one on public relations and one on the use of newspapers -- were conducted simultaneously with each session attended by about one-half of the participants. Significantly, each of the ten country groups prepared and presented a Country Communication Strategy, and obtained feedback from the trainers and other participants.

Participants put together displays of materials used in their own countries to prevent drug abuse. Materials from different countries were presented to the group by country representatives in several "show and tell" sessions.

## II. INTRODUCTION

Communication is an integral component of most drug abuse prevention programs. The term "communication" as used in this report refers to both interpersonal and mass communication. Through communication activities, programs to prevent drug abuse attempt to reach a variety of target audiences with messages that create awareness of the drug problem, instill attitudes and values opposed to drug use and abuse, and promote positive attitude and behavioral changes as alternatives to the use of drugs.

The Asia Narcotics Awareness Survey conducted by Development Associates in early 1987 revealed that communication was, conceptually and methodologically, a weak component of drug abuse prevention programs in South and Southeast Asia. As a rule, programs show a lack of expertise in design, implementation and evaluation of public information campaigns as well as other types of educational interventions. Drug abuse prevention programs lag behind in applying state-of-the-art technologies and professional expertise gained in instructional design, advertising and marketing, and communication research.

For over a decade, countries of the South and Southeast Asia Region have produced vast amounts of media materials, used major periods of air time in the broadcasting media, and conducted innumerable interpersonal communication activities. It seems that the emphasis has been placed on activities and productivity rather than strategic planning of a coherent communication process. Typically, communication campaigns in the region suffer from several weaknesses. These include scant use of research data to define the nature and extent of the problem to be addressed in the communication campaign, failure to select and segment target audiences, and lack of tailoring messages to audience characteristics. In addition, baseline information is not routinely collected nor is information on indicators that can be helpful in evaluating the impact of the communication interventions. Skills in pretesting materials proposed for communication campaigns and obtaining audience feedback to monitor the effects of such campaigns appear to be lacking.

The purpose of the ANE Regional Narcotics Education (RNE) Program is to strengthen the capabilities of Asian public and private institutions to carry out effective drug prevention programs. Envisioned as the first in a series of training events in the area of communications, an eight-day regional workshop was designed and conducted by RNE Program staff in Bangkok, Thailand, July 6-13, 1989. The primary materials development specialists and trainers for the workshop were Leonel Valdivia, Tania Romashko, and Maria Elena Cassanova. Joel Jutkowitz, RNE Program director, provided overall coordination and specific workshop inputs on the drug abuse problem in Asia and evaluation of communication campaigns.

The RNE Program staff designed the workshop based on the knowledge of the Asia region provided by the 1987 survey, needs assessments conducted in four countries in November 1988, and information about prospective workshop participants. AID Missions and US Embassies in ten countries assisted in identifying and selecting participants and facilitated pre-workshop communication with them.

The workshop combined a systematic approach to communication planning with the use of effective techniques and media in different geographical and cultural contexts. Participants were exposed to a wide range of communication alternatives so that they may select the most applicable to their own programs and cultures. In-country follow-up training will be more selective by focusing on those approaches that are more relevant to a specific country and program situation.

The considerable variety of learning experiences that the workshop offered participants was possible thanks to the local logistical arrangements made by staff of the Office of the Narcotics Control Board (ONCB). Their assistance was invaluable and is gratefully acknowledged.

Opening and closing ceremonies marked the beginning and end of the workshop. Statements made by keynote speakers at those ceremonies are included in Annex F. These ceremonies helped to raise public awareness about the workshop and drug abuse prevention as they received local media coverage through television, radio and newspapers. Furthermore, other activities associated with the workshop were also covered by local television and radio. Finally, publicity about the workshop extended beyond Thailand. For example, a newspaper article was published about the workshop in Manila.

### III. PURPOSE AND OBJECTIVES

The main purpose of the workshop was to make participants aware of the basic concepts and processes involved in designing, implementing and evaluating a communication campaign for drug abuse prevention. The workshop was also intended to expose participants to the wide range of possibilities open to them for improving the effectiveness of the communication component of their programs. Finally the workshop was designed to provide a forum for the exchange of ideas, experiences and materials among representatives from different geographical and cultural settings.

The objectives of the workshop fell into three learning categories: conceptual and analytical skills, problem solving capabilities, and country specific analysis.

#### A. Conceptual and Analytical Skills

The objective in this area was to provide participants with a common background on drug abuse in Asia and given them an essential conceptual framework for planning and carrying out an effective communication program to prevent drug abuse. Participants learned how to look at epidemiological data to define the nature and extent of the drug abuse problem. They also learned how to identify that portion of the problem that is amenable to a communication intervention. Too often, prevention education programs try to tackle problems that require a comprehensive set of interventions that are well beyond the scope and resources of such programs. After selecting an appropriate problem, participants were encouraged to use analytical skills to formulate objectives for a communication campaign that were specific, measurable and realistic. Then, the importance of communication research was underscored as the basis upon which a communication campaign should be designed.

Emphasis was also placed on analysis of audience, message, and media and on the creation of a diffusion plan. In addition, the need to track campaign effectiveness was stressed through identification and collection of information on appropriate indicators.

B. Problem Solving Capabilities

The objective in this area was to enable participants to identify and analyze the usual pitfalls in conducting a communication program (e.g., undefined audience, generic messages, single medium, untested materials, lack of monitoring and audience feedback mechanisms). The aim was to provide elements for judging the quality of a program and its likely effectiveness.

Through specific media mini-workshops (video, audio, print, interpersonal, and newspapers), groups of participants studied in-depth the potential and limitations of the medium as a channel for drug abuse prevention messages. The successful use of public relations was a topic of another mini-workshop.

C. Country-Specific Analysis

The objective in this learning category was to provide participants with an opportunity to apply the concepts and processes studied at the workshop to their own country and program situation. Working in country groups, participants developed country communication strategies and presented them in plenary sessions. Trainers and other workshop participants provided comments on each strategy.

#### IV. TRAINING METHODOLOGY

Different techniques were used to teach the basic principles and steps in planning a communication intervention. A typical session consisted of a brief introductory lecture illustrated with audio-visual aids followed by plenary and small group discussion as well as group and individual exercises.

Specific media applications were reviewed and demonstrated at mini-workshops held outside the conference site. The audio workshop was held at the studios of Radio Thailand; the video workshop at the studios of TV Channel 11, and the newspaper workshop at the offices of the Bangkok Post. The print materials workshop was held

at a makeshift art studio in a hotel room with drawing materials and the services of three artists. Print materials were pretested with hotel staff who served as members of the target audience. The one-day interpersonal communication workshop included an observation visit to Klong Toey, a slum area of Bangkok where a successful drug prevention and eradication project supported by the RNE Program is being conducted by a community-based PVO. In addition, the public relations mini-workshop was held at the headquarters of PDA (Population and Community Development Association), a PVO recognized for its successful track record in public relations and resource development which is conducting a drug prevention program in various urban centers in Thailand using resources of the RNE Program.

## V. WORKSHOP CURRICULUM

In designing the content of the workshop, Development Associates RNE Program staff aimed at achieving the objectives in the three learning categories: conceptual and analytical skill development, problem solving capability development, and country specific analysis. Annex A presents the workshop agenda. Different parts of the workshop addressed objectives in each learning category as described below.

### A. Conceptual and Analytical

There were two sets of sessions that covered this learning area. The first set of sessions took place during Day 1 and provided background and introductory information on the drug abuse problem. The second set of sessions were held during Days 2 and 3 and covered the eight steps in communication strategy design. The following is a brief description of each session.

#### 1. Background and Introductory Sessions

##### a. Epidemiology of Drug Abuse

This session dealt with basic concepts of the epidemiology of drug abuse. Recent prevalence data on drug abuse in the US and Asia and the historical evolution of drug abuse were presented. Available research,

particularly household surveys, were analyzed and major data gaps were identified. Participants were asked to identify the principal drugs of abuse, the main groups at risk and the sources of data available in their own countries.

b. Dealing with Drug Abuse

During this session participants analyzed the traditional approaches to dealing with the drug abuse problem such as control, interdiction, law enforcement, crop substitution, and rehabilitation of drug abusers. Limitations of traditional approaches and the importance of prevention were also discussed.

c. Drug Abuse Prevention

This session dealt with general concepts of prevention and preventive interventions that are applicable to drug abuse. Topics covered included primary, secondary, and tertiary levels of prevention as well risk factors and vulnerable population groups.

d. Overview of Drug Abuse Prevention Education in Asia

The final introductory session of Day 1 consisted of a panel discussion on the major prevention education programs in Asia. Discussions covered the main target audiences, methods and media utilized by these programs as well as their strengths and weaknesses.

2. Communication Strategy Design

The basic steps in communication strategy design were analyzed in seven sessions. No specific session was allocated to the first step "Problem Definition" as this topic was dealt with in the introductory sessions. Annex B presents the eight steps in planning a communication strategy. One session was devoted to each of the remaining Steps 2-8. An overview of the content of each of the seven sessions is given below.

a. Objective Formulation

This session dealt with the importance of formulating objectives which are specific, measurable, attainable, realistic and time-bound (SMART) as a basis for the design of a communication strategy. Emphasis was placed on the traditional failure of programs to define objectives. Participants practiced writing SMART objectives in small groups.

b. Communication Research

In this session, various data needed to design an effective communication campaign were identified and primary and secondary sources of such data were described. Lectures and exercises emphasized simple techniques for collecting information from an audience such as focus groups and intercept interviews.

c. Audience Selection and Segmentation

Identifying, prioritizing and targeting an audience were topics of this session. Participants were sensitized to the importance of learning as much as possible about the characteristics of the audience. The session also dealt with the need to divide the audience into distinct segments according to how much they are affected by the problem, and what kind of changes the campaign intends to promote. Thus an audience could be segmented into three groups: primary audience (those directly affected by the problem); secondary audience (with direct influence over the primary audience) and tertiary audience (policy makers and others with overall influence over the extent and direction of programs). Through group exercises participants defined audiences and audience segments in their own programs.

d. Message Construction

This session dealt with the plan for informing, educating, motivating and persuading the target audience to adopt the desired attitudes and

behaviors. The various steps in message construction were analyzed as well as the features of a good message. Examples of good and poor messages were shown in video and print materials.

e. Media Selection

The main types of media available to channel drug abuse prevention messages were defined in this session. The strengths and weaknesses of each type of medium were discussed as well as criteria to select the most effective media. Emphasis was placed on the importance of a multi-media approach.

f. Diffusion Plan

This session explained the appropriate format for scheduling and sequencing messages and media in a drug abuse prevention communication program. The need for information on media habits of the audience was emphasized. The diffusion plan of an actual campaign was presented as an example for analysis.

g. Evaluation

This session focused on the need to specify expected results and impact of a communications campaign. The session attempted to demystify evaluation, while indicating simple and inexpensive ways of carrying it out. Various types of evaluation such as qualitative, quantitative, process and impact were identified.

B. Problem Solving

Six mini-workshops were run to demonstrate practical skills and to allow participants to acquire first-hand knowledge on how to handle specific media and approaches. Mini-workshops were offered on the following topics: 1) television and video; 2) radio and audio; 3) print materials; 4) interpersonal communication; 5) newspapers, and 6) public relations. Each of these mini-workshops is described in Annex G.

C. Country Specific Analysis

Two types of sessions were held under this learning category: "show and tell" and country strategy development sessions.

a. "Show and Tell" Sessions

There were five sessions where participants showed materials produced by their programs. The main type of materials were various formats of video, e.g., documentary, spots, and jingles. Eight of the ten countries participated in the "show and tell" sessions. In addition, US TV spots from the Partnership for a Drug Free America campaign were presented.

b. Country Strategy Development Sessions

Each of the ten country groups spent the afternoon of Day 7 (and part of the evening) preparing a communication strategy for their country. All of the country groups except Nepal followed the eight-step strategy design format taught at the workshop. Each country strategy was presented to a plenary session on the last day of the workshop. Annex E contains the outlines for all of the country presentations.

**VI. TRAINING MATERIALS**

A large variety of materials was prepared for participants. Each participant received a ring binder that contained information about each workshop session. The set of transparencies used to illustrate each session was reproduced and included in the binder. The binder also contained exercise materials, checklists, sample formats, schedules and background reading materials collected from US and Asian sources. In addition, participants received handouts throughout the workshop which they could easily add to the appropriate section in their binders.

## VII. WORKSHOP PARTICIPANTS

A total of 45 participants from ten South and Southeast Asian countries attended the workshop. Annex C gives participant names and their affiliation, organized by country. Annex D provides information on the participants' backgrounds and the programs in which they work.

Twenty-eight of the participants were male while 17 were female. Nearly three times as many participants came from government institutions compared to non-government organizations (30 vs. 11). The remaining four participants were international advisors. All participants were actively involved in drug abuse prevention programs. The majority of them were either directors or senior staff members.

Most country groups consisted of a mix of public and private sector representatives. One of the benefits of this mix was that it gave representatives from different sectors within the same country an opportunity to meet with each other and to share information about common problems and approaches to addressing those problems. It is expected that the communication established at the workshop would continue when they returned to their home countries.

## VIII. WORKSHOP EVALUATION\*

Thirty-six participants completed the evaluation questionnaire provided by the trainers during the last day of the workshop. A copy is included in Annex H. The evaluation questionnaire was designed to assess how well the workshop addressed the needs and expectations of the participants.

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\*This section of the report is based on summary materials provided by Dr. Eliodoro Robles, the RNE Program Training Officer.

The questionnaire was divided into four sections: 1) general, including pre-workshop arrangements, participant mix and workshop length; 2) workshop format and content; 3) quality of the training environment; and 4) open-ended questions to allow participants to use their own words to describe the workshop and to provide recommendations for future workshops. Replies are summarized under the four sections.

A. General

Two-thirds of the participants (66%, N=24) indicated that they received sufficient information about the workshop before coming to Bangkok. Logistical arrangements (travel, per diem, hotel) were regarded as adequate by all participants, except two (N=34, 94%). Nearly three-quarters of the participants (72%, N=26) felt that the selection of participants were appropriate in terms of their responsibilities and experience. One participant noted that the variety of young and old professionals, as well as media persons was "essential for meaningful exchange of experience". Thirty-two participants (89%) felt that the length of the workshop was adequate.

B. Workshop Format and Content

Almost all the participants (N=34, 94%) either agreed or strongly agreed that the overall purpose of the workshop was clear. There was also overwhelming agreement (N=35, 97%) that the sequence of the sessions was logical. Similarly, nearly all (N=34, 94%) agreed that each module was relevant to the overall purpose of the workshop. Just over three-quarters (77%, N=28) agreed or strongly agreed that the workshop had the right combination of theory and practice sessions.

With regard to workshop content, nearly all participants agreed or strongly agreed that the language used and the information presented at the workshop was relevant to their needs (N=35, 97% and N= 34, 94%, respectively). All agreed or strongly agreed that the materials provided would serve as useful references when they return to their jobs. More than 90 percent of the participants (N=33) agreed or strongly agreed that there was sufficient opportunity for discussion and exchange of information. Course materials used in the

workshop were viewed as appropriate by more than four-fifths of the participants (N=30, 83%). Furthermore, more than 90 percent of the participants (N=33) felt they had received sufficient support and assistance from the trainers.

C. Training Environment

Acoustics and lighting were rated either average or excellent by all the participants. Temperature and ventilation were also rated average or excellent by all, except two who rated these physical qualities as poor. No explanations were given for these "poor" ratings.

D. Open Responses

This section of the questionnaire included five items that elicited varied comments. Specific principles and techniques discussed at the workshop which the participants said they will try to practice on their jobs included virtually every component of the workshop and particularly the eight steps involved in designing a communication strategy to prevent drug abuse. When asked what factors may hinder participants in applying the workshop principles and techniques, the most frequently identified factors included: lack of financial resources, limited audio-visual materials, insufficient research on the drug abuse situation in the country, and manpower and time constraints.

There was unanimity in the conclusion that the workshop was very well organized administratively and systematically conducted. These were seen as the strongest aspects of the workshop. Within this overall assessment of the strongest aspects of the workshop, specific factors mentioned included the knowledge, skills and experiences of the facilitators/presenters, formulation of objectives, and the steps in planning communication strategies. Other elements of strength included the syllabus and modules used, the materials and references provided, the practice sessions, the field visits, and the provision of opportunities for sharing and exchange of experiences.

When asked to identify workshop weaknesses, over one-quarter of the participants (N =10, 28%) did not identify any. Two areas were noted by

several participants each: lack of time and more group discussion/exchange among participants. Accommodation of both of these views would have required a longer workshop. Instead, the RNE Program strategy is to provide multiple training opportunities, both country-specific and regional. Virtually all other comments were unique and provided by a single participant. Examples include requests for shorter workshop days, more sightseeing, use of more examples, and rotation of participant seats.

