

Annual General Report - 2012

Preventive Education and Information Unit

National Dangerous Drugs Control Board

Preventive Education and Information Unit is the training arm of the National Dangerous Drugs Control Board. As a part of this leading drug demand and supply reduction institution, Preventive, Education and Information Unit (PEI) is also engaging in the implementation of the organizing and conducting drug preventive programs among government, nongovernment and private sector organization. The unit aims to strength the capacities reach and quality of preventive education and awareness about drugs among vulnerabilities and other social groups in the Country. It involves support for scaling up of services for schools children, international schools children, work place service providers, law enforcement officers, through the National Program Plan.

The annual cooperate plan has designed for a five years cooperate program. It has been initiated from 2011 and be lasted 2015.

The Provincial Based Training Program

The Prevention Education and Information Unit conducted the training programs for governmental, nongovernmental and private sector offices and general public to target to enhance their knowledge on drug related harmfulness during the year of 2012. The participants representing village headmen, field officers, community leaders and, newly recruited graduates were very engaged in the training and contributed to the group discussions and activities with enthusiasm. Of these beneficiaries, **6970** were trained during the reporting period on drug prevention, education and refusal skills, the details of which are as follows.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
18.01.2012	Provincial Council Members of Wattala Mabile	01	20
25.01.2012	Labours in Urban Council- Ja-Ela	01	70
21.01.2012	General public and police officers-Police Station – Angulana	01	135
21.01.2012	General Public, Navy Officers, Students and other officers- the Soiza Collage Mt Lavonia	01	178
22.01.2012	Community, three show and police officers-police Station Kahatuduwa	01	90
01.02.2012	Officers-NATA	01	12
20.01.2012	Liyo Society – Palawatta	01	125
18.02.2012	Community Program- Police Station Kahatuduwa	01	120
10.02.212	Ports Authority	01	23

	Graduates		
23.02.2012	Divisional Secretariat Office-Minuwangoda	01	125
02.02.2012	Community Program Obeysekarapura-Town Hall	01	35
08.02.2012	Women-Rajamahavihara-Pore-Athurugiriya	01	25
24.02.2012	Teachers-Public Library Awissawella	01	55
21.03.2012	Ports Authority-Mahapola Training Institute	01	125
10.04.2012	Three Show Drivers-Kegall	01	50
19.05.2012	Samurdhi Officers-Hewagama	01	73
12.05.2012	Youth Program –Rajagiriya Church	01	35
16.05.2012	Graduate Trainers-Minuwangoda	01	60
21.05.2012	Graduates Trainers-DS Ja-Ela	01	68
07.06.2012	Community and School Transport	01	38
09.06.2012	Youth Village – Piliyandala	01	32
13.06.2012	Graduate Training-DS Katana	01	62
20.06.2012	Media Person-NDDCB	01	25
11.06.2012	Graduate Trainers – DS Minuwangoda	01	150
30.07.2012	Graduate Training –Ja-Ela	01	90
04.08.2012	Community Program-Shyilawanoddy Viharaya-Malabe	01	59
08.08.2012	Officers-NATA	01	12
11.08.2012	Community base program-YMBA Rathmalane	01	625
20.08.2012	Tobacco Producers and Small sellers –NDDCB	01	29
29.08.2012	Graduate Training – Colombo DS	01	36
04.09.2012	Workers at Ports Authority- Mahapola Training Institute	01	30
06.09.2012	Community Leaders _NATA	01	100
15.09.2012	Community program-Damrajika ramaya-Bellanwila	01	51
12.09.2012	Community Program-Hewavitarana Foundation-Rajagiriya	01	700
25.09.2012	Agricultural Officers_DS Minuwangoda	01	130
22.09.2012	Science Summit – National Youth Service	01	1600
05.10.2012	Graduate Training –	01	105

