



Press release

The youth gets involved in fighting drug consumption

Save the Children will organize in the period 23rd of July – 16th of August, for the third year consequently, the Campaign „The Sea, Our Only Addiction” for preventing drug consumption among teenagers and young people who are spending their vacation at the Romanian seaside. The campaign takes place this year in Costinești, Mangalia, 2 Mai and Vama Veche and aims to increase the level of information and awareness of young people between 15 and 25 years old, about the negative effects - on short and long terms - of legal and illegal drug consumption . This campaign is also promoting healthy means of spending free time.

Wishing to get involved in decreasing the phenomenon, 54 volunteers of Save the Children Romania, high school pupils and students, will talk to approximately 12.000 teenagers and young people about the risks they are taking as drug consumers and they will distribute informative brochures and booklets with the campaign’s presentation, 10.000 copies and, respectively, 3.000 copies. Also, a number of 700 posters will be displayed in the Black Sea resorts and in the trains that go to the seaside.

The training of the volunteers includes training sessions about the physical and psychological effects of drug over use, developing communication skills sessions and education for health. The trainings were held by health and communication specialists

The campaign activities include 4 components:

- ✓ **Discussions on the beach** with approximately 12.000 teenagers and young people about the risks they are taking as drug consumers, in the Black Sea resorts Costinești, Mangalia, 2 Mai and Vama Veche.

- ✓ **The continuous informing of young people from Costinești** during the campaign at Save the Children stand on the beach
- ✓ **Sport competitions** – football and volleyball – for minimum 500 young people, as an alternative of spending the vacation at the seaside
- ✓ contests at the radio station **VOX Costinești** the campaign's partner

The awards offered for the sport competitions and the radio contests consist of IT products, phone cards, equipment for sport games, books, cosmetical products and personalized products with the campaign's logo.

“The beginning of the campaign “The Sea, Our Only Addiction” was determined by the increase of drug consumption among young people. Even if drugs are consumed by all social categories, they affect especially young people that are insufficiently informed. Thereby, after evaluating last years' campaigns, 22% of young people questioned that were on vacation at the seaside identified the beginning of drug consume as a component of risk taken by young adults when they are on vacation”, said Gabriela Alexandrescu, member of the Directory Board of International Save the Children Alliance and Executive President of Save the Children Romania.

According to the study made by Save the Children Romania in 2005– “The Prevention of Drug Consumption among young people from Romania” – 4% declared that they consumed illegal drugs at least once.

The percent of young people who tried, at least once, an illegal drug is 3,3% of those of 15-18 years old and of 10,9% of those of 19 – 22 years old. The report shows that the age of starting the tobacco consumption has decreased considerably in the last years. 3% of children of 11 to 14 years old are smoking a few times a day, this leading to the fact that 1 of 3 young people, of 18 to 22 is addicted to this drug.

The campaign „The Sea, Our Only Addiction” belongs to a series of actions developed starting with 2000 and aims to reduce the rate of drug consumption among teenagers and young people by generating healthy and responsible behaviours. For this purpose, the activities developed by Save the Children Romania include trainings for volunteers, teachers, protection centers' staff, campaigns for establishing interpersonal relationships among teenagers and young people from schools and high schools, national mass-media campaigns of drug consumption prevention.

Partners and sponsors of the Campaign “The Sea, Our Only Addiction” 2007

The campaign is organized by Save the Children Romania as a part of the project “The Prevention of Drug Consumption among young people”, project supported by The Health Ministry – The Unit of Project Management of Global Fund and World Bank.



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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.