Participants provided a variety of suggestions for improving the training in future workshops. The following is a summary of their major recommendations:

1. More pre-workshop information and details should be provided to participants such as the workshop materials including the agenda, resumes of facilitators or presenters, names of countries participating and their representatives, country data papers, and background reading materials.
2. More field visits should be scheduled to enhance knowledge and training.
3. More time should be allocated for small group discussions and sharing of observations and experiences.
4. More practice sessions, exercises and hands-on activities should be planned to help ensure a good balance and between of theory and practice.
5. Qualified participants and regional facilitators or trainers should be involved to a greater extent because they can draw upon their first-hand knowledge and experiences.
6. The topic of how regional cooperation could be fostered to prevent drug abuse should be included in a future workshop.
7. Workshop proceedings and daily workshop outputs should be provided to all participants as soon as possible after the workshop.

## IX. WORKSHOP FOLLOW-UP

There was unanimous consensus among participants that one regional workshop was insufficient to acquire all the necessary skills to improve the design and management of communication campaigns. Participants committed themselves to organizing follow-up activities in their own country. Such activities would take form of workshop, on-site technical assistance, or a combination of both.

Participants were discouraged from replicating the content of the Bangkok Workshop exactly. Instead, they were encouraged to conduct a needs assessment to identify the specific problems and limitations of drug abuse prevention programs in their own country and use the results to plan the workshop content. Thus, workshops would be designed to address specific country problems.

Development Associates RNE staff are available to assist country representatives in developing and conducting workshops as well as to provide technical assistance. In addition to offering direct support to country agencies, Development Associates will monitor country training plans and activities. Furthermore, Development Associates will coordinate follow-up activities to the initial workshop. In this regard, Development Associates has produced copies of video tapes presented at the "show and tell" sessions and sent them to the institutions represented at the workshop. Also, the RNE Program publication (Asian Drug Prevention Quarterly) will feature articles on communication to keep participants abreast of developments in the US and Asia. Finally, RNE Program staff will produce a manual on communication strategy design based on the materials and learning activities of the workshop. That manual will be distributed to drug prevention agencies throughout the region.

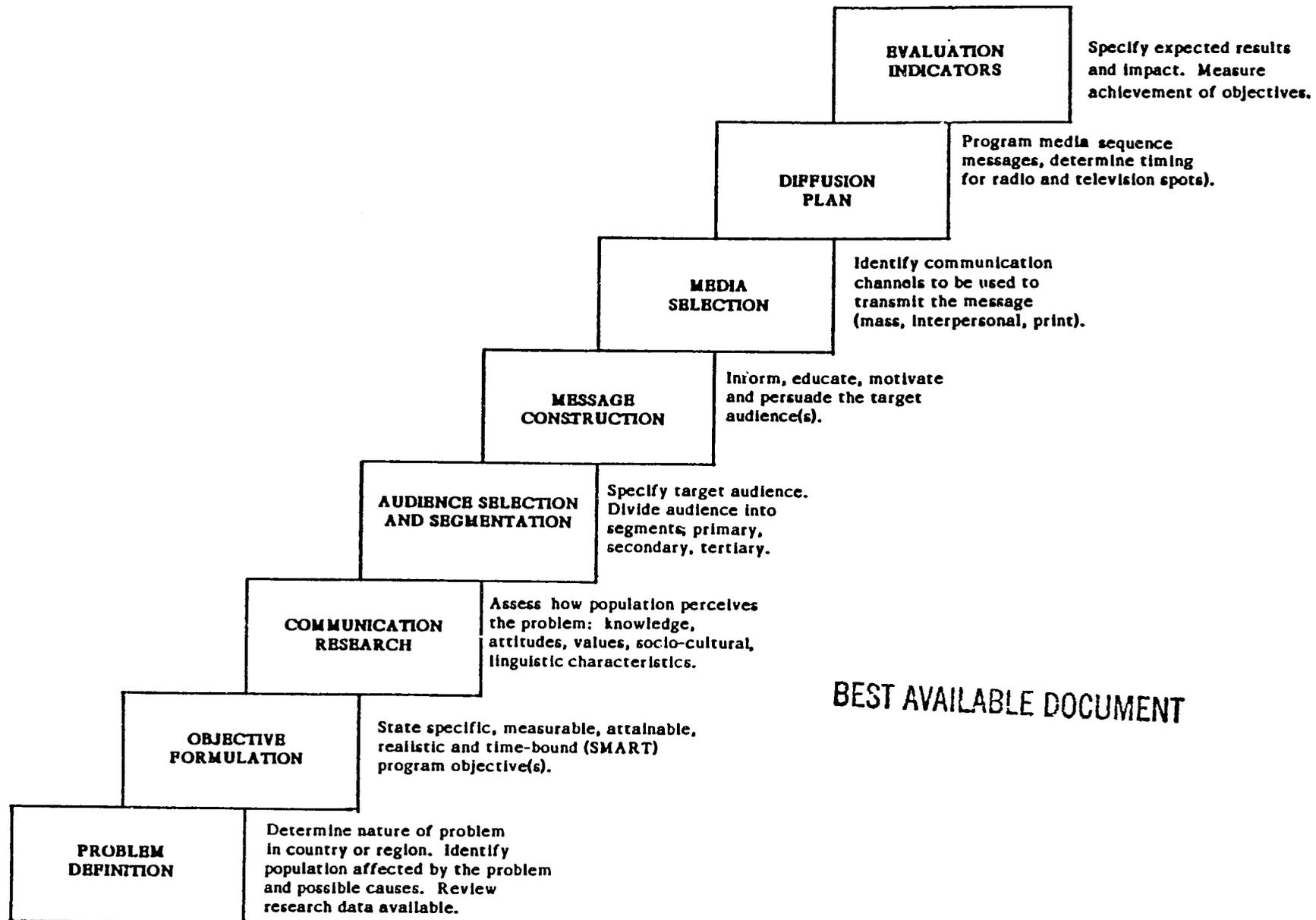
**SCHEDULE FOR COMMUNICATION STRATEGIES WORKSHOP  
ANE REGIONAL NARCOTICS EDUCATION PROGRAM  
BANGKOK, JULY 5-14, 1989**

TIME	JULY 6	JULY 7	JULY 8	JULY 9	JULY 10	JULY 11	JULY 12	JULY 13
8:30 - 10:00 am	1. Registration 2. Opening Ceremony	7. Communication Strategy Development Overview	13. Message Construction	18. Individual Tasks	19. Media Workshops Video, Audio, and Print	20. Interpersonal Communication Workshop	22. Public Relations and Newspaper Workshop	24. Present Country Strategy
10:00 - 10:30 am	COFFEE BREAK							
10:30 - 12:00 pm	3A. Introduction to Workshop 3B. Epidemiology of Drug Abuse	8. Objective Formulation - SMART	14. Media Selection		Media Workshops (Continued)	Interpersonal Workshop (Continued)	PR/News Workshops (Continued)	25. Revise/Submit Country Strategy
12:00 - 1:30 pm	LUNCH BREAK							
1:30 - 3:00 pm	4A. Dealing with Drug Abuse 4B. Prevention of Drug Abuse	9. Communication Research	15. Diffusion Plan		Media Workshop (Continued)	Interpersonal Workshop (Continued)	23. Country Working Group	26. Wrap up and Evaluation
3:00 - 3:30 pm	TEA BREAK							
3:30 - 5:00 pm	5. Overview of Drug Abuse Prevention in Asia	10. Audience Selection  11. Country Working Group	16. Evaluation		Media Workshops (Continued)	Interpersonal Workshop (Continued)	Country Working Group	27. Closing Ceremony
5:00 - 5:30 pm	6. Show and Tell	12. Show and Tell	17. Show and Tell			21. Show and Tell		

Note: July 5 - Arrival of participants; July 14 - Departure of participants.

**BEST AVAILABLE DOCUMENT**

# STEPS IN PLANNING A COMMUNICATION STRATEGY



BEST AVAILABLE DOCUMENT

## ANNEX C

## PARTICIPANT LIST

RNE WORKSHOP ON COMMUNICATIONS STRATEGIES FOR  
DRUG ABUSE PREVENTION

- |                |   |   |
|----------------|---|---|
| 1. Afghanistan | 1. Mr. Najibulla Safi                     | Engineer, Ministry of Health and Education, Afghan Interim Government                       |
|                | 2. Mr. Qaribullah                         | Journalist/Translator, Afghan Media Resource Center   |
| 2. Brunei      | 3. Mr. Momin bin Haji Sawal               | Deputy Director, Narcotics Control Bureau   |
|                | 4. Ms. Jasmin bin Haji Jamudin            | Senior Narcotics Officer, Narcotics Control Bureau  |
| 3. Indonesia   | 5. Ms. Enny Achyani Busiri<br>Suryowinoto | Chair, Parents Movement Against Drug Abuse  |
|                | 6. Dr. I. Gusti Putu Wiadnyana            | Chief, Sub-Directorate of Institutional/NGO for Health Efforts                              |
|                | 7. Dr.. Kartono Mohamad                   | President, Indonesian Medical Association   |
|                | 8. Ms. Siti Hertati Hartono               | Secretary of Indonesia Women's Conference   |
| 4. Laos        | 9. Dr. Phiennephenh Pholsena              | Director, Pharmaceutical Department, Ministry of Public Health                              |
|                | 10. Mr. Akhom Saignasith                  | Department II, Ministry of Foreign Affairs  |
| 5. Malaysia    | 11. Dr. Ismail Bakar                      | Assistant Director for Preventive Information, Anti-Narcotics Task Force Central Office     |
|                | 12. Mr. Harith Fadzilah Hussain           | Task Force State Coordinator for Prevention, Information and Education, The State of Pahang |
|                | 13. Mr. Abdul Aziz Bin Awang              | Head of Task Force Coordination Division  |

## ANNEX C (Continued)

- |                |                                |  |
|----------------|--------------------------------|--|
| 6. Nepal       | 14. Mr. Anil Pande             | Co-Director, Youth Vision  |
|                | 15. Mr. Chaitanya Subba        | Member Secretary, Drug Abuse Prevention Program Association      |
|                | 16. Mr. Uli Kolher             | Drug Abuse Prevention Advisor, United Mission to Nepal           |
| 7. Pakistan    | 17. Dr. Syed Faizul Hassan     | Specialist in Community Medicine                                 |
|                | 18. Dr. Hans Spielmann         | Advisor to PNCB  |
|                | 19. Mr. Jehan Zeb              | Community Health Worker  |
| 8. Philippines | 20. Ms. Sofia Quejas           | Chief, Preventive Education, Training and Information Division   |
|                | 21. Ms. Belina Capul           | Chief, Motion Picture Division, Philippine Information Agency    |
|                | 22. Ms. Lourdes Gutierrez      | Managing Editor, People's Journal                                |
|                | 23. Dr. Cindy Dollente-Ang     | Media Coordinator, PHILCADSA                                     |
| 9. Sri Lanka   | 24. Ms. Dharshinie Guniyangoda | Associate Director, Sri Lanka Anti-Narcotics Association         |
|                | 25. Ms. Ramya Samarawickrema   | Media Specialist, Sri Lanka Anti-Narcotics Association           |
|                | 26. Mr. Arasaratnam Aiyadurai  | Director, Education Services, Sri Lanka Broadcasting Corporation |
|                | 27. Dr. Diyanath Samrasinghe   | Head, Dept. of Psychiatry, Univ. of Colombo                      |
|                | 28. Dr. Salaman Fonseka        | Assistant Director/Chief Producer, Sri Lanka Rupavahini Corp. TV |
|                | 29. Mr. Hema Weerasinghe       | Drug Advisor, The Colombo Plan                                   |
|                | 30. Ms. Dilukshi Parathalingam | Assistant to the Drug Advisor, The Colombo Plan                  |

## ANNEX C (Continued)

10. Thailand	31. Dr. Suphak Vanichseni	Director, Drug Abuse Prevention and Treatment Division, Dept. of Health, Bangkok Metropolitan Administration
	32. Ms. Linee Hoisangwan	Program Chief, Radio Thailand, Chiang Mai
	33. Ms. Tanita Nakin	Foreign Relations Officer, Technical and Planning Division, Office of Narcotics Control Board
	34. Mr. Suchin Kunraksa	Pharmacist, Ministry of Public Health
	35. Mr. Kigihase Jaishuen	Supervisor, Ministry of Education
	36. Ms. Kusuma Machima	Head, Youth Unit, Health Bureau, Population and Community Development Ass'n.
	37. Mr. Tamnu Sirisingha	Chief, Coordination and Operation Sub-Division Preventive Education Division
	38. Mr. Santi Jaisin	Head, Audio Visual Centre, ONCB
	39. Mr. Nuannipa Tanadsang	Audio Visual Officer, ONCB
	40. Mr. Toonsuk Yunchanon	Graphic Designer, ONCB
	41. Mr. Akee Tengprasert	Graphic Designer, ONCB
	42. Mrs. Kannika Petchson	Policy and Planning Analyst, ONCB
	43. Ms. Sirinart Pichiensunthorn	Dissemination Officer, ONCB
	44. Ms. Chanpen Jitwiwat	Policy Analyst, ONCB
	45. Mr. Prasert Tunsakul	Ministry of Education

## ANNEX D: PARTICIPANTS PROFESSIONAL BACKGROUND AND PROGRAMS

Prior to their trip to Bangkok, participants were asked to prepare a brief description of their personal professional responsibilities and of their programs. The following is a summary of the information provided by participants.

### 1. Afghanistan

Mr. Najibulla Safi  
Engineer, Ministry of Health and Education  
Afghan Interim Government

The Drug Problem: Statistics taken by ISRA revealed that, the number of addicts has been increasing especially since 1985. Teenagers are particularly vulnerable. "By the help of God," the program hopes to succeed one day in eliminating the drug problem.

Mr. Qaribullah  
Journalist/Translator  
Afghan Media Resource Center (AMRC)

Program: The AMRC was officially established in Peshawar, Pakistan in June 1987. It functions as an independent Afghan media center, with professional production in journalism, photojournalism, and video. The program is friendly with the resistance movement and with independent Afghan information, academic, and cultural organizations. AMRC staff believe that mass communication programs run by experienced professionals can be a very powerful tool to help in the process of rebuilding Afghanistan. Among areas of concern are education programs and health promotion programs. In the area of drug abuse, AMRC employs media to try to prevent people from cultivating opium poppies and to inform them about destructive effects of drug addiction. Luckily, there are "only a small number of drug addicts," despite the fact that Afghanistan is a major poppy grower.

### 2. Brunei

Mr. Momin bin Haji Sawal  
Deputy Director  
Narcotics Control Bureau

Mr. Jasmin bin Haji Jamudin  
Senior Narcotics Officer  
Narcotics Control Bureau

Program: The Bureau's priority is to try to educate the public in general and to encourage them to have a positive way of life so they avoid being dysfunctional, habitual, and dependent on the use of hazardous drugs. Youth is the target audience. Messages are directed to parents, youth, organizations and government ministries (especially the Ministry of Education). Media use includes 30-40 minute lectures, posters, and puppets. Priority audiences are inhalant abusers and ex-addicts.

## ANNEX D (Continued)

3. Indonesia

Dr. I. Gusti Putu Wiadnyana  
Chief, Sub Directorate of Institutional/NGO for Health Efforts

Dr. Kartono Mohamad  
President, Indonesian Medical Association

Mrs. Siti Hertati Hartono  
Secretary of Indonesia Women's Conference

Mrs. Enny Achijani Busiri Suryowinoto  
Chair, Parents Movement Against Drug Abuse

Personal: Ms. Busiri is coordinator of the narcotic team of the Indonesian Women's Congress on the Parent's Movement Project; Vice President of Congress, in charge of and guides the standing committees on organization and cadre-forming, environment, and manpower; Member of Parliament; and Chairwoman of Indonesian Veterans Wife Organization, in charge of and guides the standing committee on politics.

Program: Drug abuse trafficking in Indonesia is not a national issue, but it is a national concern requiring concerted actions with an integrated approach. In 1984, KOWANI, a federation of 64 nationwide voluntary women organizations, with 25 million members in 27 provinces, decided to take an active part in national efforts to save the young generation from drug abuse, and develop a drug-free life for the nation. It began as a pilot project called the Parents Movement on the Prevention of Drug Abuse. This project is being undertaken in 13 high risk provinces and focuses on youth organizations, delegates from government agencies, Parliament members, police officials, members of the mass media, artists, and representatives of detoxification centers. It involves a wide variety of activities, such as: (1) drug education programs through lectures, video/audio presentations, and campaigns; (2) publication of a drug education manual in cooperation with the Department of Information; (3) a training course for trainers; (4) lectures, seminars, and extension services on drug abuse prevention; (5) distribution of anti-drug abuse T-shirts to participants in a health march and during a jamboree; (6) an in-school curriculum; and (7) a parents movement. Media used include: (1) all forms of electronic media; (2) traditional drama and puppet shows; (3) printed media such as leaflets and posters; and (4) use of Quran reading groups and other spiritual gatherings for dissemination of ideas and messages promoting a drug free life.

