

OFFICE OF PROJECT DIRECTOR
MEGHALAYA AIDS CONTROL SOCIETY
SHILLONG

CONCEPT NOTE

Observance of International Day Against Drug Abuse and Illicit Trafficking (IDADA) 2025

Venue: Phudmuri Mawlai Presbyterian Higher Secondary School

Date: 28th June 2025

Time: 11:00 AM onwards

Background:

The International Day Against Drug Abuse and Illicit Trafficking, observed annually on June 26, is a United Nations-recognized event that underscores the need to combat the severe impact of drug abuse and illicit trafficking on health, development, peace, and security. This year's global theme, "Breaking the Chains: Prevention, Treatment, and Recovery for All", emphasizes the urgency of inclusive and compassionate responses to substance use and its complex root causes.

Drug use, particularly among youth and vulnerable populations, remains a pressing public health challenge in Meghalaya. The intersecting issues of unemployment, mental health concerns, lack of awareness, and societal stigma contribute to increasing risks of substance dependency, especially in urban and semi-urban pockets. This event is organized in recognition of the need to address these factors through meaningful community dialogue and integrated health interventions.

Event Overview:

The Meghalaya AIDS Control Society (MACS) is organizing a community-focused awareness programme to mark the occasion. The event aims to create a platform for interaction among community leaders, youths and community leaders to deliberate on the multifaceted impacts of drug use and explore pathways for prevention and support.

The Chief Guest for the event will be Shri Herbert P. Kharkongor, MPS, Superintendent of Police (City), East Khasi Hills District. The program will feature a keynote address by Dr. W.B. Langstieh, Project Director of MACS, along with testimonies, cultural presentations, and songs to engage the audience. An awareness session on drug abuse will be conducted by the Voluntary Health Association of Meghalaya (VHAM), and Shri Herlambok War, President of the Mawlai Town Dorbar, will also deliver a special address.

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The event will also include presentations on the IEC Intensified Campaign 2025 and the Integrated Health Campaign (IHC), both aimed at improving access to health services and strengthening community engagement. Additionally, an awareness video will be screened to further reinforce the day's message. The event brings together students, community leaders, law enforcement, and health officials under this year's theme: "Breaking the Chains: Prevention, Treatment, and Recovery for All," highlighting a collective commitment to addressing substance use with compassion, support, and long-term solutions.

Objectives:

1. To enhance awareness among youth and the wider community about the dangers of drug abuse, its connection to mental health, and its social and legal consequences.
2. To promote informed dialogue on the stigma surrounding HIV/AIDS & substance use, and foster empathy and support for those in recovery.
3. To integrate health messaging, particularly on HIV prevention, testing, and counselling, within the broader context of substance abuse awareness.
4. To highlight the role of schools, community leaders, and law enforcement in building a supportive ecosystem for drug prevention and rehabilitation.

Expected Outcomes:

The event is expected to foster greater awareness among youth, community members, and stakeholders about the realities and dangers of HIV & drug abuse and illicit trafficking. Through testimonies, interactive sessions, and expert presentations, the program aims to reduce stigma, spark critical conversations, and encourage early prevention and intervention, especially among vulnerable populations.

By involving key figures such as law enforcement officials, and local leaders, the event will promote intersectoral collaboration and reinforce the message that prevention, treatment, and recovery require a collective, community-based approach. The introduction of the IEC Intensified Campaign 2025 and the Integrated Health Campaign (IHC) will further serve to inform the public about available services, including free HIV testing, TB screening, and counseling support.

The program is intended to inspire proactive behavior and community ownership of health issues, while also equipping them with the knowledge and confidence to make informed choices. Ultimately, the program is expected to contribute to long-term behavioral change, mobilize support for local initiatives, and pave the way for sustained community-level engagement in substance use prevention and overall public health promotion.