



You Can't Be A Celebrity Overnight – Medical and Dental wing.

Event name: INTERNATIONAL DAY AGAINST DRUG ABUSE & DRUG TRAFFICKING 2020

Event nature: Online campaign

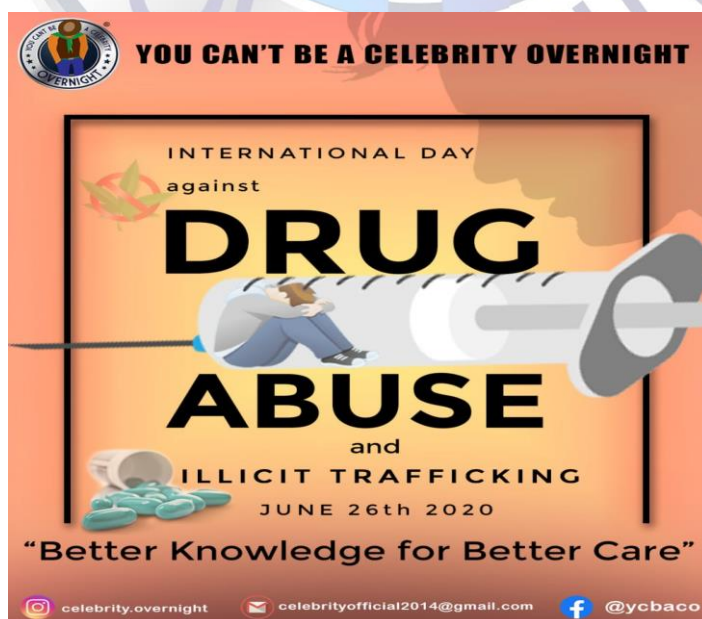
Mode of delivery: via. Social media applications. Like Facebook, Instagram, WhatsApp and Twitter.

Event Date: 26.6.2020

Organised by: You Can't Be A Celebrity Overnight – Medical and Dental wing

CAMPAIGN SUMMARY

On **June 26th 2020**, an online campaign was organized by Medical and Dental wing of You Can't Be A Celebrity Overnight on **INTERNATIONAL DAY AGAINST DRUG ABUSE & DRUG TRAFFICKING** . An initiative by Dr. Bijivin Raj MDS, Ph.D (**Director of Medical and Dental Wing YCBACO**) and the members of YCBACO. On this note a **self-designed poster** was circulated on the **social media platforms like WhatsApp, Facebook, Instagram and Twitter.**



This campaign supports the idea of WHO global campaign on the **theme** of World Drug Day 2020 which is "**Better Knowledge for Better Care.**" The field of addressing the drug problem has been 'plagued' by misinformation of many kinds. This year's theme aims at improving the understanding of the world drug problem and at fostering greater international cooperation for countering its impact on health, governance and security.

Around 35.6 million people across the world are victims of drug abuse, according to the World Drug Report 2020 published by the UN Office on Drugs and Crime. Young adults and teenagers account for the largest share of those using drugs and most of them suffer from HIV, Hepatitis C and other related diseases. The day is also marked as an expression of its determination to strengthen action as well as cooperation and achieve the society which is free of drug abuse. Only one out of eight people who need treatment and rehabilitation are able to get it, according to the report. Substance abuse and drug trafficking is an evil in our society and disorientation among a majority of the youth. The global observance aims to raise awareness regarding the major problem that illicit drugs represent to society. This Campaign was well appreciated and received by the people.

Verified by: Dr. Jeff Walter Rajadurai M.S (ortho), MIMSA, MIPHA, FMERC, MSc (Psy), MBA. **(CEO& Founder of YCBACO)**

Event Report prepared by: Sara Yeldhos **(Co-ordinator of internal affairs)**

Event reported on date:26.06.2020

Authorised by: Dr. Bijivin Raj, MDS, Ph.D, Director of Medical and Dental Wing – You Can't Be A Celebrity Overnight.