4. Laos

No information was provided by this delegation.

5. Malaysia

Mr. Ismail Bakar  
Assistant Director for Preventive Information  
Anti-Narcotics Task Force Central Office

## ANNEX D (Continued)

Personal: He heads the Drug Abuse Prevention Program in the Workplace with a particular focus on the Government Sector.

Program: The Government sector has been targeted because of potential significant repercussions on public trust. Government officials/staff should be free from drugs and be exemplary to the society. This also prevents loss of productivity, safety hazards to fellow workers, and erosion of country's wellbeing. Objectives are to: (1) provide a healthy work environment, (2) increase awareness and involvement of employees in prevention programs, and (3) provide early intervention.

Mr. Harith Fadzilah Hussain  
Task Force State Coordinator  
for Prevention, Information and Education  
The State of Pahang

Personal: He is the Assistant Director, State Anti Drug Task Force; State Security Executive Committee (Pahang, Malaysia). He plans and implements anti-drug activities in the State, coordinates all prevention efforts by State agencies, monitors implementation of anti-drug projects in the State, implements the decisions made by the Anti-Drug Committee at the national and State level, and provides assistance for public and private programs.

Program: Addiction and trafficking has been increasing at alarming rate--especially involving heroin, opium, Ganja (marijuana), and psychotropic pills. A substantial percentage of urine screens are positive. Targets of the program are: government officials, village security and development committees, high-risk government departments, student leaders/high-risk schools, parents/guardians of addicts, and youth/community leaders.

Mr. Abdul Azia Haji Awang  
Head of Task Force Coordinator Division

Program: The Concentrated and Integrated Project (CIP) for the Prevention and Eradication of Drug Abuse started 1987. It began in the 'Black' and 'White' areas of the country according to the gravity of threat by communist insurgents. Enforcement operations, prevention and information activities in project areas--in residential areas, workplaces, schools, and institutions of high learning, etc.--give it a community and grass roots emphasis. Messages of CIP are: (1) drug prevention begins at home, (2) community action is essential, and (3) get young people into healthy activities.

6. Nepal

Mr. Anil Raj Pande  
Co-Director, Youth Vision

Youth Vision is a project of SAV/GAA in Kathmadu, Nepal. An NGO, The Godavari Alumni Association (GAA) is active regarding public awareness in various programs. The Social Action Volunteers (SAV) of GAA has been involved in

## ANNEX D (Continued)

numerous anti-drug cycle rallies, poster competitions, essay competitions, poster campaigns, distribution of pamphlets, Anti-drug Week, and working with theater experts to develop plays portraying the drug scene from different angles. It also helped conduct a survey.

Youth Vision was initiated in 1988. Its specific objectives are to: (1) help youth find suitable detoxification facilities, (2) help with job placement, (3) create understanding with parents, and (4) provide after-care facilities. Its motto is: "a service for young people by young people."

Mr. Chaitanya Subba

Member Secretary

Drug Abuse Prevention Program Association Nepal (DAPAN)

Program: Opiate abuse reached an epidemic phase in the Kathmandu Valley in the early 1980s and soon spread to urban areas outside of the Valley. DAPAN's objectives are to: (1) create mass awareness on the problems of drug abuse; (2) mobilize community resources in the fight against drug abuse; (3) the design and implement preventive measures and provide treatment and rehabilitation services; (4) get attention of policy makers, law enforcement, and social workers regarding drug abuse and trafficking; and (5) establish close coordination with local national and international NGOs regarding anti-drug campaigns. Its targets are: (1) guardians, teachers, social workers, community leaders and change-agents; (2) students and youth; (3) the general public; and (4) dependents. The main messages include the following themes: (1) alert the audience about the drug situation, (2) stress the remedy, and (3) help keep a clean environment and lead a healthy life-style. Media used include: (1) Radio Nepal (talks, interviews, and commercials); (2) Nepal Television (talks, interviews, and commercials); (3) documentary video film; (4) posters, pamphlets, brochures, newsletters, banners, vests, etc.; and (5) newspapers (articles, commentaries, and advertisements).

## 7. Pakistan

Mr. Jahan Zeh, Community Worker

Dr. Faizul Hassan, Specialist in Community Medicine

Program: Based on a National Survey on Drug Abuse (NSDA) conducted in 1988, approximately every second drug abuser in Pakistan (over one million total) is a heroin user and nearly every third drug abuser (over 700,000 total) is a 'charas' (hashish) addict.

The Drug Abuse Prevention Resource Centre of the Pakistan Narcotics Control Board's program objectives include: (1) increasing awareness of drug use, (2) providing education on specific drugs (i.e., heroin, charas, etc.), and (3) reaching the relevant audiences. The relevant audiences include high risk youth (e.g., those 15-35 years of age) and "multipliers" (e.g., teachers, parents, social workers, professionals, etc.) who potentially can influence at-risk individuals.

## ANNEX D (Continued)

Research studies are used to gain information as a basis for the development of communication strategies. These have so far included: (1) The National Survey on Drug Abuse, conducted annually to establish the number and profiles of the users; (2) The National Household Survey on Prescription Drugs conducted in 1987; and (3) ethnographic studies on the changes in the patterns of drug use from traditional to modern use.

Due to the large number of languages and dialects spoken throughout Pakistan, and the cultural diversity, it is not possible to formulate a uniform message line. The main aim is to create awareness against drugs using the local languages, keeping in view the local customs and ethnographic environments. This is made more difficult by the lack of prevention vocabulary in the various languages of Pakistan.

To date at least 36 documents have been published by the program and at least 48 video have been produced. Because of the low literacy rate, the printed word assumes lesser importance. Radio and television are the most effective vehicles, but since only about 30% of the population has access to T.V., radio assumes a more important position in the influence of the target (at risk) audience.

8. Philippines

Ms. Sofia Quejas  
Chief, Preventive Education Division  
Training and Information Division  
Dangerous Drugs Board (DDB)

Personal: Her duties include (in part): (1) planning and supervising development of programs on preventive education; (2) collaborating with officials of the government; (3) providing and coordinating staff technical assistance; and (4) evaluating effectiveness of preventive education programs.

Program: The DDB Preventive Education Division developed an Integrated Plan of Action for school-based or community-based programs to promote: (1) development of social consciousness and a sense of responsibility among youth; (2) parental responsibility for wholesome family environment; (3) the integration of drug abuse prevention education concepts in the formal and non-formal settings in schools, and (4) the development and implementation of social action and information programs in the community. The DDB conducts research to increase understanding of the drug abuse problem--e.g., surveys, evaluation of media campaigns, and content analysis of newspapers.

Ms. Belina Capul  
Chief, Motion Picture Division  
Philippine Information Agency

Film Program for Drug Abuse Prevention: The program objectives are to: (1) increase awareness of drugs, the drug problem, and its harmful effects on

## ANNEX D (Continued)

individuals, families, and communities; (2) stimulate and mobilize community participation in the national drive against drug abuse; (3) build resistance to drug abuse and channel activities to more gainful, useful and productive pursuits and endeavors; and (4) establish a well-managed and organized information system on drug-related matters. Target audiences are: youth, family, community members, and law-enforcers of various municipalities nationwide. Another effort is to aid a nationwide survey on the youth's perception of drug abuse, sex, and violence in mass media. The program also holds focus group discussions regarding the impact of films, etc.

Ms. Lourdes (Lulu) Gutierrez  
 Managing Editor, People's Journal, and  
 Director, Foundation for Drug Information and Communication

Personal: She is lead journalist for Philippines major daily newspaper. She is also founder and director of the Foundation for Drug Information and Communication.

Foundation for Drug Information and Communication (FDIC): FDIC is a member of the Philippine Council of Non-Governmental Organizations Against Drug and Substance Abuse (PHIL CADSA). Drugnet of FDIC, PHIL is a two-pronged program which addresses the need for the formation of a core group of journalists and broadcasters who are able to look at the drug abuse problem in its totality and write meaningfully on its components and the need to provide a steady flow of media materials to news outlets. It has a training component which includes the development and conduct of seminars. It also has a Drugnet News and Features Service, as well as a number of other projects.

Dr. Cindy Dollente-Ang  
 Media Coordinator, PHIL CADSA  
 Director, Office of Student Affairs  
 The Philippine Women's University

The Family Life Education Program: is implemented in selected Philippine communities. Program components include: (1) seminars on 'what are dangerous drugs'; (2) workshops to formulate plans of action for families and communities; (3) research on family relationships and their awareness, attitudes, and involvement in drug abuse; and (4) a monitoring system to determine progress regarding plans of action. Its targets are: youth, parents, and community leaders from a variety of backgrounds. Research studies have been conducted each year on the attitudes, awareness, and involvement of parent and youth participants in drug and substance abuse prevention. Research also includes evaluation/monitoring of the program in targeted areas and results are used for program planning and implementation. Media materials used include brochures, fact sheets, dramatizations, and learning modules or packages.

## ANNEX D (Continued)

9. Sri Lanka

Ms. Dharshine Guniyangoda  
Associate Director  
Sri Lanka Anti-Narcotics Association (SLANA)

Personal: She is an attorney whose duties include: (1) supervising staff and technical guidance; (2) implementing SLANA's goals; (3) liaison and public relations with other NGOs, funding agency and government institutions; and (4) organizing seminars, workshops, and conferences.

SLANA was established in the mid-1980s out of concern regarding the spread of heroin to youth. Previously there was little abuse, limited to a small portion of unskilled laborers who used cannabis and old/infirm persons who used opium. Currently there are 400 members and SLANA is trying to increase its members throughout country. Broad objectives of SLANA include: (1) creating awareness and developing public opinion against drug abuse, (2) influencing the community political leaders, and (3) motivating the public to oppose drug abuse. Media programs are included among SLANA's efforts.

Ms. Ramya Samarawickrema  
Media Specialist  
Sri Lanka Anti-Narcotics Association

Anti-Narcotic Association objectives are to: (1) develop awareness of the risks of drug abuse through goals of health education; (2) decrease acceptance of drug use; and (3) decrease demand over a period of time. The target is persons 13 to 30 years of age (60% of the population). Messages are oriented toward the value of youth, building self confidence, and encouragement to select a positive style of life. Video tapes, newsletters, and posters are used.

Mr. Arasaratnam Aiyadurai  
Director Education Services  
Sri Lanka Broadcasting Corporation

Personal: His responsibilities include: (1) general administration, (2) programs (scripts, etc.), (3) publications, (4) training, (5) evaluation and research, (6) interview boards, etc.

Program: The approach involves a variety of broadcast programs on the prevention of alcohol and drug abuse. Objectives focus on: (1) awareness regarding dangers of drug use, (2) alcohol as the number one problem, and (3) preventive education suitable to local contexts. Targets are: adults, youth and children.

Dr. Diyanath Samarasinghe  
Head, Department of Psychiatry  
University of Colombo

The Community Preventive Education Program is aimed at the large numbers of young persons who are recruited into drug (heroin) use in "slum" areas of

## ANNEX D (Continued)

- Colombo. Its general objective is to prevent new recruits into heroin abuse. Its more specific objectives are to: (1) set up community children and youth clubs in high-risk areas, (2) promote health among young members, (3) induce attitudes against drug use, and (4) promote skills to resist. The 12-16 year age group is its target.

Dr. Salaman Fonseka  
Assistant Director/Chief Producer  
Sri Lanka Rupavahini Corp.

Personal: He is head of the Childrens Section of the Sri Lanka Rupavahini (Television) Corporation. He has 14 program producers under him.

Program: Programs produced by the Childrens Unit are mainly educative, informative, and entertaining and are dedicated to the development of society, not through T.V. productions alone, but through numerous childrens television clubs and societies throughout the island.

Ms. Dilukshi Parathalingam  
Assistant to the Drug Advisor  
The Colombo Plan

Personal: An LLB Attorney at law, she assists in the administration of the programs. She formulates projects for member countries of the Colombo Plan based on needs assessment and liaison with official coordinating bodies of member countries.

Program: The Colombo Plan is an intergovernmental organization with a membership of 26 countries. The Drug Advisory Program, Colombo Plan, is based in Sri Lanka. It is involved in "all aspects of drug abuse prevention and control." It also is involved in human resources development and regional and international cooperation.

10. Thailand

Mr. Kitikasem Jaishuen  
Ministry of Education

The Department of Non-Formal Education is responsible for the out-of-school and the underprivileged population, in order to give people of all ages opportunities to study and improve their occupations and living conditions. It has 7 Divisions plus 5 Regional Centres and 73 Provincial Centres spread throughout the country. It is involved with (1) basic education, (2) news and information, and (3) skills training. Knowledge dissemination on addictive drugs is integrated into the contents of every level of continuing education.

Other members of the Thai delegation, and numerous observers, did not provide any information about themselves or their programs.

ANNEX E  
COUNTRY STRATEGIES

1. AFGHANISTAN

PROBLEM

Cannabis - Age 15-50  
Illiterates - 96%  
No Facilities  
Production

OBJECTIVE

To keep youth away from drugs through measurable awareness programs until refugees can return.

To motivate growers to reduce opium production by 50%.

COMMUNICATION RESEARCH

Systemized random surveys to assess the extent and magnitude of problems among refugees in Pakistan and inside Afghanistan (liberated areas).

AUDIENCE SELECTION

Youth  
Elders, Ulemaa (Religious leaders) and Commanders

MESSAGE

Informing the people about the destructive effects of drug use.

MEDIA

Interpersonal communication  
Radio

DIFFUSION PLAN

Mobile teams  
Keeping contacts with commanders and religious leaders  
Arranging seminars

EVALUATION

40-55% positive result expected between 1989-1991

2. BRUNEI

PROBLEM

Inhalant abuse among school children (10-15 yrs.)

Summary of Problems:

- Teenagers with family problems  
    Broken family  
    Lack of parental care
- Curious teenagers - experimenting
- Bored teenagers due to lack of alternative activities i.e., recreational

Contributing Factors:

Easy and cheap availability of inhalant substances

OBJECTIVE

To inform school going teenagers of 10-15 years old of the dangers of inhalant abuse and reduce the numbers of abusers from the present 50 to 5, in the Brunei/Maura district within 1 year.

## COMMUNICATION RESEARCH

Information required on:

- The attitude of teachers and parents towards inhalant abuse
- The extent of their knowledge on inhalant abuse among children

## AUDIENCE SELECTION AND SEGMENTATION

Primary

- School children

Secondary

- Parents
- Teachers
- Leaders of youth organizations and movements
- retailers
- IMAM

## MESSAGE

For Primary Audience:

- Don't get tangled with inhalant abuse - recreational activities are better alternatives

For Secondary Audience:

Parents

- Know your children
- Be accessible to them
- Detect changes in their behavior

Teachers

- Be accessible/approachable
- Detect changes in their behavior

Retailers

- Be selective in their sales

"Early Detection, Better Chances of Recovery"

## MEDIA SELECTION

Mass Media

Radio Spots

TV spots, documentary interview

Interpersonal

Talks

Lectures

Seminars

Exhibitions

Print

Posters, Leaflets, Brochures

Comic-strips, Stickers, T-shirts

## DIFFUSION PLAN

Interpersonal

- Visit schools to speak to teachers and schoolchildren
- Distribute print materials at schools

TV and Radio Spots - select appropriate schedule

- late afternoon for children
- before and after national/international news for secondary audience

## EVALUATION

Go back to teachers

Numbers of new incidence

Numbers of relapse

Numbers of parents coming forward to authorities

Numbers of reports/arrests of inhalant abusers

### 3. INDONESIA

#### PROBLEM

Present situation of drug users:  
1986 hospital data: +/- 1300 drug abusers

Youth (15-25 yrs)  
90% male  
+/- 75% high school students  
+/- 70% middle class families

Urban areas in 13 provinces

Drugs used  
Marijuana (ganja)  
Barbiturates  
Hallucinogens  
Alcohol

Parents play a very important part in life based on socio-cultural characteristics.

In urban areas the family ties are starting to loosen, as a result:  
- the extended family attitude change  
- the increasing number of highly educated women; and as a consequence they are pursuing their own careers

#### OBJECTIVES

To strengthen the family ties by enhancing the knowledge, awareness and resilience

To enhance awareness, knowledge, attitude, and resilience of high school students (in +/- 3000 high schools) from 1989-1993 in 13 high risk provinces

#### COMMUNICATION RESEARCH

- Organize a seminar to review existing data and its constraints experienced by other agencies
- Use focus groups
- Conduct a KAP survey

#### MESSAGES

Parental skills  
Responsible parenthood  
Family life education for both parents and children/youth (A manual has already been prepared)

#### MEDIA

Interpersonal  
Radio/Press  
Posters and Pamphlet  
TV

#### PRODUCTS

Interpersonal - audiovisual (slides, video), games  
Radio - spots, talks w/ experts, drama  
Press - family consultation  
TV - drama

#### EVALUATION INDICATORS

Feedback from mass media  
Focus group  
KAP: start, 1989; midterm, 1991; end, 1993

#### 4. LAOS

##### PROBLEM

Alcoholism in Laos  
17 yr olds (70% male, 20% female)  
Rice alcohol, beer  
Traditional celebrations, reception, visits, in public places

##### Causes:

Availability  
Tradition  
Distraction  
Encouragement  
Lack of affection  
To evade difficult conditions

##### OBJECTIVE

Increase the awareness of the dangers of alcoholism among the citizens 17 to 40 years in the 5 largest cities: Luang-Prabang, Vientiane, Prefecture Sarannakhet, Pakse, over a period of 8 months (Jan - Aug 1990).