	Kesbawa		
09.10.2012	Community Program DS Colombo	01	1100
10.10.2012	SEDEC	01	15
10.10.2012	Small Trade Association Colombo-NDDCB	01	35
14.11.2012	Youth Leaders and Training Leadres – Eraminiyaya	01	50
21.11.2012	Graduate and Officers/DS Bandaragama	01	80
20.11.2012	Graduate Training –DS Kaluthara	01	87
08.11.2012	Workers-Minuciple Council-Seeduwa	01	85
15.11.2012	Community Officers and Exsice Officers/Community Village Build up- Dungalpitiya	01	120
04.12.2012	Women Leadres- Deepikagama-Ja-Ela	01	30
06.12.2012	-Community leaders/Don Bosco Church-Dunagaha	01	40
Total		47	6970

Training of Law Enforcement Officers

The main purpose of the PEI unit mission to law enforcement officers training was to point the relationship between law enforcement agencies and NDDCB for proper drugs training for law enforcement officers and to conduct education program on knowledge sharing basis. During the year 2012, at National Auditorium, three days National workshops for law enforcement officers were organized by PEI unit.

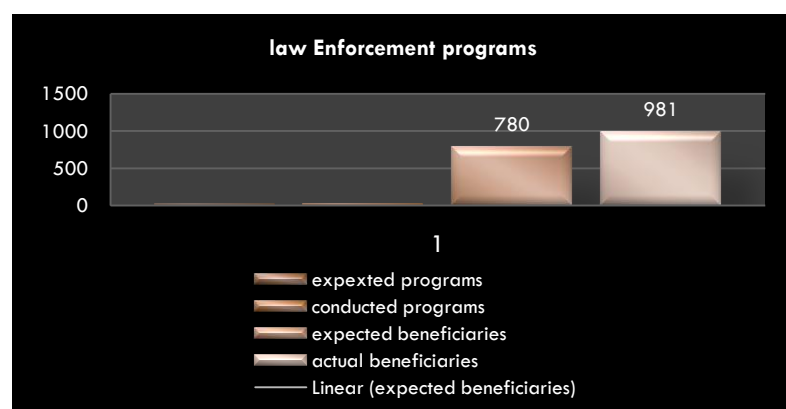
The best form of the dealing with the problem is both reducing supply and demand for drugs. PEI unit is increasing the assistance to law enforcement officers at supply reduction mechanisms, and the Unit work closely with law enforcement agencies so that they can reach the drug traffickers and smugglers before they join with small peddlers.

The PEI unit believes that greater attention and more resource should be invested in drug supply reduction programs aim at preventing the spared of pressers. Hundred of were trained during the commanding period on Drugs Law and drug identification through several workshops, the details of which are as follows.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
28/29.06.2012	Sri Lanka Customs	01	18
17-21.09.2012	Sri Lanka Police-Narcotic	01	30
30.03.2012	Costal Guard-Mirissa	01	30
05.06/06/2012	Navy Officers-NDDCB	01	30
16/17/02/2012	Navy Drivers	01	28

06.06.2012	Air Force Officers-Katunayake	01	80
23.02.2012	Welfare Officers-prison at SLFI	01	50
19-23.03.2012	Police Officers-NDDCB	01	29
16.07.2012	Costal Guard-Mirissa	01	45
25/26/07/2012	Navy Officers-NDDCB	01	30
02.08.2012	Solders -Ranaviru Sevena	01	60
11.08.2012	Private sector Security Officers-NDDCB	01	35
20.08.2012	Costal Guard-Mirissa	01	45
24/25/07/2012	Navy Officers-NDDCB	01	30
27.09.2012	Costal Guard-Mirissa	01	40
24/25.10/2012	Navy Drivers	01	33
22/23/24/and30.10.2012	Police Officers-Training Center Kaluthara	01	63
08.10.2012	Security officers where war areas-Sir Jhon Kothalawala defence Acadamy	01	100
23/24.10/2012	Navy Drivers-NDDCB	01	30
23.11.2012	Sri Lanka Prison-Welikada	01	60
05.20.2012	Costal Guard- Mirissa	01	45
06 th and 07 th , 11.2012	Navy Officers-NDDCB	01	30
10.12.2012	Costal Guard Officers	01	30
10.12.2012	Cadate Officers and Forcers Officers-Sir Jhon Kothalawala Acadamy	01	85
Total		24	981

