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# Rethinking Preventive Drug Education for the New Normal: The ASEAN Experience

The United Nations Office on Drugs and Crime (UNODC) emphasized in its research brief, “COVID-19 and the Drug Supply Chain: From Production and Trafficking to Use,” that the current pandemic has tremendous impact on drug use. The lockdown and other strict protocols implemented by countries around the world resulted to harmful patterns of drug use, especially among people who inject drugs. The report also stated that based on the experiences of the economic crisis of 2008, it is fair to assume that the economic downturn may lead to reductions in drug-related budgets among Member States, and an overall increase in drug use, with a shift towards cheaper drugs.

Considering this current context, it is imperative that the ASEAN Member States (AMS) redesign how to deliver prevention interventions to ensure that they are responsive, and adaptive while remaining context-relevant.

Thus, the ASEAN Training Center for Preventive Drug Education (ATCPDE) has facilitated a series of webinars on *Rethinking Preventive Drug Education (PDE) for the New Normal: The ASEAN Experience*. The Center, which is funded by the Dangerous Drugs Board (DDB), is based in the College of Education, University of the Philippines. Aside from the DDB, the ATCPDE is composed of key government





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agencies which include the University of the Philippines, Commission on Higher Education, Department of Education, Department of Health, Department of Social Welfare and Development and Philippine Information Agency.

The webinars aim to provide a venue for sharing country experience in developing a PDE continuity plan; and to increase the knowledge of prevention managers and practitioners in redesigning prevention programmes amidst COVID-19.

Official representatives from the ten (10) AMS who are involved in drug prevention work participated in the said free and closed webinars. Guidelines and protocols were set by the organizers for the efficient facilitation of the webinars.

ATCPDE Director Francis Grace H. Duka-Pante presented an overview during the first webinar session. Each AMS shared a 20-minute presentation highlighting the prevention initiatives that are being conducted amidst COVID-19. This was followed by a question and answer part.

During the last day of the webinar, Mr. Mark Michael M. Montehermoso discussed “Online Platform Navigation, Online Trends, Youth’s Social Media Habits & Behaviours, & Proper Use of Social Media Platforms for PDE Advocacy.” DDB Permanent Member Undersecretary Jose Marlowe S. Pedregosa graced the closing ceremonies of the webinar series.

The webinars were held for six (6) consecutive Wednesdays from 10:00 to 11:00 AM Philippine time, on October 7 to November 11, 2020, via Microsoft Teams.



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Order of presentation:

<i>Date</i>	<i>Resource Persons</i>
October 7, 2020	<b>Philippines</b> Dangerous Drugs Board / Assistant Secretary MARIA BELEN ANGELITA B. MATIBAG
October 14, 2020	<b>Brunei Darussalam</b> Narcotics Control Bureau Narcotics Officer II HJH NURDINA HAJI MUHAMMAD ALI <b>Cambodia</b> National Authority for Combating Drugs Deputy Secretary General Lt. Gen. THONG SOKUNTHEA
October 21, 2020	<b>Indonesia</b> National Narcotics Board Education Head EVA FITRI YUANITA <b>Lao PDR</b> Lao National Commission for Drug Control & Supervision Planning & Cooperation Division Officer XAIPHONE SISOUPHANE
October 28, 2020	<b>Malaysia</b> National Anti-Drugs Agency NUR ALISA BINTI ALIA'M <b>Myanmar</b> Ministry of Education / Drug Abuse Prevention Officer SU HTET ZAW
November 4, 2020	<b>Singapore</b> Central Narcotics Bureau / Communications Division Manager OH HUI QUAN / Senior Executive AUDREY CHUA <b>Thailand</b> Office of the Narcotics Control Board Drug Prevention Director CHULEEPORN PISETKUL
November 11, 2020	<b>Viet Nam</b> Ministry of Labour, Invalids and Social Affairs Specialist TRAN THI NGOC HOAN



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## BRUNEI'S EXPERIENCE

### MOTIVATIONAL VIDEOS

**PREVENTIVE DRUG EDUCATION**  
Narcotics Control Bureau  
Brunei Darussalam

### STUDENTS PLEDGE

Kurapak Kitani  
Youth Chat Corner

## CAMBODIA'S EXPERIENCE

**PREVENTIVE DRUG EDUCATION MEASURES**

### OUTREACH ACTIVITIES

Kurapak Kitani  
Youth Chat Corner

### MASS MEDIA



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## INDONESIA'S EXPERIENCE



## LAOS' EXPERIENCE



Launched education/training and information dissemination to raise awareness





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## MALAYSIA'S EXPERIENCE

Utilize social media platforms  
and produce infographics and  
video contents

Use virtual programs

Community empowerment



## MYANMAR'S EXPERIENCE

### Educating Students and Youth Sector

- Integration of prevention education into life skills school curriculum
- Drug abuse and illicit trafficking education talks in classroom and school level
- Essay, poem, cartoon, painting, slogan and poster competitions




Students have access to DBE LMS with zero data



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## THE PHILIPPINE EXPERIENCE