##### COMMUNICATION RESEARCH

- Evaluate the knowledge of the dangers of alcoholism
- Detail the cultural, social, linguistic, and demographic factors
- Determine the credibility of the media among the population

##### AUDIENCE SELECTION

###### Primary

- 17 - 40 yr olds in the big cities

###### Secondary

- Leaders: union, religious
- Parents
- Educators
- Famous actors and singers

###### Tertiary

- Ministries of Education, Health, and Social Affairs
- Ministry of Information

##### MESSAGE CONSTRUCTION

###### Knowledge of the dangers:

Parents  
Educators  
Religious leaders  
Union leaders  
Famous actors and singers

##### MEDIA SELECTION

Mass Media - Radio, Film, Press

Print - Posters, Booklets

Interpersonal Communication - Personal Accounts

##### DIFFUSION PLAN

8 month period Jan-August, 1990

Jan - Feb: Radio (15 min, 2x week)  
Spot 1: Dangers of Alcohol  
Print Materials - Posters

Mar - Apr: Radio Spot 2: Alcohol and Sports  
 Print Materials: Booklets  
 Interpersonal Communication: Personal Accounts

May - Jun: Radio Spot 3: Youth and Alcoholism  
 Film: Spot 1  
 Print Materials: Articles

Jul - Aug: Radio Spot 4: How to Fight Alcoholism  
 Film: Spot 2  
 Interpersonal Communication: Personal Accounts

## EVALUATION

Questionnaire - Periodic Studies  
 - evaluate results each semester  
 - test knowledge of dangers of alcoholism  
 - test attitudes of groups at risk

Observation

Draw from experience and plan subsequent project

## 5. MALAYSIA

### PROBLEM

Lack of community action in after-care program of ex-addicts (ex-trainees).

### OBJECTIVE

To increase the number of community leaders to participate in the after-care program of ex-trainees through the formation of 5 local drug rehabilitation committees (LDRC) (5 LDRC x 20 persons) in the Klang Valley area in Kuala Lumpur in the period from August 1989 - January 1990.

### RESEARCH

- 90% community leaders have negative attitude towards ex-addicts
- 60% regard ex-addict as criminal
- 95% community leaders never involved in community work before
- 95% community leaders comprised of businessmen and senior executives

### AUDIENCE

Community Leaders  
 Religious leaders  
 Youth leaders  
 Head and members of resident associations

### MESSAGES

Religious Leaders  
 - Helping ex-addict is a jihad  
 - It is a sin to let an ex-addict relapse

#### Youth

- 75% addicts are youth (15-30)
- one addict can contaminate 10 (in 4 yrs all youth become addicts)
- only youth can solve youth problems

#### Head Resident Associations

- create healthy environment by helping ex-addict
- preventing ex-addict from relapse is a commendable deed to society

### MEDIA

Interpersonal  
 Seminars & Workshops  
 Dialogue/Talks

Print  
pamphlet, leaflet

Electronic  
video  
slides

#### DIFFUSION PLAN

- Aug: Dialogue with religious and resident ass'n leaders  
Pre-test and printing of pamphlets and leaflets
- Sept: Dialogue with youth leaders  
Distribute pamphlets
- Oct: Workshop with community leaders with the following objectives:  
- identify problem relating to re-integration of ex-addict  
- prepare plan of action for tg.  
Distribute pamphlets
- Nov: Formation of committee to develop basic counseling courses  
Distribute pamphlets
- Dec: Addict discharged - reception ceremony with addict and family  
Distribute pamphlets
- Feb: Evaluation

#### 6. NEPAL

##### PROBLEM

Youth below 25 in urban areas are in a risk of getting hooked into drugs (such as marijuana and heroin) due to various reasons such as unemployment, lack of recreational facilities, etc.

##### OBJECTIVE

To facilitate youth structures in the Jhamsikhel area to attain a greater capacity of self-help in the development of various recreational facilities. (Will be done on a trial basis and if successful, will be implemented in other localities as well.)

- STEP 1 To get hold of a "key figure" in the locality having access to all youth structures. This "key person" will be a person who has earned respect and is trusted by people in the locality.
- STEP 2 Work out a plan (with the help of this person) to organize a meeting of leaders of all youth structures in the locality and find out how aware these people are of the problem through group discussion.
- STEP 3 To assess the needs of youth in these structures as well as the existing resources within these structures.
- STEP 4 To work out a plan for the mobilization of existing resources.
- STEP 5 To find out what resources need to be generated from outside sources. Develop a strategy for the mobilization of outside resources.
- STEP 6 The youth will then address the authorities and parent groups who will be made aware of the existing problems and will be persuaded to help.
- STEP 7 This audience will be made aware of the fact that the drug-problem is not a problem in itself but is something created by a lot of other problems, one of them being sheer boredom.

**STEP 8** This message will be made clear mainly through interpersonal communication. Interpersonal communication will include talk programmes, street theatres, etc. The authorities will be convinced through meetings

#### COMMUNICATION WITH YOUTH

AUDIENCE: Youth

MEDIA: Youth

Key person in locality holds a retreat with leaders from each of the youth structures

#### RETREAT AGENDA

Assessment of needs  
Assessment of resources  
Assessment of problems  
    Functional  
    Personal

#### Development of Strategy

Sharing of resources  
Dealing with functional problems  
Dealing with personal problems  
Strategy of developing outside resources

Follow-up by working with individual youth structures to facilitate implementation of strategies.

#### Result

Communication between different youth structures  
Direct access to high risk groups (crisis intervention)  
Self-help  
Motivation

### 7. PAKISTAN

#### PROBLEM

Heroin among males 18-35 yrs belonging to various language groups (50% plus understand Urdu), and cultural settings, mostly illiterate (72%), and living in the rural areas (76%).

#### OBJECTIVE

To raise drug awareness/knowledge among the high risk group measurably (i.e. 50% in 3 yrs) in specified time periods, based on the data collected through the National Survey on Drug Abuse (NSDA).

#### COMMUNICATION RESEARCH

Add questions to the ongoing NSDA to assess knowledge, attitudes, values and socio-cultural characteristics of each community.

#### AUDIENCE SELECTION AND SEGMENTATION

Primary:            Multiplicators / impactors  
Secondary:        Youth, Students, Parents, Families, HRGs at home, school and work  
Tertiary:          Decision makers, Community leaders, Authorities, Organizations, Professional associations, etc

**MESSAGE CONSTRUCTION**

The aim is to train as awareness specialists, committed individuals selected from all community levels who will in turn design and implement message campaigns particular to their own immediate environment. The form and content of the message may take any shape or vehicle keeping the underlying policy of "prevention through awareness."

**MEDIA SELECTION**

Our major emphasis is on interpersonal communication carried out in the form of awareness events such as seminars, presentations, discussions, corner meetings, etc., and through multimedia information centers where available.

This individualized effort will be reinforced at the local and national level by a supporting multimedia campaign on television, radio, print media and through cinema and other performing arts.

Each multiplier will be given a complete "resource kit" to aid him or her in their work and it will be continuously updated.

**DIFFUSION PLAN**

- I. Select and train multipliers in batches of about 30 each every 6-8 months until they reach a number adequate to cover all communities.
- II. Equip these multipliers with "resource kits" including equipment and necessary materials and send them back into their communities.
- III. To complement and reinforce the work of these multipliers by a multimedia national and regional information timed to coincide with their re-entry into their communities.
- IV. To monitor and evaluate multipliers work and its effect on a regular basis, and to ensure quality of performance.
- V. To hold refresher courses for multipliers and also replenish cadres to maintain adequate strength.
- VI. Continuous evaluation.

**EVALUATION**

Use the National Survey (NSDA) to monitor efficacy of the program on a continuous basis

Conduct specific studies for groups or areas if and when required to collect specifically needed information.

**8. PHILIPPINES****PROBLEM**

1. Lack of public awareness on the dangers of drug abuse and the national efforts to curb it.
2. Lack of coordination among agencies involved in drug abuse prevention and education programs.
3. Inadequate monitoring/feedback system to evaluate effectiveness of drug abuse prevention and education programs.
4. Lack of administrative support to implement effective drug abuse prevention and education programs.

**OBJECTIVES**

1. To increase awareness by 80% of targeted groups on drugs, the drug problem and its impact on communities, youth and parents.
2. To stimulate individual and community participation in drug abuse prevention.

3. To build up resistance against drug abuse/provide appropriate alternatives to drug abuse.

### COMMUNICATION RESEARCH FINDINGS

1. 50% of the youth nationwide consider drug abuse to be the most serious problem confronting them (Philippine Information Agency, 1988).
2. Causes of drug abuse:
  - Family problems/escape from reality
  - Influence of the environment/peers
  - Curiosity
  - Self-satisfaction/fun
3. Perceived effects of drug abuse:
 

Brain damage	Psychological dependence
Shock	Paranoia
Deterioration of health	Shortened life
4. Community leaders consider drug abuse as the number one problem in Metro Manila (Dangerous Drugs Board, 1988)
5. There is inadequacy of materials on drug abuse prevention and education. (Dangerous Drugs Board (DDB), Foundation for Drug Information and Communication (FDIC))
6. Most information materials are print materials. Although radio, TV and film are accessible but not fully utilized (DDB-FDIC).
7. Audience reach of produced materials is low due to inadequate information delivery system.

### AUDIENCE SELECTION AND SEGMENTATION

Primary:	Youth
Secondary:	Parents
Tertiary:	Law Enforcers, Media Practitioners, Judges, Law Makers, Govt authorities, GOs and NGOs

### MESSAGE CONSTRUCTION

Community	The cooperation and participation of every individual is necessary to curb the problem. Drugs are everybody's concern.
Youth	Drugs are not the answer to your problems of anxieties, fears, stresses. You don't need drugs. Discover alternatives to drug taking.
Parents	Love, Care, Listen, Communicate

### MEDIA SELECTION

Community	Seminars, Community Theater, Pupperty, Posters, Radio, TV, Film-showing
Youth	Posters, TV, Radio, Cinema Peer Counseling, Speech/Art Contests, Community Theatre, Pupperty
Parents	Parent Education/Family Life Education Programs, Counseling, Posters, Radio, TV, Cinema, Community Theatres

## DIFFUSION PLAN

- Phase I      Advocacy activities directed towards tertiary audience on drug abuse (6 months)  
 Conferences with potential program implementors  
 Creation of social councils and working groups  
 Situational analysis/research  
 Networking/Training  
 Development and production of materials
- Phase II      Creation of positive environment for drug abuse prevention (6 months)  
 Health consciousness  
 Family happiness/unity
- Phase III     Dissemination of drug abuse prevention messages (2 years)  
 - Radio, TV, Film, Print, Interpersonal  
 Youth:            Drugs are not the answer  
 Parents:         Love, Care, Listen, Communicate  
 Community:     Everyone has a role in drug abuse prevention  
 Leaders

## EVALUATION

1. Pre-testing of prototype communication materials vis-a-vis content accuracy and communication effects. This focuses on ability:
  - To impart the message
  - To attract attention and sustain interest
  - To generate recall and acceptance
  - To motivate one towards a specific behavior
2. Ongoing/formative evaluation (process evaluation to measure strategic objectives/phases):
  - Program implementation status and progress vis-a-vis level, timing and effectiveness
  - Types and number of communication materials produced and advertisements with a time frame.
  - Types and number of target audiences reached per target audience.
    - Radio, TV, Film Viewership/Exposure per target audience
    - Print/Readership per target audience
    - Number of trainings, Roadshow performances, Puppet shows, meetings conducted and attended.
3. Outcome/Summative evaluation (impact evaluation)  
 Change in the KAP of target audience for drug abuse prevention

9. SRI LANKA

## PROBLEM

- Increasing prevalence of heroin dependence
- Affected population - males, 15-25 yrs, urban, economically depressed social class
- Causes: Unemployment, Poverty, Unhappiness, Family background, Peer pressure
- Limited research data from NDDCB (mainly enforcement and treatment data)

## OBJECTIVE

To increase awareness among youth and parents in selected urban areas, of the problems posed by heroin addiction through a two year Public Awareness Campaign.

## COMMUNICATION RESEARCH

Assess media habits of a sample of the target population (parents of teenagers living in high-risk areas). The study will also assess how the problem is perceived.

Conduct a KAP survey to assess prevailing (social) perceptions and attitudes (of the target population) towards drugs in the (high risk) areas, through summary results of (available) quantitative research. (i.e., perceived harm of social use, acceptance of social use)

## AUDIENCE SELECTION

Primary: Youth between 16 - 25 years in high risk areas  
Secondary: Parents, Teachers, Employers, Religious Leaders  
Tertiary: Local and central government authorities

## MESSAGE CONSTRUCTION

1. Provide target audience a statement of the problem; stress importance of  
Developing and maintaining a close family relationship  
Establishing norms of behavior and inculcating values
2. Make religious leaders aware of the potentially serious drug problem conveying message that drug use is harmful to the community.
3. Convince policy makers that drugs are a serious youth problem; stress need for effective implementation of existing drug law and for new legislation where required.

## MEDIA SELECTION

Select the media that fits the message to be conveyed to the selected audience e.g., Radio and TV for broad, fast coverage with simple messages - also print media to reinforce in specific areas. \*

Use print media for the more complex issue directed to government authorities.

\* Keeping within available budget

## DIFFUSION PLAN

Reinforce and enhance messages by obtaining assistance of other organizations whose work heightens awareness of the problem, eg. PTAs, NGOs, Youth Groups, Religious institutions.

Media Campaign (high intensity): Jan-Sept 1990

Media Campaign (low intensity): Sept 1990-Dec 1991

Community Programs - Interpersonal: Sept 1990-Dec 1991

## EVALUATION INDICATORS

Sample Surveys:

1. At the end of the first year 50 to 75% of the population will know the harmful effects of drugs on: education; obtaining employment; good family relations.
2. Relationship between drugs and crime.
3. During this period the authorities will accept the need for more stringent legislation and improved law enforcement.
4. At the end of 2 years 60% will report an improved communication on drugs within family.

**10. THAILAND****PROBLEM**

The epidemic of inhalant substances among youth in congested area. (The problem was addressed by the survey of ONCB, statistics from intake form, the arrest of the police, etc.)

**OBJECTIVE**

Launch a campaign to increase awareness of the danger of inhalant substances among youth of 9-20 yrs. at Pai Tan Community by 50%. Duration of the campaign will be 4 months (August-November 1989)

**COMMUNICATION RESEARCH**

Pre-test by questionnaire and interview  
Observation of community leaders

As a result of research we obtained the following baseline data:

- The community of Pai Tan is composed of 8 blocks or groups
- The youth do not receive much education - low education level
- They do not use their free time wisely
- They are neglected by parents
- Channel media: existing resources in the community; public address system, community bulletin board, community leaders
- 10% of youth have knowledge on the dangers of the substances

**AUDIENCE SELECTION AND SEGMENTATION**

Primary: Youth, ages 9 - 20 yrs.  
Secondary: Friends, family (parents, brothers and sisters, relatives)  
Tertiary: Community members

**MESSAGE CONSTRUCTION**

To give knowledge on the danger of inhalant substances and the way to prevent oneself from getting involved with the substances.

**MEDIA SELECTION**

Mass Media: Public Address System; Cut Out; Exhibition  
Print: Sticker; Poster; Pamphlet  
Interpersonal: Talk with audio & visual materials; Group participation

**DIFFUSION PLAN****1st Phase - "Oblique Reference" (1 month)**

Theme: "Good health will lead to a happy life"

1. Mass Media - Using the Public Address System
  - Spot: jingle, 30 seconds, 2 times daily
  - Vox pop: one question, interview people in the community 1-2 minutes on weekends, 4 times/month
  - Talk program, 1 minute, 4 times/month
  - Interview popular persons for youth; actors/actress, singers, sports stars, 4 times/month
  - Anti-Narcotics songs, once daily
2. Interpersonal
  - Film show and talk, one time
  - Recruit youth leaders/training

2nd Phase - "Direct Confrontation" (3 months)

Message: 1) Information on the danger of inhalant substances  
2) And the way to prevent oneself from involving with the substances

1. Mass Media - Using the Public Address System
  - Spot; Slogan on inhalant substances, 30 sec, 2 times daily
  - Feature program and music, 15 min, once/week
  - Song on Anti-inhalant substances, once daily
  - Vox pop, 1-2 min on weekends, 4 times/month
2. Print - will be posted everywhere in the stores, bill boards
  - Stickers; Posters; Pamphlets, Cut out
3. Interpersonal
  - Talk and audio visual material, once a month
  - Group participation; role play, games and puppet show, peer counselling, once a month

For the whole Community (comprised of 8 blocks), 2 day exhibition, once

- Film show
- Stage Show; Band; Quiz; Singing/Drawing contest; Games
- Billboards
- Sports - Football match

EVALUATION

Post-test by questionnaire and interview  
Observation: Community leaders/Youth leaders

## ANNEX F

REMARKS BY MR. JOHN H. ERICKSON, USAID MISSION DIRECTOR  
THE OPENING CEREMONY OF THE REGIONAL WORKSHOP ON  
COMMUNICATION STRATEGIES FOR DRUG ABUSE PREVENTION

JULY 6, 1989

General Chavalit, Officials of the Narcotics Control Board of the Royal Thai Government, participants in the workshop and guests, on behalf of the Agency for International Development, I would like to welcome you to the second regional workshop of the Asia/Near East Regional Narcotics Education Program of AID.