Comparison with cooperate plan in 2012



For Health Services

Education and Training programs are necessary to reach the many health service officers who are not in contact with drug prevention, treatment or rehabilitation knowledge. Other service providers' integration is necessary condition to acquire good prevention outcomes. In this sense, drug prevention, education and training programs for health officers were initiated by PEI unit to address physicians, nurses, family health officers, and other subordinates at health

services. Of these participants, 230 were trained during the reporting period on prevention education through three training programs.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
27.01.2012	Health Officers- Minuwangoda	01	54
30.03.2012	Community Indigenous Medical Officers-Kandana	01	26
02.05.2012	Health Officers-DMO/Ja- Ela	01	25
16.07.2012	Under Graduates (Indigenous Medical) –Seth Sevena	01	67
14/15.08.2012	Public Health Officers	01	38
11/12.09.2012	Public Health Investigators –NDDCB	01	44
15.10.2012	Indeogenous Medical Officers-Meegoda	01	18
23.11.2012	Indiogenous Medical Officers-Jamburaliya	01	23
11.12.2012	Nurse Officers-Vocational Training Center-Gampaha	01	125
20.12.2012	Nurses/PHI/Phisicians- MOH-Dehiwala	01	45
Total		10	465

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Integrated Preventive Education Programs for Schools Children with Ministry of Education

The purpose of this training is to train students and teachers on practical skills and knowledge in the area of enhancing personal and social competence related to preventing drug abuse. This is achieved through the development of refusal skills, coping ability and interpersonal skills there with leadership quality and provision of the knowledge relevant to decision being made about drug issues. It is very happy to say that 39 schools in island wide have been involved through 53 programs with **11 383** students. The details of the programs are as follows:

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
05.01.2012	Hindu Collage – Colombo 4	01	100
13.01.2012	Tamil Collage-Nugegoda	01	90
12.01.2012	Methodist Collage- Dehiwala	01	80
01.02.2012	Sri Saddarmodaya Viduhala-Colombo 05	01	25
	Mucious Collage-Colombo		

	07		
09.02.2012	D.A Rajapaksha Collage- Kelaniya	01	45
15.02.2012	Dutugamunu Maha Viddalaya-Peliyagoda	01	21
21.15.2012	Gurukula Collage- Kelaniya	01	15
21.02.2012	Kelaniya Maha Vidyalaya-Kelaniya	01	45
27.02.2012	Buddhagosa Maha Vidyalaya-Kalubovila	01	60
29.02.2012	S De S Jayasinghe Vidyalaya-Dehiwala	01	50
06.03.2012	Rathnawali Girls Collage- Colombo	01	100
16.03.2012	Divisamara Collage- seeduwa	01	70
20.03.2012	Darmapala Collage- Kottawa-North	03	230
21,22,23,24.12.2012	Al Aksha Maha Vidyalaya-Kurunegala	01	1000
24-31.03.2012	Ananda Collage-Colombo 10	01	1500
27.04.2012	Lanka Shabha Vidyalaya- Dandugama- Baththaramulla	01	75
27.04.2012	St. Meery –Ja-Ela	01	40
01.-06.04.2012	D.S Senanayake collage- Dambulla (for Scouts)	01	3000
29.05.2012	Bandaranayake Collage- Rajagiriya	01	
11.05.2012	St. John Collage – Nugegoda	01	123
14.05.2012	St. Joseph Girls Collage- Nugegoda	01	25
15.05.2012	President Collage – Rajagiriya	01	80
16.05.2012	Rahula Collage-Malabe	01	35
31.05.2012	Kisthuraaja Vidyalaya- Thudella	01	78
24.05.2012	Sri Jothirathne Primary School-Ambalanmulla- Sweeduwa	01	350
14.06.2012	Sir-Jhon Kothalawala Vidyalaya-Piliyandala	01	63
04.07.2012	Jayanthi Vidyalaya-Ja-Ela	01	103
06.07.2012	St. Sebastian Collage Boys- Kandana	01	60
06.07.2012	Gonzalez collage- Pamunugama	01	100
10.07.2012	Seevali Maha Viduhala- Horampella	01	80
13.07.2012	Gurumitta Maha Vidyalaya-Piliyandala	01	100
21.09.2012	Holly Rosary Tamil Collage	01	21
21.09.2012	Holly Rosary Sinhala	01	30