**Pillars of drug demand reduction**

- Policy-Making
- Preventive Drug Education Advocacy
- Capacity Building
- Program Monitoring and Evaluation
- Research and Statistics
- Regional and International Cooperation







## SINGAPORE'S EXPERIENCE



- Anti-Drug Ambassador Activity
- Drug Buster Academy
- PDE Skits
- DrugFreeSG Video Competition
- Anti-Drug Advocate Programme
- PDE Talks
- Augmented Reality Exhibitions
- PDE Message Cards
- Media Campaigns
- ADAC 2020



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## THAILAND'S EXPERIENCE

Principles to proceed the drug prevention in Thailand



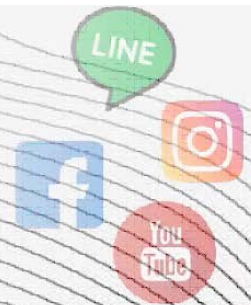
Raising Awareness



Formulate Immunity

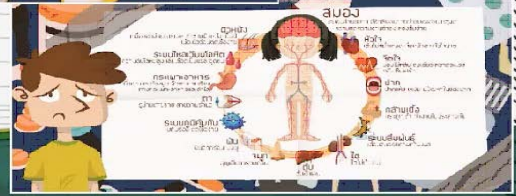


Safe Zone



## PDE STRATEGIES

### Use of social media







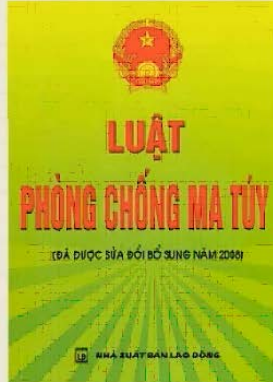
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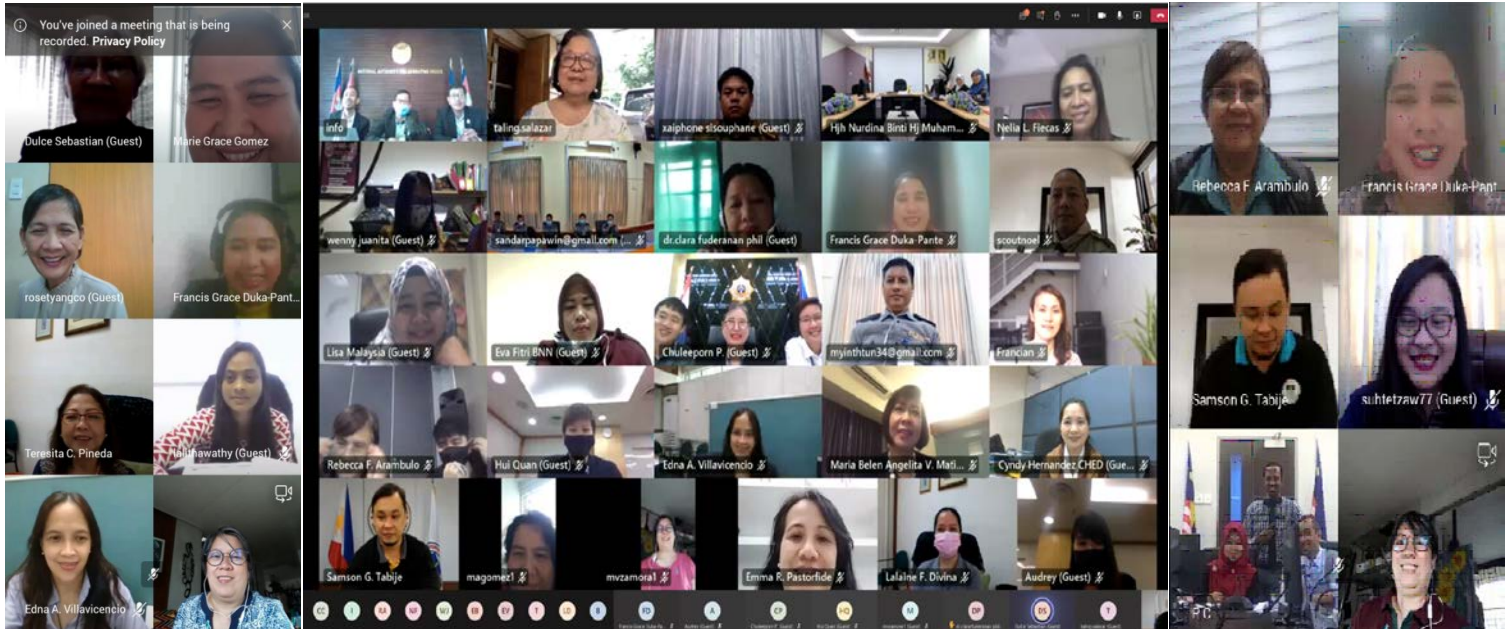
## VIETNAM'S EXPERIENCE

### Legal Provisions

- Individuals and Family;
- Political and socio-political organizations;
- School, Educational institutions;
- Information and propaganda agencies;
- People's Committees at all levels



### Practicing preventive drug education program



AMS delegates, speakers, & organizers of the ATPDE Webinar Series 2020