This workshop is part of the ongoing effort of the Agency for International Development to strengthen the capabilities of drug abuse prevention education institutions in both the public and private sector throughout the region. That effort has been a vital part of the Agency's development strategy over the last half dozen years, representing as it does an extension of the Agency's concern with the development and strengthening of the human resources which are an essential component of any successful plan for national development.

The Regional Narcotics Education Program is concerned with fighting the problem of drug use and abuse throughout Asia by providing the necessary skills and resources to design, develop and implement effective drug abuse prevention programs aimed at protecting populations at risk of drug consumption from ever falling victim to drug abuse. As such, it looks to the future: to protecting the region's youth through the fostering of an understanding of the dangers of drug abuse and its alternative--the infinitely more productive lifestyle that results from a drug-free society.

In this effort, the Regional Narcotics Education Program has developed a strategy aimed at strengthening national capabilities in the field of drug abuse prevention. The program has provided training, technical assistance and support for the development of national capabilities to measure the nature and extent of the problem of drug abuse. It is providing training and technical assistance at the regional and the national level in the design and development of communications for drug abuse prevention and it seeks to support and foster the development of both public and private prevention education agencies by providing materials, bibliographic data bases and organizational skills. This workshop is therefore only one of several efforts at both the regional and national levels to develop drug abuse prevention capabilities.

In all these endeavors the RNE Program can only be effective in achieving its goals if it has capable partners. With that in mind, the RNE Program has turned to the Office of the Narcotics Control Board of Thailand as its partner in designing and undertaking this regional workshop. Without the efforts of the ONCB and especially of its Technical and Planning Division and its Preventive Education Division, this workshop would not be possible. The efforts of the ONCB represent a major contributing factor to our ability to undertake this workshop and on behalf of the Agency for International Development. I thank them for those efforts and I welcome the opportunity that has resulted to bring all of you together to design and develop communications strategies for drug abuse prevention. I am certain that the product of this workshop will be a strengthening of the work of all of the agencies represented in combating drug abuse throughout the region.

Thank you for coming and good luck in you deliberations.

REMARKS BY POLICE MAJOR GENERAL CHAVALIT YODMANI,  
SECRETARY ONCB AT THE OPENING CEREMONY OF THE REGIONAL  
WORKSHOP ON COMMUNICATION STRATEGIES FOR DRUG ABUSE PREVENTION

JULY 6, 1989

Distinguished guests and participants: It is my great pleasure to be here at the Opening of the Regional Workshop on Communication Strategies for Drug Abuse Prevention. I am confident that the gathering of all of you here will lead to fruitful results.

Drug abuse is a complex problem with many factors that effect its pattern and epidemic. It becomes the global problem that needs mutual co-operation from all nations. Many governments have come to recognize that the adverse effects of illicit traffic in narcotic drugs and psychotropic substances extend from threats to the health and well-being of individuals to the subversion of public order and the spread of corruption and crime, all of which threaten national security and the very structure of society.

Thailand, like many other countries, cannot escape the menace of the drug abuse problem. Moreover, our problem is very serious because Thailand is the gateway for drugs coming directly from the infamous "Golden Triangle." The Royal Thai Government is firmly attached to the strong policy to eradicate the drug abuse problem in a total manner. Our main strategies against narcotics are firstly the reduction of drug supply through narcotics cultivation control and law enforcement and secondly the reduction of the demand for drugs through preventive education and treatment and rehabilitation.

In my view, dealing with such a complicated problem like narcotic drugs is the most difficult task. Though various approaches or ideas to overcome the problem have been introduced and employed, we cannot say that narcotics problem has been solved; there is still much to be done. However, I believe that the persistent and tireless effort of the world community in seeking for more effective solution to the narcotics problem will help us defeat it someday.

In the field of preventive education and information, we are aware of the important role of mass media and their contribution to the preventive education program. All means of communication and in particular the media can support us to enhance the public image of a drug-free life, to induce all population groups to become health conscious and to realize the hazards associated with drug abuse, and to urge parents, teachers, community leaders and persons in public life to set an example by abstaining from drug abuse. The knowledge on communication strategies for drug abuse prevention should be provided for the agencies concerned in order for them to implement prevention programs effectively.

I am delighted that the USAID recognizes the importance of the communication strategies for drug abuse prevention and organizes this regional workshop with the help of Development Associates, Inc. Moreover, the objective of the workshop goes along with the recommendations of the Comprehensive Multidisciplinary Outline of Future Activities in Drug Abuse Control (CMO). The CMO is the necessary guidelines for effective international action in combating the drug problem and was adopted by the International Conference on Drug Abuse and Illicit Trafficking in Vienna in 1987. It is a great initiative of the Development Associates in materializing the recommendation of CMO into this kind of workshop.

Finally, I would like to take this opportunity to express my sincere appreciation for all the support extended by the United States of America for the organization of this workshop. I am convinced that, under the capable direction of experts from Development Associates and their extensive experience and dedication, this Workshop will be a successful one. I also hope that all of you will enjoy your brief stay in our country.

At this auspicious moment, may I now declare the Regional Workshop on Communication Strategies for Drug Abuse Prevention open. Thank you.

1782y/9.89

U.S. AMBASSADOR DANIEL A. O'DONOHUE'S SPEECH AT THE CLOSING CEREMONY  
OF THE "COMMUNICATION STRATEGIES WORKSHOP"  
OF THE ASIA/NEAR EAST REGIONAL NARCOTICS EDUCATION PROGRAM

JULY 13, 1989

Mr. Permanent Secretary of the Prime Minister's Office, Mr. Secretary General of the Office of the Narcotics Control Board, Workshop participants: It is a pleasure for me to join you today as you conclude your workshop on "Communication Strategies." I understand from General Chavalit and my colleagues in USAID, that you have had a productive session. This is the second regional narcotics education workshop funded by USAID and co-sponsored by ONCB this year. The funding of these workshops by the United States is evidence, I think, that my Government is committed to a worldwide assault on the demand for narcotics.

Since one in ten Americans uses an illicit drug at least monthly, we, in the United States, know the tragedy of millions of ruined lives. The pain of narcotics abuse is not, however, limited to my country. Many of you also have first-hand experience with the havoc wreaked by drugs on individuals in your own communities. No less insidious is the havoc wreaked on the social, economic and political fabric of each of our nations.

In addition to the ruin of individual lives, narcotics abuse undercuts our nations' economic growth by sapping productivity. Studies in the United States show that a narcotics abuser functions at only 67 percent of normal work potential, has three and one-half times more accidents on the job, and is absent from work two and one-half times as frequently. In the United States, this translates into an economic cost of \$80 to \$100 billion a year.

The American numbers are large because the U.S. economy is large, but the economic impact of narcotics abuse in your countries is certainly proportional. Recently, a Thai daily editorialized that rapid economic advancement in Thailand will leave many people behind if something is not done about drug abuse. The paper urged the NESDB to consider drug abuse education and prevention in the future economic planning so that all Thais can walk to a bright economic future together.

As we can see, narcotics victims do, in turn, victimize the societies in which they live. A far greater damage is done by the merchants of death. Narcotics traffickers present a serious threat to democratic government. For example, in Colombia, the enormous financial power of the major narcotics gangs threatens to overwhelm the country's entire social and political order. Scores of judges, a Minister of Justice, an attorney general, newspaper editors and reporters have been murdered by drug thugs. On this side of the globe, Thailand's neighbor, Burma, has suffered the combined effects of an illicit narcotics trade and insurgency, which have fed each other to bring years of continuous turmoil.

I am sure there is little need for me to continue highlighting the dangers drugs pose to our respective countries. You know the dangers; and you care, or you would not be here today. I am well aware that each of you is a professional communicator dedicated to finding ways to convince the citizens of your country not to use or abuse narcotics. Your battleground is the mind. Somehow, you must find culturally appropriate ways to educate your compatriots against drug use.

Recently, the United States rededicated itself to fighting the war on drugs on the demand side. The Bush Administration recognizes that along with strong law enforcement, the long-range solution to drug abuse problems lies in reducing the demand for drugs. As this workshop symbolizes, we are dedicated to demand reduction both domestically and internationally.

With your indulgence I would like to emphasize one reason why I believe that demand reduction--your battlefield--is essential. It is essential because, as General Pow has recently said, the battle against supply is running against us. The supply of narcotics is higher than ever. We will all have to do better in dealing with this problem--in interdiction, enforcement, and intelligence. To understand how grave the situation is--and how urgent your own task--I'd like to focus a few minutes on the phenomenal growth of the heroin industry in Southeast Asia.

The Golden Triangle has become the number one source of heroin entering the United States. Because there is a glut on the U.S. market, the price there has fallen and drug merchants have redirected the excess supply to Europe and your homelands as well.

Despite record seizures--2,200 kilograms in Thailand in 1988--the supply grows and grows. In trying to determine the causes of these unprecedented increases we need to be looking at what has been happening in Burma in recent years. In 1987, the Burma opium crop was reported at 850 metric tons; in 1988, we estimate a crop of 1,200-1,400 metric tons; and this year, indications are that the harvest is 1,800-2,000 metric tons.

Why such growth? One reason is that the political turmoil in Burma and the imposition of martial law there in 1988, caused the withdrawal from the field of many Burmese Army troops. Previously dedicated to anti-narcotics operations, they were redeployed by the government to enforce martial law. Without eradication efforts, production increased. Without interdiction, a higher percentage of opium products from the Northeastern Shan States, reached the heroin refineries on the Burma-Thai border.

Other factors causing the increase include massive planting and cultivation of opium by the Burmese Communist Party and the excellent weather. During the last three growing seasons, weather conditions have been ideal for poppy cultivation in the Golden Triangle.

Opium production has been on the rise in Laos as well. We estimate this year's crop at 300-400 metric tons of opium. In Laos, however, we have reason to hope that the Government is beginning to recognize the seriousness of the issue. It has shown a growing interest in international cooperation to attack this problem. The United States has had initial discussions with Laos on crop substitution programs and the Lao recently implemented a Drug Abuse Control program funded by the United Nations.

Nonetheless, the current opium crop in Burma, together with the opium produced in Laos and Northern Thailand, mean that total Golden Triangle opium production may approach 2,400 metric tons this year. This is double--I repeat--double--the Golden Triangle production or just four or five years ago.

Drawn by demand in your countries and my own, this deadly product travels several routes out of the hills into the bodies of our nations' citizens. Despite evidence of increasing trans-shipments westward through India, and eastward through Laos, China, Cambodia and Vietnam, the majority of Golden Triangle heroin still passes through Thailand.

Ironically, heroin passes through Bangkok for much the same reason that international conferences of this sort are held here. Bangkok is the communication and transportation hub of mainland Southeast Asia. Excellent international air and sea connections as well as good domestic rail, highway and river transportation systems make Thailand a convenient transit nation for illicit as well as licit goods.

Narcotics shipped southward from the Triangle, by vehicle or rail, sometimes by-pass Bangkok and are delivered to Malaysia via Southern Thailand. Heroin also travels from coastal sites along the Gulf of Thailand via ship to Singapore, Taiwan or Hong Kong. Those of you from South Asia know that Golden Triangle heroin is also passing through and to your countries. It travels from the Northeastern Shan State of Burma westward to India. There, traffickers from the sub-continent move the narcotics to Nepal or via the Middle East to Europe. We have learned there is also a link from Northeastern Burma to Kunming in China's Yunnan Province and Guangzhou in Southern Canton Province onward to Hong Kong. Sometimes, Burmese fishing trawlers from Rangoon and Moulmein carry the cargo of death directly to Penang in Malaysia and to Singapore.

Our law enforcement officials like to say that the drug scourge is hydra-headed--lop off one and two more appear. The proliferation of routes from the Golden Triangle is certainly proof of that. Proof, too, is found in the narcotics organizations' ability to replace drug couriers endlessly. The need to clean large sums of illegally acquired funds represents--perhaps--the most vulnerable spot in the structure and functioning of the international narcotics trafficking organizations. Unfortunately, the banking system in some countries provides levels of secrecy that go well beyond the confidentiality needed by legitimate customers. This secrecy facilitates laundering operations and adds up to difficulty in tracing assets obtained through illegal means.

The United Nations Convention on Illicit Drug Trafficking calls for national legislation that would facilitate financial investigations. I hope that you encourage your governments to consider seriously the signing and implementation of the UN Convention if they haven't already done so. International cooperation in financial investigations will give us one more potent tool to eliminate the scourge of drugs from our planet.

We all--each of us-- has a role to play in the international war against drugs. Mine perhaps is to sound the alarm that we are not winning the war and that Southeast Asia is once again the primary source of opium/heroin flowing to the United States and other nations. Your role is to dampen demand and increase support for more effective narcotics control by educating your fellow countrymen on the profound human, social and political costs of narcotics. I am certain that the workshop you shared this week has given you new confidence that each of you can make a difference in the war on drugs. You must use this new confidence and skill to persuade your countrymen to choose life over death and to channel their energy into creating better lives for themselves, their families, and their societies.

1782y/9.89

**STATEMENT BY MR. APILAS OSATANANDA  
PERMANENT SECRETARY FOR OFFICE OF THE PRIME MINISTER  
AT THE CLOSING CEREMONY OF  
REGIONAL WORKSHOP ON COMMUNICATION STRATEGIES  
FOR DRUG ABUSE PREVENTION**

JULY 13, 1989

Mr. Ambassador, Distinguished Participants and Guests: It is an honour for me to be invited to address you today at the Closing of the Regional Workshop on Communication Strategies for Drug Abuse Prevention.

The abuse of drugs is one of the most serious problems facing the world today. Drug abuse weakens the social and economic fabric of all societies and seriously retards the economic and social development of every nation. Not a single country remains unaffected by the drug menace. We have to remind ourselves that all countries are victimized by drug abuse and trafficking, be it a producing country, transit state or consuming country.

In Thailand the problems associated with drug abuse have long been with us, but it was only during the past few decades that the rapid social changes have acutely aggravated the problems to an epidemic level. We fully realize that the problem of drug abuse at present is extremely worrisome as can be seen from the large number of drug dependents, most of whom are in the productive age that are an essential force of the nation. Such a waste of national resources is very unfortunate and appears to have great effect on both national security and economic development.

The role of mass media for drug abuse prevention has been strongly recognized as an important measure which will decrease the demand for drugs and number of drug dependents. Poorly designed campaigns to prevent drug abuse may also have the opposite effect from that intended, by arousing curiosity and inducing, rather than preventing, undesirable behavior. Therefore, it is essential to increase the effectiveness of communication strategies for drug abuse prevention.

Fully cognizant of the magnitude of the problems, I truly appreciate the concern and efforts of USAID and the Development Associates in this regard. The Regional Workshop on Communication Strategies for Drug Abuse Prevention is highly valuable as it provides an opportunity for the participants to share experiences, and enhance their knowledge on necessary steps to plan, design, implement and evaluate prevention programs.

Finally, I would like to express my sincere appreciation to all concerned agencies that have contributed to the success of this regional workshop. I hope that, throughout this workshop, all of you were able to gain a great deal of knowledge and understanding of drug abuse problem as well as discover and identify proper means in mass media for solving this problem. At this very end, I wish all of you a safe journey home and happiness and prosperity in your work. Thank you.

**ANNEX G: MINI-WORKSHOP REPORTS****REPORT ON THE PRINT MATERIALS WORKSHOP  
HELD ON JULY 10, 1989**

During the fifth day of the Communication Strategies Workshop, the Print Materials Workshop was carried out at the Imperial Hotel for a group of 13 participants. Their names appear at the end of this report.

The first part of the morning was spent discussing the type of material to be developed and the kind of message to be transmitted, after which a brain-storming session was organized to create a slogan for the material.

The group decided that, in view of the limited time available, the practical solution was to develop a poster with a slogan.

It was agreed that two rounds of pretests would be carried out before developing the final draft, in order to revise and improve the initial version based on the results of the pretests. The target audience would be part of the hotel staff i.e., waiters, waitresses and chamber maids.