	collage –Slave Island		
01.10.2012	St. Antony Collage	01	95
03.10.2012	Prof. Senarath Paranawithana Maha Vidyalaya-Udugampola	01	150
10.10.2012	Akkareipattu Vidyalaya- dehiattakandiya	01	500
	Piliyandala Maha Vidyalaya-Piliyandala		
16.02.2012	Mervin Silva Primary School	01	42
13.06.2012	Dr.Kulasinghe Collage- Kotugoda	01	135
15.06.2012	Buddagosha Vidyalaya- Kalubowila	01	100
04.07.2012	J.B Senanayake Vidyalaya- Ekala	01	102
10.07.2012	President Collage- Minuwangoda	01	300
19.09.2012	St Jhon Collage- Dematagoda	01	1516
18.10.2012	Susamayawardhana Maha Vidyalaya-Boralla	01	75
30.10.2012	Parakumba Maha Vidyalaya-Rajagiriya	01	70
22.11.2012	Zahira Collage- Maradhana	01	17
08.11.2012	St Merry Collage – Colombo 04	01	25
08.11.2012	Students-Yakkaduwa Maha Vidyalaya- Pamunugama	01	40
04.12.2012	Students-Udugahawalpola Viduhala-Rukgahawila	01	180
05.12.2012	Hewawitharana Collage	01	32
06.12.2012	Kathidal Collage- Kotahena	01	110
Total		53	11383

Build Up SQS Societies

The newly concept has been introduced by the chairperson of NDDCB. Student Quality Societies' strategy has been developed to improve the student involvement for drug prevention activities both school and their home environment. Developing a clear understanding of how and why students start abusing drugs, this society could help them to discuss the preventive methods by themselves.

The PEI unit gave their assistance to setup SQS in 31 schools in island wide during 2012. The units engaged to designed, print and distribute an application form, leaflets and other materials among students in this purpose. It is expected with this approach includes; correction of normative expectation about drug abuse, teaching to identify and resist peer group, family and media pressure and emphasizing non use.

Art Competition among SQS Students

An Art Competition among SQS Students were organized by PEI unit for developing students' outstanding performances about includes; scope of aesthetics, creativity, designs, arts, etc. PEI unit accepted that drug abuse prevention strategies must be sensitive to the interesting interdisciplinary backgrounds of the students they target if they are to be successful. The PEI Unit facilitated a good Art Competition among SQS Students from 15 government Schools. By presenting created posters, book marks, stickers, pictures, and post cards, students were actively engaged with the competition. There were 328 creations by representing each sections made by students by their own. The game was very useful to give them a different view of drug abuse prevention without direct intervention on that.

Preventive Education program for Vocational Training Centers

National Institute of Training launched a collaborative program with PEI for their students to prevent their desire for experimenting drugs. Students who were actively engaged in

Group facilitation process could enhance refusal and coping skills, be exposed to different views and perspectives and develop effective peer relationships. Through four programs, 150 students were educated about drugs and its harmful consequences.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
25.01.2012	Technical Training Students	01	100
20.07.2012	Vocational Training Institute – Rajagiriya	01	50
21.03.2012	Student of Vocational Training – Rajagiriya	01	32
22.03.2012	Student of Vocational Training – Rajagiriya	01	31
Total		04	213

Private Tuition Classes Program

Researchers have indicated that drugs habit and other maladaptive behaviors have increased among students of private tuition classes. Less attention of teachers, poor attachment with parents, peer influences were few of key elements for developing such habits. In the gap between teacher and student have course to develop this types of maladaptive behavior pattern among contemporary youth groups. To lessen this gap, PEI Unit involved carrying out a program among students. A colorful leaflet has been design to address the issues of student face with drugs in this purpose. There were three leaflets distribution programs and awareness program were taken place in three location commanding period.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
13.07.2012	Students-Hirumika-Piliyandala	01	100
13.07.2012	Zigma-Kirulapona	01	250
09.08.2012	Zigma – Kirulapona	01	175
09.08.2012	Zigma-Kirulapona (History Summit)	01	500
15.08.2012	Sipway-Boralesgamuwa Science Students	01	900
15.09.2012	Sipway-Boralesgamuwa	01	500

