



Demand Reduction Strategy



Prevention Approaches and Activities

Drug abuse prevention policy still follows the same path of last year. The emphasis has been placed on four target groups, including school-based groups, community-based groups, workplace groups and special groups. Drug abuse prevention schemes are ongoing processes; therefore, some projects from last year were under implementation and others were being extended to other areas. The progress of important projects are elaborated as follows:



Family, Community and School Participation on Drug Abuse Prevention Project

The project was launched in 2000 and intended to develop new alternatives for drug abuse prevention schemes

among the youth. In this project, ONCB in collaboration with King Mongkut Hospital has organized a training course for military officers. These military officers are trained in areas such as general knowledge of drugs and skills on



drug abuse prevention in order to become trainers. After the training, they should be able to develop appropriate courses and activities for young people.

Last year, two youth camps were successfully organized. Moreover, ONCB also organized another training course for core leaders of the communities, parents and teachers in order to make them understand more about youth in Thailand.

After this project was evaluated, the curriculum for the military trainers was adapted to include more subjects. This year the project has been expanded to other military camps in order to reach the youth in other areas.

Villages/Community Free from Drugs Project

This project is an ongoing project



that has been implemented since 1999. Up to now 9,289 villages nationwide, have been awarded “free from drugs” flags, and there are 70,602 villages waiting to be inspected.

Narcotics Control in workplace

The Narcotics Control Act 2000 (B.E. 2543) has introduced a new chapter for narcotics control measures in the workplace. Therefore ONCB has organized seminars for social and welfare officials, in order to explain about the new measures for drug abuse prevention in the workplace.



Pure Heart Club

This club was established with the collaboration of the government sector, private sectors, mass media, artists and business sectors. It aims to support anti-drug campaign activities in order to mobilize the public awareness about the





detriment of drugs. Since its inception, the club has more than 5,000 members and 300 pure heart diplomats. Moreover, the club has launched a website, www.pureheart.in.th, on narcotics control. The website also has other features that attracts young people.

Narcotics Exhibition Center

Officially launched in September 2000, the Narcotics Exhibition Center (NEC) aims to provide valuable information about the detriment of drugs to young people.

The NEC is open to the public from



Monday to Friday. Up to the present, there have already been 86 groups visiting this center.

Drug Abuse Prevention in Metropolitan Bangkok

This project aims at developing activities on drug abuse prevention, especially in Bangkok Metropolitan Administration. Examples of some activities are as follows:

- *The workshop for drug abuse prevention in communities:* This activity aims at enhancing and developing the community potential for drug abuse prevention. Five communities in Bangkok were selected as pilot projects.

- *Enhancing the capability of Narcotics Control Center in Bangkok:* This activity aims at training officers who work with other provinces on data systems. The training course includes skills and knowledge on the provincial data program.

Estimation of Drug Related Population in Thailand

ONCB in collaboration with the committee on information and technical knowledge on drugs, which comprises



various reputable universities and institutions in Thailand, conducted a nationwide survey on drug related population. This survey aims to estimate the number of people involved in illicit drugs and thus will become a key element for the implementation of narcotics control plan in the future. The survey includes various features such as identifying problem areas, main problem drugs, behaviors, etc.

Development of Narcotics Data System in Provincial Level

Initiated in 1998, this project aimed to develop narcotics data system in each province. As an ongoing project this year, activities are as follows:

- Program development which includes program maintenance, enhancing the central processing unit and study about the possibility of connecting the provincial data system to the regional office and central office.

- * Personnel development, which includes training for personnel on programming and data analysis.

- * Mahidol University teachers and ONCB officers, carry out the evaluation and follow up.

Fundamental Narcotics Data System in Village/Community

Understanding fundamental drug problem at grassroots levels is very important for effective drug control plans. Basic characteristics such as drug situations and sources of drugs, are included in this data system. In collaboration with other agencies, ONCB has developed this system continuously and published this data in the “Report of Drugs Situation in Village/Community 1999.”

Development of Narcotics Control Measure in Schools

This project aims to enhance the effectiveness of narcotics control scheme in schools. The main concept in this project, is that students have different problems, so they must be treated differently. Moreover, teachers, parents and the community must play an active part in preventing them becoming involved in drug activities. Activities that have already been implemented under this project are several meetings and training courses for teachers.

Broad Guidelines on Drug Abuse Prevention in 2001



1. Government sectors encourage community and people to participate in drug abuse prevention activities. By using the “villages/community free from drugs project” as a model, communities are expected to be immunized from drug abuse.

2. Support drug abuse prevention schemes in various target groups, such as youths group and workplace groups. This scheme is also implemented in parallel

with law enforcement measures.

3. The emphasis of drug abuse prevention is given to problem school.

4. Improve the quality of the treatment and rehabilitation systems including voluntary system, correctional system and compulsory system. In addition, families and community are encouraged to participate in drug abuse prevention activities.