Once the message was conceived, several ideas for illustrations were given to the artists who developed five initial drafts for pretesting. (See first poster drafts.) Seven interviewing teams of two persons each -- one interviewer and one note taker -- were formed to pretest the drafts through individual interviews; a brief questionnaire was designed, and the guidelines on how to conduct a pretesting interview were discussed with the group in detail. In order to complete the seventh team of interviewers, one of the support staff from the Workshop office was asked to assist one of the participants in conducting the interviews. Since the language was often a problem, each of the teams was formed by one Thai and a second person.

As a first pretest, the teams were asked to carry out three interviews each and return with their information to discuss the results with the group and decide what changes and revisions were to be incorporated into the drafts, according to the comments and suggestions obtained from the interviewees.

Twenty-one interviews were carried out, the results of which were analyzed by the group and, based on the comments and reactions of the target audience, two of the drafts -- Nos. 1 and 4 -- were eliminated and several changes were made on the remaining three illustrations, for the second pretest. (See second poster drafts.) The first pretest showed that the target audience always preferred very direct and clear illustrations/messages and found drafts 1 and 4 too abstract and too complicated; they did not convey the intended message. The slogan proposed by the group, "Drugs or life... the choice is yours", was well accepted by the audience.

Once the artists made the necessary changes to the drafts, a second round of pretests was carried out in the same manner, pretesting only three revised drafts. During the second pretest, the teams interviewed 21 different people, for whom the material was totally new. They were asked to choose "the best poster" from the three improved drafts, after giving their comments on each one.

**FIRST DRAFTS**

G-3



๑. ขยายผลพวง  
 ๒. เหนือหน้าหน้าชีวิตที่หายไป

BEST AVAILABLE DOCUMENT

Taking drugs is like chopping your life  
 Away ๒

Drugs or life the choice is yours

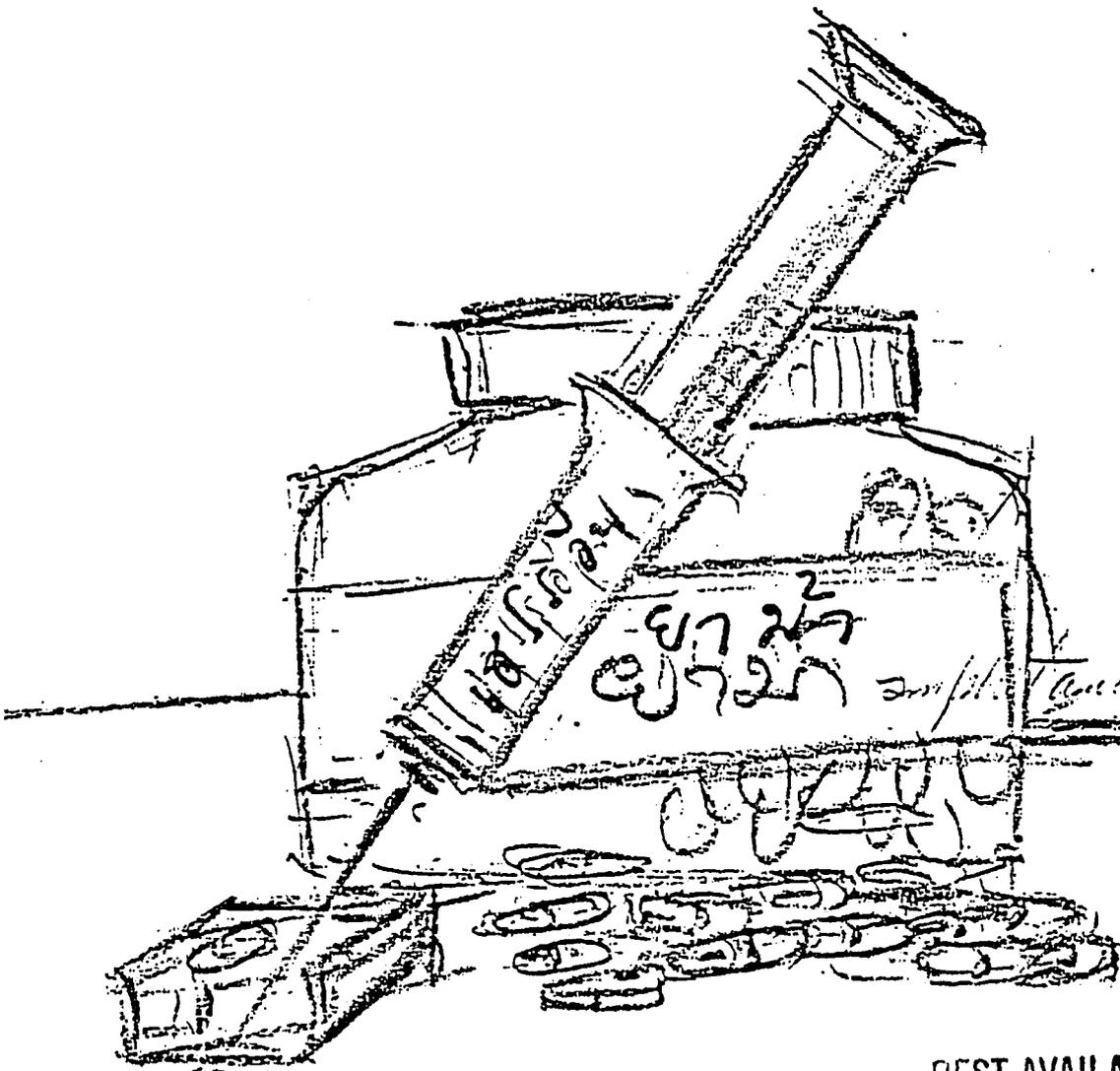
ยาเสพติด หรือ ชีวิตที่สดใส  
คุณจะเลือกอะไร?



BEST AVAILABLE DOCUMENT

જીવનનાં સમસ્યા...

life's problems.....



BEST AVAILABLE DOCUMENT

જીવનનાં સમસ્યા જીવનનાં સમસ્યા

is this the answer?

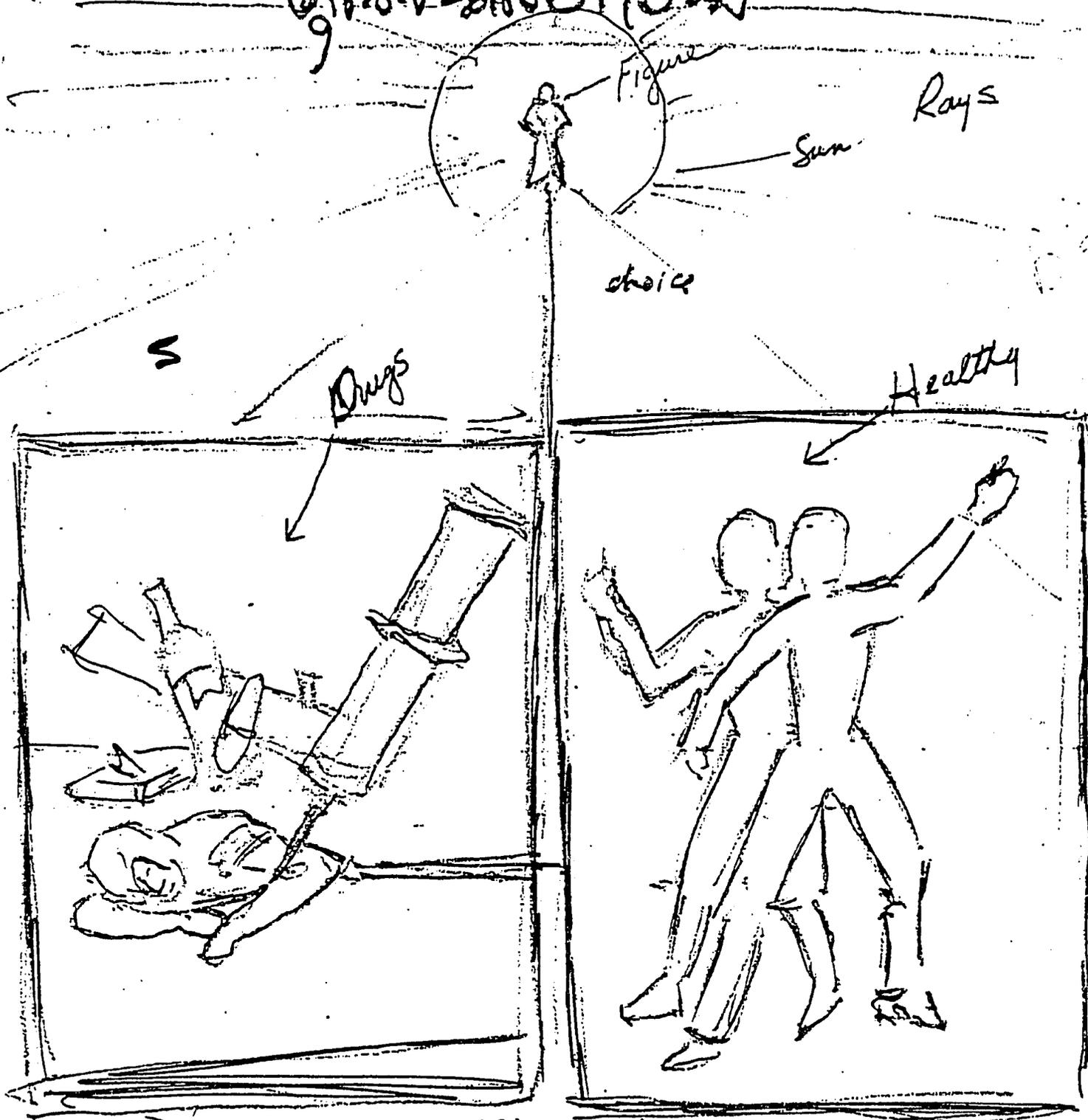
ໃຊ້ຢາ (ສພກິດ) ແມ່ນຢາກວມ ນັ້ນ ຜິວໂຕ

Taking drugs is like sinking your life...



ເອງ ຫ້າລາຍໂຕ ຈະເອງ ອາຍຸ ສາມາດ ສິດ  
(Don't destroy yourself with drugs!)

๑. ทศน = ๖๖๖๐๗๐๒๑๙



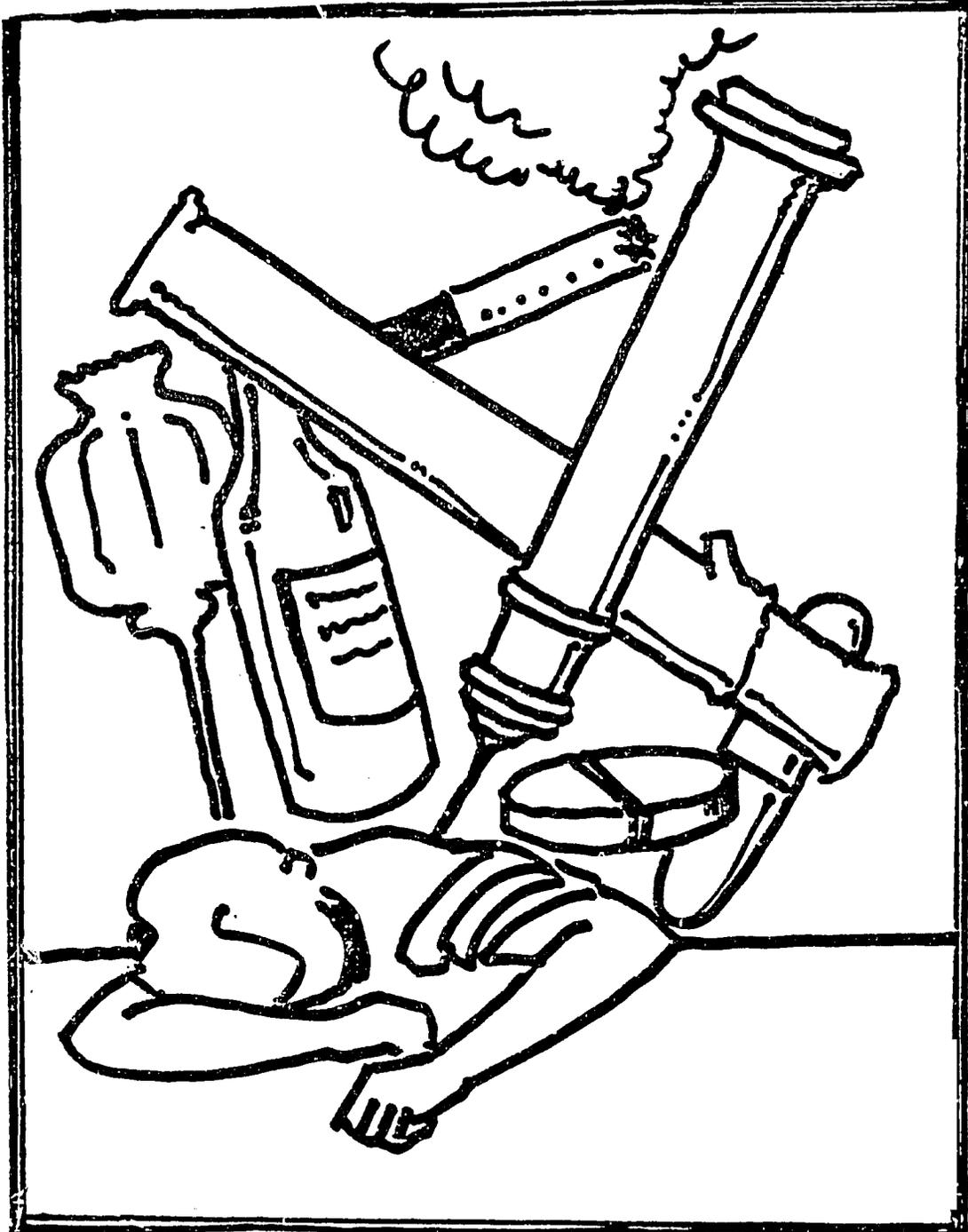
เมื่อ ตานม สุรา และ ควันบุหรี่ ทำให้ ตาแดง ตาขาว, หงุดหงิด และ...

เมื่อ ตานม สุรา และ ควันบุหรี่ ทำให้ ตานมแดง ตาขาว และ...

SECOND DRAFTS

มีปัญหามากมาย.....

Life's problems.....



นี่ไม่ใช่คำตอบ!

this is not the answer!

Drugs or life the choice is yours!

ยาเสพติด หรือ ชีวิตที่สดใส  
คุณจะเลือกอะไร.



996 สวมเสื้อ นุ่งผ้าขาวที่สะอาด

3

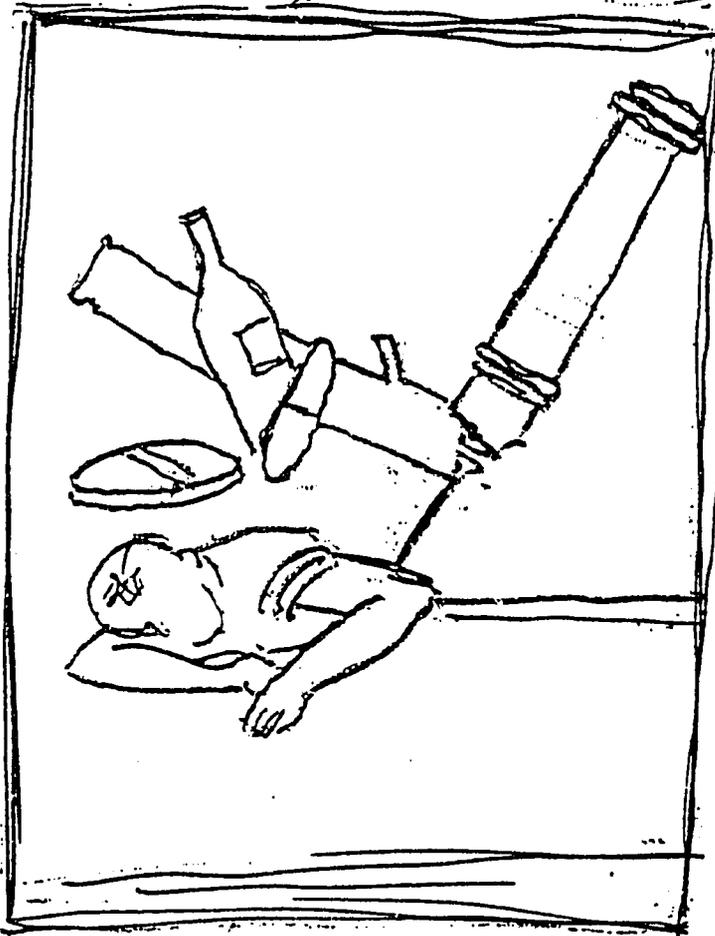
996 จ-6 สวมกางเกง

Drugs or life



choice

31



เพื่อความปลอดภัยให้ตัวเองและครอบครัว

996 สวมเสื้อ นุ่งผ้าขาวที่สะอาด

The choice is yours

After the teams completed the second set of interviews, the group got back together to discuss the results of the pretest and determine which poster was most preferred by the audience. Poster No. 2 was selected by the majority of the persons interviewed as the best one, with some minor improvements -- the audience suggested that the man on the left should have a more deteriorated appearance i.e., thinner, dressed in rags, and the syringe should be bigger, more noticeable.