Total		06	2425
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Sunday "Dhamma School" Program

"Daham Pasala" a colorful- illustrated leaflet addressing various drug related issues was designed by PEI Unit in 2011. To create a healthier child, filling with every aspect in their life, the leaflet addresses their inner sole values by innovative manner. In additionally, three Sunday school program covered more than 350 students through three programs.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
29.01.2012	Students and teachers-Sri Jayasumanarama-Kudahakapola	01	250

Drugs Preventive Programs for Larger Work Places

To control and prevent the drug problem among workers where at larger work places such as Free Trade Zone, Department of Post and Telecommunication, National Youth Council, universities, Provincial Transport Authority, Munchi Biscuits Cooperation, Night Clubs, Ranaviru Sevena, Rakna Lanka Security Service, Sri Lankan Air Line were being done numerous preventive education and training programs for targeting worker groups whom show severe risk to drug abuse and dependence. This concept is also introduced by present chairperson.

Drugs preventive programs at Free Trade Zone

Drugs Prevention and Training programs were taken place at two BOI industries at Katunayake in 2012. These industries included; Dyle Tex, Texwood Lanka Limited. There were 440 numbers of participants' benefited by the Program. Details are given as below:

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
17.02.2012	Creative Cycle Pvt. Ltd-FTZ	01	153
24.03.2012	Text wood Lanka _FTZ	01	150
30.04.2012	Nirmana Garment Factory-FTZ	01	28
30.04.2012	Leashes Line Garment Factory	01	38
16.07.2012	Text wood Lanka _FTZ	01	190
Total		05	559

Department of Postal and Telecommunication

An ongoing program collaborating with research unit initiated an awareness program to workers at Department of Postal and Telecommunication in 2012. There were two skills based program conducted by the division in commanding period. By representing the Department, 73 post masters were facilitated to program benefits.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
12.07.2012	Postal Masters DPT	01	15
06.11.2012	Postal Officers- Investigation and Research-of PT	01	40

National Youth Services

To enhance to drug refusal skills, coping ability and interpersonal relationship abilities, PEI unit launched a training series for targeting youth groups which are involving multiple psychosocial works with community in 2012. It was further extension that the unit continuously operating for selected group. There were 201 participants involved that program from National Youth Congress.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
14.11.2012	Youth Leaders- Hambanthota	01	50
11/13.11.2012	Youth Leaders- Hambanthota	01	31
12.11.2012	Youth Leaders-Kaluthara	01	70
10.11.2012	Youth Leaders- Degammeda	01	50
14.11.2012	Youth- National Youth Service –Maharagama	01	106

Universities and Academic Institution

Smoking and alcohol use is an imaging problem at university system in today. Concerning the situation, PEI Unit discussed with university authorities to initiate prevention, education and training program for targeting vulnerabilities among students. Their positive regards would be more effective us to set up immediate intervention to the target community.

Get trained and educated through the PEI Unit, to be hope to launch a special project at University of Sri Jayawardhanapura, 15 students were trained by the Unit targeting project implementation.

Transport Authority in Western Province.

The continues program for aiming to develop the skill based abilities of drug refusal, indeed 245 drivers and conductors at Transport Authority were beneficial about drug refusal skills and coping abilities in 2012. Since the program was first arranged in 2009 with practical knowledge from the PEI unit, the authority have widely adopted the preventive goals and successfully integrated the life skills into the preventive drug education program in their work places.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
18.07.2012	Bus Conductors -	01	45
22.08.2012	New Bus conductors	01	50

15.09.2012	New Bus Conductors- Moraketiya Training School	01	50
17.10.2012	New Bus Conductors- Transport Authority/WP	01	25
21.11.2012	New Bus conductors	01	35
19.12.2012	New Bus conductors-TA	01	35

Programs for Munchi Biscuits Private Limited

Two programs for workers at Ceylon Biscuits Company were taken place at their workplaces for targeting their interpersonal relationships without drugs. The acquisition of some interpersonal skills, such as assertiveness may be made a supportive to their livelihood that inhibit to later drug habits in their life. So this purpose, PEI unit shook their hands with every aspects in the society such as private institutions like Ceylon Biscuits Ltd. Two programs made about 70 beneficiaries.

