

## PRESS BRIEFING

### Young people are more informed about the risks of drug consumption



Save the Children Romania developed during the period 23<sup>rd</sup> of July – 16<sup>th</sup> of August 2007, for the third year consequently, the campaign of preventing drug consumption “The Seaside, Our Only Addiction,” in the Black Sea resorts for youth.

In 2005 and 2006, in the first 2 previous editions of this campaign, the percent of young people correctly informed about drug consumption is, respectively, 25% and 21%; the qualitative evaluation developed after the 2007 edition shows that the percent of informed young people increased to 66%.

This percent of 66% corresponds to a number of 1,168 young people that answered the questionnaire applied to test their knowledge about drug consumption. The growth is significant comparing to the previous years and shows the increased interest in problems of drug over use, on a background of every time easier access of teen agers and young people to a wide range of drugs.

Approximately 70% of those questioned identified various behaviors of risk that they adopted when they were on vacation, most of them determined by legal or illegal drug consumption.

During the campaign:

- ✓ **12.000 of teen agers and young people were informed in direct discussions** with the 54 vokubters that developed their activity in Costinești, Mangalia, 2 Mai and Vama Veche, about the risks they are taking after if they over use legal or ilegal drugs and about healthy ways of spending free time.
- ✓ **Approximately 45.000 young people received the campaign’s message** after the publication of the advertorial and the 2 adds in „CoolGirl” magazine.
- ✓ **Approximately 35.000 of young people** (according to the estimations of Radio Vox) were informed as a result of the daily broadcast dedicated to the campaign „The Seaside, Our Only Addiction”
- ✓ **1.500 young people were involved in sport competitions**, as an alternative of spending free time
- ✓ **55% of the young people declared** that the information presented in the campaign’s materials about the effects of illegal drugs was useful and made them think

**The campaign’s strenghts identified by the beneficiaries:** the dynamism of the volunteers, the quality of the information that they transmited, the campaign’s message, the location that was chosen for developing the campaign in the Costinești resort, the board on which the young people wrote their messages of support for the campaign.

**Improvements that could be brought by the beneficiaries of the project:** a larger period of development, a better promotion on TV channels, the involvement of a larger number of volunteers, the involvement of public institutions.

**Topics that young people were very interested in:** the effects of „weekend” drug consumption, sexually transmitted infections and their connection to drug over use, methods to quit smoking, the difference between the legal and illegal drugs.

The campaign „The Seaside, Our Only Addiction” belongs to a complex program of education for health developed by Save the Children Romania in 2000 and supported by the Global Fund Program of combating HIV/AIDS, Tuberculosis and Malaria starting from 2004. The activities include peer to peer education that the volunteers developed during the school year and, also, the dissemination of information about health issues within extracurricular activities.

„We appreciate the increased percent of well informed young people also as a result of our efforts to introduce in the school curriculum a module dedicated to prevent drug over use. The information of young people in schools and in informal environment was supported, also, by the media campaigns developed by our organization – “Drugs kill” and “You can give up drugs if you let others help you,” by the informative materials addressed to all age categories and by the studies developed in the field of preventing behaviors of risk”, declared Gabriela Alexandrescu, member of the International Save the Children Alliance Directory Board and Executive President of Save the Children Romania.

**Partners and sponsors of the campaign “Seaside, Our Only Addiction”, 2007 edition.**



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For more details, please contact us at the phone number 316.61.76 (contact person Cristina Adam) or e-mail [cristina\\_adam@salvaticopiii.ro](mailto:cristina_adam@salvaticopiii.ro) or visit [www.salvaticopiii.ro](http://www.salvaticopiii.ro)

Save the Children Romania is a nongovernmental organisation, of public utility, non-profit that promotes for 17 years the child’s rights, according to the UN Convention regarding Child Rights. Save the Children Romania is an active member of the International Save the Children Alliance – an international movement, which supports child rights, as well as of important national and international bodies and networks.

The social programs that are being developed address all children, but focuses mainly on vulnerable groups: labour exploited children, institutionalized children, HIV positive children, abused and/or neglected children and children from disadvantaged communities.

42 000 children were involved in 2006 in the programs and events of Save the Children.

Save the Children Romania influence legislation and policies in the benefit of children.