The participants did an excellent job. They all had the opportunity to experience the pretesting process and to appreciate the importance of taking into account the audience's participation in the development of the material.

Each one of them conducted six different interviews, at two different stages of the developmental process.

At the end of the day, the participants indicated that the experience was a positive and revealing one for them.

#### Print Materials Workshop Participants

1. Syed Faizul Hassan	Pakistan
2. Siti Hertati Hartono	Indonesia
3. Ismail Bakar	Malaysia
4. Anil Pande	Nepal
5. Cindy Dollente-Ang	Philippines
6. Sofia Quejas	Philippines
7. Ramya Samarawickrema	Sri Lanka
8. Kusuma Machina	Thailand
9. Nuannipa Tanadsang	Thailand
10. Tamnu Sirisingha	Thailand
With the collaboration of the three graphic artists:	
11. Toonsuk Yunchanon	Thailand
12. Akee Tengprasert	Thailand
13. Santi Jaisin	Thailand

1782y/9.89

**REPORT ON THE VIDEO WORKSHOP  
HELD ON JULY 10, 1989**

The video workshop was divided into two segments. The morning was spent at TV 11, Thailand's government-owned television station, while the afternoon was spent at the Imperial Hotel in the main workshop meeting room.

**A. Segment 1: At the Studios of TV Channel 11**

Led by the Deputy Director of the station, supported by programming, evaluation, and engineering staff, we received an overview description of the station, participants' questions were answered, and we obtained a tour of major facilities. The following three subsections present information obtained during our site visit.

**Key Characteristics of TV 11**

TV 11 celebrated its first anniversary the day after our visit. At present, it is the only national, non-commercial channel that is funded by the government at a cost of \$300 million baht (US \$12.5 million) for the first year. The other four channels -- 3, 5, 7, and 9 -- are all commercial.

The station broadcasts in two parts on Monday through Friday: 5:30 AM-10:00 AM and 4:00 PM-12:00 AM. On Saturday and Sunday, the station broadcasts continuously from 5:30 AM-12:00 AM.

As TV 11 is comparatively new, and TV has been available throughout the country for about 30 years via regional provincial TV stations, TV 11 uses two routes for transmitting its materials. One covers greater Bangkok while the other involves sending microwave signals to each of six regional stations which are grouped by twos into three regional service areas.

TV 11 programming emphasizes education (60%) and divides the remainder of its air time among news (20%), public service (10%) and entertainment (10%). Of educational programming, 60% of the materials are produced by the two Open State Universities -- one prepares 19 hours per week while the other prepares 14 hours per week. Both universities use on-campus studios to develop their materials. The remaining 24 hours per week devoted to educational programming is provided by the Non-formal Education Department at the Ministry of Education.

For overall programming, TV 11 ranks fourth out of the five national stations. For its most popular program on agriculture and quality of life which runs from 6:30-7:30 PM, it ranks third. This comparatively high rating for a government-owned station is due to two reasons: (1) no commercials are shown so programs are aired uninterrupted; and (2) local stations can produce and air local programs instead of programs issued by TV 11. No commercial station would allow the substitution of other programming for that issued by the station.

These reasons help overcome some of the disadvantages of TV 11 compared to the commercial stations. For one, the news component provides government news and

selected national and international news. It does not include many important current events in-country. The station has only six camera crews to cover current events while the commercial stations have 25-30 camera crews each. Furthermore, the station has a small budget to purchase programming. They often pay half-price or less and buy inexpensive shorts and serials to air.

On the other hand, TV 11 is able to encourage viewership through its 10% programming of uninterrupted entertainment like a rock concert. While an entertainment program may entice the viewer, it is hoped the viewer will also watch other programs.

Public service programming is aired free of charge. Mostly, public service spots are produced by many NGOs. Only 10% of broadcast production is done in-house. With regard to drug abuse prevention, the station has aired a 60-second spot aimed at youth awareness and 15 and 30 minute documentaries obtained from ONCB and the Army TV station. All drug abuse prevention materials are approved by ONCB before airing.

If an NGO wanted to submit drug abuse prevention materials for airing on TV 11, they should propose materials as part of the station's annual plan. Another potential avenue is to approach the station to provide "an urgent service." Justification for the latter would be more stringent.

An interesting feature of weekly programming is an hour devoted to exchange programs from abroad. Workshop participants were encouraged to submit materials. Mostly, such materials are documentaries obtained from embassies.

So far, evaluation has focused on how well people receive the signal from TV 11. A sample of 2,000 between the ages of 15-60 were queried in two districts in each province using face-to-face household survey. Overall, quality of transmission is good. The current budget includes a small amount to evaluate programming.

#### TV 11 Facilities

The Japanese government is responsible for all hardware, the buildings, the two 20 kilowatt microwave transmission systems, and the 180 meter tower that is the tallest in Thailand as the result of a 330 million baht grant. Included in the grant were funds for two Japanese technicians to train Thais to use the equipment. The station has two production studios - a main studio and a news studio.

While we were on tour at the station, we observed the filming of what will be a 30-minute program on AIDS that involved the use of the most popular folk dance group in the country. The Ministry of Health worked with the folk group to develop the AIDS message.

At the present time, studio use is free. The Deputy Director is looking to the future and how to cover high maintenance costs and perhaps increase the operating budget. Two of his thoughts are to charge for the use of studio

facilities, and with exception of public service programming, ask others to pay for their air time.

### National Broadcast Policy

National TV and radio policy is developed by a committee of 18 that includes representatives from the five channels. The committee is headed by the Deputy Prime Minister. Overall, it has been agreed that each station will carry about 10 minutes of PSAs per week.

### B. Segment 2: At Imperial Hotel Meeting Room

This session involved the comparison of participants' television opportunities in their own countries with TV 11 in Thailand. For example, in Sri Lanka, two TV stations were established in 1982 - one commercial and one government-owned. In the case of Children and Youth Programs, 50% are produced in-country, 50% are foreign. Programs are designed for five different age groups: 4-6, 7-8, 9-11, 12-16, 17-25+. Government commercials are free if they address social issues like drug abuse. The government station has three studios, one large and two small. There is an emphasis on field, not studio, production. The government station has only begun to focus on drug abuse, so it has run only a couple of spots on the subject. Future efforts will focus on heroin and ganja using dramas and stories taking into account culture and religion (Buddhism).

Indonesia uses television to target prevention messages to high-risk, urban areas.

Pakistan has limited access to TV. In urban areas, availability is about 30%; in rural areas, 10-15%. There is one channel fed by five TV stations. Commercials for drug abuse prevention produced in 1983 by the Pakistan Drug Control Board (PDCB), NGOs and TV producers are run free. Since 1984, the PDCB provides free slides to cinemas to be shown before the main feature.

In the Philippines, 60 second and 30 second spots on drug abuse prevention have been distributed to 1,200 movie theaters to create problem awareness. TV and cinema are used mainly to reach an urban audience. Also produced was a one hour docu-drama on drug abuse prevention on 16mm film that was distributed to 500 information centers nationwide.

Afghanistan has one TV station in Kabul and one radio station. The major problem in country is use of opium in two provinces. However, in Afgani refugee camps in Pakistan, the drug problem is heroin. When the Pakistani participants return from the workshop, they plan to use religious leaders in mosques and in the camps to address the heroin problem.

In addition to the discussion of the use of TV and cinema in the participants' countries, a variety of videos were shown illustrating drug abuse prevention efforts. This included a showing of a US trigger film (originally designed for family planning) to illustrate a different type of film or video format appropriate for awareness creation and training.

**Television Workshop Participants**

1. Najibulla Safi	Afghanistan
2. Jasmin bin Haji Jamudin	Brunei
3. Kartono Mohamad	Indonesia
4. Enny Achyani Busiri Suryowinoto	Indonesia
5. Abdul Aziz bin Awang	Malaysia
6. Uli Kolher	Nepal
7. Belina Capul	Philippines
8. Hema Weerasinghe	Sri Lanka
9. S. Fonseka	Sri Lanka
10. Diyanath Samrasinghe	Sri Lanka
11. Suchin Kunraksa	Thailand
12. Tanita Nakin	Thailand
13. Phiennephenh Pholsena	Laos
14. Sirinart Pichieusunthorn	Thailand
15. Chanpen Jitwiwat	Thailand
16. Jehan Zeb	Pakistan

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**REPORT ON THE RADIO WORKSHOP  
HELD ON JULY 10, 1989**

The radio workshop was divided into two segments. The first segment was held at the headquarters of Radio Thailand in Bangkok during the morning. The second segment took place in the afternoon at the the Office of the Narcotics Control Board (ONCB). Fourteen participants attended the Radio Workshop (see list at the end of this report).

**A. Segment 1: At the Headquarters of Radio Thailand**

The participants were welcomed by the Director of Radio Thailand who made a brief presentation focusing on the commitment of the corporation to reduce the problem of drug abuse in Thailand. One staff member from the production department and one from the public relations department provided an overview of the organization and functioning of Radio Thailand which they illustrated with slides. Radio Thailand is part of a nationwide broadcasting network owned and operated by the Royal Thai Government. The network consists of 74 FM and AM radio stations; 11 SW educational radio stations; and 7 TV stations throughout the country. Radio Thailand is the headquarters of the radio network, Channel 11 is the lead TV network. The main radio station boasts a powerful 1000 kilowatts transmitter and reaches the whole country.

The local radio stations of the network are coordinated from regional centers of which there are two in the Northeast region, two in the Northern Region, and two in the Southern Region. Additionally there are provincial offices in all the provinces of the country. Each radio station does its own programming, except for news. News is broadcast at the same time, four times a day, from the Bangkok headquarters. Seventeen and one-half hours of daily broadcasting are produced and aired by the radio network. Air time is divided roughly as follows: 45% for news and information; 40% for entertainment; and 5% for sports, religion and public announcements. A major role of Radio Thailand is to announce and advertise government programs and policies. An average of 450 radio spots are broadcast every month promoting government programs.

Extensive educational radio services are provided by radio in Thailand. Over 8,000 courses are taught through the radio waves every year. Courses are directed both to registered students and the general public. The Ministry of Education and two universities use Radio Thailand, one of the leaders in distance education.

The External Service of Radio Thailand broadcasts through various short wave frequencies in 10 languages throughout Asia and other regions.

Radio Thailand depends almost entirely on the government to finance its operation. They do not collect radio licencing fees nor do they do commercial advertising. Thus quantity and quality of programming is very much subject to availability of government funding.

Radio Thailand's involvement in drug abuse prevention dates back to the late 1960's. There are two broad audiences targetted: the producers of opium in

the north and the users and potential consumers of drugs throughout the country. Producers and potential producers are warned that it is a criminal offense to produce and traffic drugs. Also they are urged to substitute other cash crops for opium. The messages to potential users deal mainly with the dangers of drugs to personal health and life quality.

A combination of media programming has been used to target actual and potential users in the general public. By far the most frequently used format is the radio spot lasting between 20 and 40 seconds. Documentary-type programs are also developed when there are topical events to report such as the recent increase in opium production in the Golden Triangle. Radio Thailand is also beginning to experiment with the soap opera format as it is commonly agreed that Thai people enjoy drama. Spots and programs are produced at the Radio Production Center in Bangkok and distributed to local radio stations throughout the country for transmission at the times when they feel it is most effective for their areas.

There was no evidence of a designed diffusion plan for drug prevention messages aimed at actual and potential users in the general public. Spots are aired at traditional public announcements times, such as during an intermission in the news program. Documentaries and other types of programs are aired sporadically, usually around special events that are taking place in the community in connection with drug abuse. An example of such a special event was the international meeting on Therapeutic Communities. Extensive coverage is provided for such events and additional messages and programs are produced and aired to focus public attention on the problem. The campaign slows down considerably after the event and less intensive coverage is provided until the next event comes and triggers an intensification of the campaign.

For Radio Thailand's other target group -- the inhabitants of the Northern Region, particularly the hilltribes -- messages are geared to stop opium production and traffic. One of the recent campaigns focused on promoting crop substitution: aiming at persuading farmers to shift from opium to strawberry production. Our hosts at Radio Thailand claimed very little success with this campaign. One important lesson learned was the need for cooperation among various government agencies in providing the comprehensive services required by the farmers to improve their livelihood without narcotics production and traffic. In the absence of services such as transport, marketing, fertilizers, equipment, the radio campaign promoting crop substitution was ineffective.

The visit to Radio Thailand's headquarters finished with a tour of the studio facilities. Participants had a chance to see the modern radio studios in operation and the state-of-art technology utilized in the design and broadcast of several types of programs.

B. Segment 2: At the Office of the Narcotics Control Board (ONCB)

The afternoon session was held in one of the conference rooms of the ONCB and included also a short visit to the ONCB small radio studio. Our hosts at ONCB installed two professional size tape recorders for use during the sessions. With this facility participants were able to listen to and analyze spots, songs, dramatizations, and other radio formats from Thailand, Sri Lanka and the U.S.

The main presentation of the afternoon was provided by Mrs. Linee Hoisangwan a workshop participant who is a staff member of Hilltribe Radio in Chiang Mai. Hilltribe Radio is part of the Radio Thailand network. It has a 100 KW transmitter and covers most areas in the Northern Region. It broadcasts 15 hours a day in Thai, 2 1/2 hours in English and since 1968, broadcasts in hilltribe languages. Today it has six hours of broadcast in six hilltribe languages: Meo, Yao, Karen, Lisu, Lahu, and Akha.

Hilltribe Radio is the main communication channel for reaching the hilltribes as they do not read Thai newspapers, they are not reached by mail service, and interpersonal communication is made difficult due to the shortage of access roads. On the other hand, nearly all hilltribe families have a radio set and they are keen listeners. All development programs addressed to the hilltribes use the services of Hilltribe Radio. Thus there is considerable competition for air space in public announcements. Hilltribe Radio employs three to four announcers per language. Announcers are frequently sent to the villages to get audience feedback on programs and to listen to concerns and interests expressed by members of the hilltribes. Such information is considered in the design of subsequent programs.

Hilltribe Radio assigns considerable priority to drug-related messages. They deal mainly with narcotics as a threat to individual and family health and to national stability. The disadvantages of poppy production are emphasized in terms of prosecution and sentences for illegal activity. Program producers admit that it is very difficult to dissuade farmers from poppy production because despite the possible dangers, it is a profitable enterprise. In the absence of an effective rural development program for the hilltribes, it is unlikely that they will shift production to another crop.

Hilltribe Radio is constantly searching for ways to improve message delivery. They are beginning to use folk music to make the messages more attractive. Also they try to obtain audience feedback through group discussions on program content and format. As yet, there have been no attempts to evaluate the impact of the radio campaign among the hilltribe population. Financial and technical constraints were mentioned as reasons for this gap.

#### I. RADIO WORKSHOP PARTICIPANTS

1. Qaribullah	Afgahistan
2. Momin bin Haji Sawal	Brunei
3. I. Gusti Putu Wiadnyana	Indonesia
4. Harith Fadzilah Hussain	Malaysia
5. Chaitanya Suba	Nepal
6. Arasaratnam Aiyadurai	Sri Lanka
7. Lourdes Gutierrez	Philippines
8. Dilukshi Parathalingam	Sri Lanka
9. Dharshinie Guniyangoda	Sri Lanka
10. Linee Hoisangwan	Thailand
11. Kitikasem Jaishuen	Thailand
12. Akhom Saignasith	Laos
13. Kannika Petchson	Thailand
14. Prasert Tunsakul	Thailand

**REPORT ON THE NEWSPAPER WORKSHOP  
HELD ON JULY 12, 1989**

The newspaper workshop was conducted in two segments: 8:30-10:00 and 10:30-11:30. The first segment was held at the Imperial Hotel in the main workshop room and it was led by Lourdes (Lulu) Gutierrez, Managing Editor of Peoples Journal, the largest circulation newspaper in the Philippines. The second segment was held at the Bangkok Post, Thailand's major English newspaper and was hosted by the managing editor. The contents of each segment are described below.

A. Segment 1

1. Overview

As managing editor, Lulu Gutierrez combines both skills in running a major newspaper with a strong interest and background in drug abuse prevention. She worked for the interagency Bureau of Dangerous Drugs Board and recently created the Foundation for Drug Abuse Information and Communication. Also, she attended four workshops for journalists and broadcasters focused on the drug abuse problem over the period 1978-1985. The major output has been the development of guidelines for drug abuse prevention stories. Another workshop on the topic is planned for media specialists in November. Lulu invited workshop participants to come as observers.

2. Strengths of Newspapers

Lulu identified three advantages of newspapers:

- Research studies of media show that print is viewed as most credible by receivers.
- Newspapers allow the in-depth treatment of drug stories.
- Newspapers provide permanent information -- articles can be clipped, copied and used for future reference.