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
03.12.2012	Workers	01	35
10.12.2012	Workers	01	35

Night Clubs and Hotels

This was another brand-new concept introduced by the Chairperson of NDDCB during her first year having been appointed. No argument, culture of night clubs and hotel is more influential to accelerate the drug prevalence among youngsters. The ability of owners of night clubs and hotels to operate their business without drugs promotion is really myth. PEI Unit, thus, attempted to reach out to those club and hotel owners, who were encouraging drug and alcohol use to adolescents.

There were pioneer discussion for Night clubs owners and Hotel Owners in Colombo Municipal area conducted by PEI unit.

In additionally, there were two initial programs for workers whereby at working Night Clubs, Spa Clinics, and Restaurants at Dehiwala and Mt Lavonia areas, held in 2012. Details are given below:

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
12.01.2012	Night Clubs Owners and Police Officers	01	16
12.11.2012	Night Clubs Owners and Police Officers- Coordinated by Police Station Mt Lavina	01	29

Rakna Lanka Security Service

There were 240 beneficiaries among practical based drug preventive and education programs created by the unit in 2012. According to the guidance of the Chairperson of NDDCB, the programs were initiated by PEI unit. Details are below as follow;

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
19.11.2012	Security Officers –Rakna Lanka/Dompe	01	225
26.11.2012	Security Officers –Rakna Lanka/Dompe	01	80
30.11.2012	Security Officers –Rakna Lanka/Dompe	01	100
15.12.2012	Security Officers-Rakna Lanka-Dompe	01	80
29.12.2012	Security Officers-Rakna Lanka-Dompe	01	60

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Sri Lankan Air Line

By the request of Sri Lankan Air Line, prevention education and training programs were initiated to the cabin crew and other technical officers for increasing their aware on drug use, abuse and dependency. Tobacco and alcohol consumption among the workers in Sri Lankan Air line has been reported predominantly higher than other larger scale work places. Studies have indicated that the workers attitudes, environment and life style patterns influencing to develop such habit among workers.

Merging with the Out-Reach unit, PEI conducted numerous training programs for cabin crew members and technical officers in 2012. Check the list of beneficiaries as given below;

Date	Beneficiaries designation	Number of programs	Total number of beneficiaries
03.09.2012	Sri Lankan Air Line Management Level	01	50
13.09.2012	Sri Lankan Air Line Management Level and Cabin Crew	01	40
21.09.2012	Sri Lankan Air Line Management Level and Cabin Crew	01	30
26.09.2012	Sri Lankan Air Line Management Level and Cabin Crew	03	28/30/40
27.09.2012	Sri Lankan Air Line Management Level and Cabin Crew	01	30
04.10.2012	Sri Lankan Air Line Management Level and Cabin Crew	01	30
11.10.2012	Sri Lankan Air Line Management Level and Cabin Crew	01	30
18.10.2012	Sri Lankan Air Line	03	50

	Management Level and Cabin Crew		
19.10.2012	Sri Lankan Air Line Management Level and Cabin Crew	03	42
01.11.2012	Sri Lankan Air Line Management Level and Cabin Crew	02	50
08.11.2012	Sri Lankan Air Line Management Level and Cabin Crew	02	51
15.11.2012	Sri Lankan Air Line Management Level and Cabin Crew	03	55
29.11.2012	Sri Lankan Air Line Management Level and Cabin Crew	03	44
03.12.2012	Sri Lankan Air Line Management Level and Cabin Crew	01	25
06.12.2012	Sri Lankan Air Line Management Level and Cabin Crew	02	30 25
13.12.2012	Sri Lankan Air Line Management Level and Cabin Crew	03	15 20 25
20.12.2012	Sri Lankan Air Line Management Level and Cabin Crew	02	25 25

Larger Groups Addressing through Exhibition and Public Demonstrations

To target dissemination of drugs preventive messages among schools students and general public, organize, conduct and participate exhibition and other gatherings is an integral part of drugs control. PEI unit also have participated several mega exhibitions to address the issues regarding with drug use by numerous places in 2012.