3. Newspaper Distribution in Selected Countries

According to Lulu, in the Philippines, newspapers reach 26% of the population. While there is an 85% literacy rate, transportation costs limit distribution in an island country. In Manila alone, there are 27 newspapers.

Participants commented on newspapers distribution in two other countries. In Sri Lanka newspapers have a good circulation country-wide while in Indonesia, newspapers are distributed to institutions to increase the readership of individual issues. Also in Indonesia the Ministry of Health works with the Ministry of Information to organize writers for specific space allocations in newspapers for health/drug stories.

4. Uses of Newspapers

A variety of uses were identified by Lulu including:

- creating awareness
- setting an agenda to influence what people think
- clarifying issues, (introducing new perspectives, expanding other perspectives)
- correcting misconceptions
- legitimizing programs of NGOs

Lulu illustrated how she has used the Peoples Journal to address a variety of issues as well as describe other campaigns:

- She feels the drug law should be updated. Under the new constitution, there is no death penalty. She and others feel it should be reimposed for major drug and other heinous crimes.
- In the criminal justice system, pushers are only detained one day due to technicalities and loopholes in the law. When she questioned a prosecutor on the subject, he indicated that the problem lay with poor law enforcement, and graft and corruption associated with drugs.

Because of danger, including life threats, Lulu gives reporters "spot rewards" for exposes. As a result of an expose on illegal gambling in the police force, the police commander cleaned up the force. In this case, the newspaper was used to keep law enforcers honest because someone in the media is watching them.

- Lulu has tried to overcome the misconception that drug taking is "natural." She ran a teaser on the front page of an issue "We don't need drugs," and included a article by a psychiatrist on the topic.
- A drug problem in the Philippines centers on the use of "upper" amphetamines called "Shabu." Many consider Shabu great for reducing and keeping you awake for long hours. An estimated 70% of actors/actresses use Shabu because they have long hours of filming. Four film directors are "down the drain" because of the use of drugs. In Manila, a major who is also an actor is about to begin a campaign against Shabu. Also, the professional association of actors/actresses has mounted their own campaign of anti-drug abuse.
- To be effective, media needs to be supported by other activities, including community involvement. The media can be a catalyst for mobilizing public action, including encouraging government to work with NGOs, and promoting organization and vigilance at the grass roots. Through a drug alert system, a haven for drug users was cleaned up. When members of the community spotted kids in the area where drugs were used, they set off an alarm which brought the police.

- Another issue concerns limited availability of treatment beds for drug abusers. Through the media, people are encouraged to turn in drug dependents. However, when they do so, there is no available space so they can not be accepted. Currently, there is a multi-nation aid program which includes construction of more rehabilitation centers. However, such centers need professionals to run them. It seems better to upgrade existing centers.
- Drug abuse prevention campaigns need to orient the media, involve them early, and make them advocates. It is worthwhile to form a core group of correspondents concerned with the issue. Drug abuse is a story with drama that includes life and death.

#### 5. Working with Newspapers

Lulu provided seven recommendations to make it easier to work with newspapers.

- a. Understand time pressure limitations. Each reporter submits two or three stories a day between the hours of 2-4 that must be accurate, complete and avoid libel suits. Educational messages can be incorporated into news stories.
- b. Know days when more space is available in newspapers for other material. This is usually Saturday and Sunday, especially the latter, if there is a Sunday supplement.
- c. Provide accurate information and be accessible for questions and follow-up.
- d. Submit short, ready-to-print stories which highlight news value to the newspapers. For example, The Foundation for Drug Information and Communication, in the Philippines, prepares news and feature stories on drug use, abuse and prevention that are ready to print in newspapers and magazines.
- e. Submit case studies. For example, live in a drug rehabilitation center for a few days or go on a drug raid with police to gather the necessary information for the case study.
- f. Submit articles and stories for specialty, non-news parts of the paper. Try editorials, commentaries, women's section, sports, entertainment.
- g. Motivate reporters. Lulu tries to motivate her reporters to produce quality stories, especially on sensitive, and sometimes dangerous topics like drug use and abuse. She offers prizes for the best news story and best photo of the month.

#### B. Segment 2

Workshop participants visited the Bangkok Post. They received an overview of the paper and a tour of the facilities from the managing editor who has been in his position for only a month, although he had previously worked at the paper. A short discussion with participants followed the tour. Highlights included the following:

- a. As the largest English newspaper in Thailand, the Post has a circulation of about 44,000 in a country of 55 million. It is unclear as to how many read the paper since it is common for several individuals to read the same copy. Also, the Friday edition includes a separate section on computers which is popular. Circulation on Friday is up to about 50-52,000. By contrast, there is no increase in circulation for weekend editions.
- b. Within the last month, the Post has begun to produce an international edition which is produced weekly and summarizes the week's contents. It is aimed at those who live elsewhere in the world who want to keep track of events in Thailand, but don't have time to read the daily Post. The major audience is expected to be the business community since Thailand is now a country which is viewed favorably for business dealings.
- c. The Post also produces Student Weekly mainly for college students and those interested in improving their English.
- d. The new editor is willing to publish items that deal with drug abuse and prevention that might be submitted to him by reporters or others. Under his leadership, he expects to move the paper away from its conservative stance by planning on publishing material that may be somewhat controversial.

#### Newspaper Workshop Participants

1. Lourdes Gutierrez	Philippines
2. Jasmin bin Haji Jamudin	Brunei
3. I. Gusti Putu Wiadnyana	Indonesia
4. Siti Hertati Hartono	Indonesia
5. Harith Fadzilah Hussain	Malaysia
6. Chaitanya Subba	Nepal
7. Syed Faizul Hassan	Pakistan
8. Belina Capul	Philippines
9. Dharshinie Guniyangoda	Sri Lanka
10. Arasaratnam Alyadurai	Sri Lanka
11. S. Fonseka	Sri Lanka
12. Dilukshi Parathalingam	Sri Lanka
13. Linee Hoisungwan	Thailand
14. Kigikasem Jaishuen	Thailand
15. Phienepenh Pholsena	Laos
16. Hema Weerasinghe	Sri Lanka

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**MINI-WORKSHOP ON PUBLIC RELATIONS  
HELD ON JULY 12, 1989**

This half-day mini-workshop was held at the headquarters of PDA (Population and community Development Association). Eighteen participants attended this mini-workshop. (Their names appear at the end of this report.) PDA was chosen because it is one of the most successful PVOs in the area of public relations and fund raising.

The group arrived at PDA at approximately 9:00 a.m. and was greeted in the conference room with the projection of a one-hour video tape on the background, creation and current activities of the Association, particularly their very successful experience in public relations.

The presentation of the video tape was followed by a brief welcome speech by a PDA public relations staff member who acted as the host during the visit, and who immediately proceeded to give the group a talk on the basic principles of communications and various steps followed by PDA in their communications campaigns throughout the country. The points covered in the presentation could be viewed as a simplified version of the themes that had been analyzed and discussed by the participants during the formal Workshop. This offered the group an opportunity to appreciate how the different concepts and theories have been applied in a real life and very successful communications campaign. The focus of PDA has been family planning but they are now beginning to work in the field of drug abuse prevention.

The speaker then invited the group to ask questions and/or make comments on what they had seen, and at the end of the questions and answers session, he showed various samples of PDA's products, such as T-shirts, beach towels, hats, and key rings. This marked the end of the visit, after which one of the participants thanked the host on behalf of the whole group.

The feedback obtained from the participants after the visit indicated that the majority of them had enjoyed the visit and found it interesting and worthwhile. Only one person made her discontent very evident not only to the group, but also to the host during his presentation. This participant complained mainly that the communication theories, as they were presented, were for people with a much lower level of knowledge than that of the group. It should be emphasized that the rest of the participants were pleased with the visit and gave very favorable comments.

**Public Relations Workshop Participants**

1. Najibulla Safi	Afghanistan
2. Momin bin Haji Sawal	Brunei
3. Enny Achyani Busiri Suryowinoto	Indonesia
4. Kartono Mohamad	Indonesia
5. Ismail Bakar	Malasia
6. Abdul aziz Bin Awang	Malasia
7. Anil Pande	Nepal
8. Uli Kolher	Nepal
9. Jehan Zeb	Pakistan
10. Sofia Quejas	Philippines
11. Cindy Dollente Ang	Philippines
12. Ramya Samarawickrema	Sri Lanka

Public Relations Workshop Participants (Cont.)

- |                          |           |
|--------------------------|-----------|
| 13. Diyanath Samrasinghe | Sri Lanka |
| 14. Suphak Vanichseni    | Thailand  |
| 15. Tanita Nakin         | Thailand  |
| 16. Suchin Kunraksa      | Thailand  |
| 17. Kusuma Machima       | Thailand  |
| 18. Akhom Saignasith     | Laos      |

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**REPORT ON THE INTERPERSONAL COMMUNICATION WORKSHOP  
HELD ON JULY 11, 1989**

The one-day interpersonal communication workshop was divided into two segments. The first segment was held in the morning at the main conference room at Imperial Hotel and the second segment took place in the afternoon at the Duang Prateep Foundation Project Headquarters in Klong Toey, a slum area of Bangkok. All participants attended this workshop.

The purpose of this workshop was to define the role of interpersonal communication in drug prevention education programs and expose participants to the variety of techniques available. Frequently interpersonal communication is restricted to lectures followed by discussion sessions which retain learners' interest only for a short period of time. The workshop was intended to demonstrate that, through various techniques, interpersonal communication can be effective, interesting and fun for educators and learners. The workshop further emphasized the importance of interpersonal communication as an indispensable medium of achieving learning objectives geared to behavioral change. One basic tenet of the workshop was that while mass media can effectively create general awareness of a problem, lasting attitudinal and behavioral changes can only be achieved if mass media campaigns are reinforced with interpersonal communication.

**A. Segment 1: At the Imperial Hotel**

This segment began with a demonstration of different interpersonal techniques including a poem, a role play and a lecture. The lecture was delivered by one of the trainers in Spanish making it incomprehensible to most participants. This led to a discussion of the limitations of interpersonal communication when learner characteristics and capabilities are not considered.

The conceptual framework for interpersonal communication that was presented to participants was derived from some basic principles of adult learning theory. Of importance is the learner-centered approach which was described in detail in a handout on "The Art of Facilitation" and discussed with participants. Special emphasis was placed on the need to make learners active participants in the learning process and equal partners in the educational enterprise. Learners' knowledge, ideas and experience need to be incorporated into the learning process by the facilitator. Participants recognized that active involvement is hard to achieve when learners have spent years sitting while lecturers talk. Training of trainers as facilitators of learning rather than lecturers is crucial to successful interpersonal communication.

Participants agreed that people need processes that allow for free expression of feelings and ideas. In a flexible setting serious comments, errors and humor can all be accommodated. If people feel comfortable and free, they are likely to achieve much more rapid learning. In this approach the traditional authoritarian relationship between trainer and trainees is replaced by a more egalitarian, mutual learning atmosphere.

The second half of this segment included the presentation of an inventory of educational techniques. The advantages and disadvantages of 12 commonly used techniques and several variations of each were discussed. The techniques analyzed included lecture, role-playing, folk or street theater, story-telling,

songs, group discussion, brainstorming, home visits, demonstrations, film shows and games. Participants added their own variations of the techniques to the inventory. Combinations of techniques were also considered as well as the combination of mass media with interpersonal communication techniques. For example, in several provinces in Indonesia, the learners get together in groups to listen to educational radio programs then discuss their contents with the assistance of a local facilitator. Peer counseling is an interpersonal communication technique that is being increasingly used by programs for youth groups such as PDA in Thailand and Youth Vision in Nepal. Community theater is a common format used in the Philippines to present abuse prevention messages. The plays do not have a conclusion which allows the audience to discuss the possible outcomes of the plot. Philcadsa affiliates in the Philippines use role playing extensively in parents education to teach parent-child communication skills.

Interpersonal communication is the primary tool available for transmitting drug abuse prevention messages in Pakistan. According to the Pakistani participants, only 25 percent of the population in the country has access to television, and in rural areas, access to television drops to 5 percent. Interpersonal communication through opinion leaders can influence the success of a campaign. The Pakistani participants described the case of a major mass media campaign in the late 1960's that totally neglected the role of the "mullahs" and their influence over the community. This oversight was one of the main factors for the failure of this campaign. In the U.S., studies have shown that more learning takes place when TV programs on drug abuse prevention are used in the classroom and TV messages are reinforced in discussions with a teacher.

B. Segment 2: At Klong Toey Slum

After the lunch break all participants went to the Klong Toey slum area of Bangkok to visit the "Freedom from Drug Abuse" Project operated by the Duang Prateep Foundation, and funded by the RNE Program. The Foundation was established in Klong Toey and also operates a school and conducts community outreach. Mr. Sompong Patpui, the project director, and four project officers welcomed the participants and explained the purpose, methods and outcomes of the project. Participants were also taken on a tour of the surrounding neighborhood where they had a first hand view of living conditions and of the efforts been carried out to eradicate drug abuse and traffic from the community.

This project relies on community initiative and mobilization to achieve its goals. Foundation staff work directly with the slum residents through the community councils that exist in each subdivision. Each subdivision carries out prevention education, counselling and policing of its area under the leadership of volunteer community workers who were specially trained by the project staff. Addicts are identified and urged to seek help at the rehabilitation centers. Ex-addicts receive assistance such as job skills training, job identification and support group sessions to remain free of drugs and return as useful members of the community.

ANNEX H

**ASIA/NEAR EAST REGIONAL NARCOTICS EDUCATION PROGRAM**

**Communications Strategies Workshop  
for Drug Prevention Education  
Bangkok, Thailand July 6 - 13, 1989**

**WORKSHOP EVALUATION**

We are interested to know how well this workshop has addressed your needs and expectations. Please take a few minutes to complete this form. It will help us evaluate the usefulness of this training experience. Thank you.

Name: \_\_\_\_\_

Country: \_\_\_\_\_

Agency: \_\_\_\_\_

**I. GENERAL**

Please indicate your answer to the following questions by placing a checkmark ( ) next to the appropriate response (yes or no) and provide a brief comment.

1. Do you feel you received enough information on the workshop before coming to Bangkok?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

Comments: \_\_\_\_\_

\_\_\_\_\_

2. Do you feel that the logistic arrangements (travel, per diem, hotel, meals) were adequate?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

Comments: \_\_\_\_\_  
\_\_\_\_\_

3. Do you feel that the selection of participants was appropriate for the workshop in terms of their responsibilities and experience?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

Comments: \_\_\_\_\_  
\_\_\_\_\_

4. Do you feel the length of the workshop was adequate?

\_\_\_\_\_ Yes

\_\_\_\_\_ No

Comments: \_\_\_\_\_  
\_\_\_\_\_

## II. TRAINING DESIGN

For parts A and B below, please circle the number that best indicates how much you agree or disagree with each statement.

Rating Scale:            1 = Strongly Agree  
                              2 = Agree  
                              3 = Disagree  
                              4 = Strongly Disagree

A. COURSE FORMAT

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. The overall purpose of the workshop was clear.	1	2	3	4
2. There was a logic to the sequence of the sessions.	1	2	3	4
3. Each module seemed to be relevant to the overall purpose of the workshop.	1	2	3	4
4. The workshop had the right combination of theory and practice sessions.	1	2	3	4

6. Please use this space for any further comments you may have regarding the questions in this section:

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B. WORKSHOP CONTENT

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. The language used in the workshop was relevant to my needs.	1	2	3	4
2. Information presented in the workshop was relevant to my needs.	1	2	3	4

- |  |   |   |   |   |
|--|---|---|---|---|
| 3. The material provided will serve as a useful reference when I return to my job.             | 1 | 2 | 3 | 4 |
| 4. There was sufficient opportunity for discussion and exchange of information and experience. | 1 | 2 | 3 | 4 |
| 5. Audio, videotapes, posters and other materials used in the workshop were appropriate.       | 1 | 2 | 3 | 4 |
| 6. I received sufficient support and assistance from the trainers.                             | 1 | 2 | 3 | 4 |
7. Please use this space for any further comments you may have regarding the questions in this section:
- 
- 
- 

### III. TRAINING ENVIRONMENT

Please tell us what you thought of the physical qualities of the training environment by placing a checkmark on the line that best fits your judgement.

	<u>Poor</u>	<u>Average</u>	<u>Excellent</u>
1. Acoustics	_____	_____	_____
2. Lighting	_____	_____	_____
3. Temperature	_____	_____	_____
4. Ventilation	_____	_____	_____

**IV. OPEN RESPONSES**

1. The specific principles and techniques discussed at this workshop that I will try to practice on my job are:

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2. Factors, if any, which might hinder me in applying these principles and techniques in my job are:

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3. What were the strongest aspects of the workshop:

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4. What were the weakest aspects of the workshop:

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5. Please give any suggestions not covered above for improving the training in future workshops.

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