

# PUBLIC RELATIONS PROPOSAL TITLE



**BS Mass Communication Semester -VIII  
Public Relations II**

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## PUBLIC RELATION PROPOSAL

### **EXECUTIVE SUMMARY**

This campaign is planned to raise awareness about the growing trend of drug addiction in university and college students in collaboration with Anti Narcotic Force. ANF run programs related to drug use awareness, prevention education, treatment, rehabilitation, and harm reduction. Key message of this campaign is drug Drag you Down. A number of communication tools and tactics are used to achieve objectives including brochures, flexes, documentary and seminar.

## **1. INTRODUCTION**

The drug use in Pakistan 2013 Survey Report, a collaborated research by the Narcotics Control Division, Pakistan Bureau of Statistic and the UN, states that there are 76 million drug addicts in the country, out of which 78 percent are men and 22 percent women. There is a trend of drug use among the youth specially. According to a conservative estimate the rate of increase in the number of drug addicts is 40,000 a year. The most disturbing fact revealed by the survey is the growing number of heroin addicts in the country with the average age between 15-64 uses heroin regularly. This increase has also been accompanied by an increase in HIV positivity, according to a latest research about 11 percent of Pakistani drug user were HIV positive. Drug abuse at any age can cause serious health effects and emotional problems such as anxiety, depression and mood swing. Drug user also commit crime to fund their drug dependency often through acquisitive crime such as theft, burglary, robbery, drug dealing, and fraud.

The counter narcotics efforts of Pakistan are led by ANF, which derives its authority from the ANF act 1997. It is organized into five regional (RDs) headquartered in Rawalpindi. ANF is responsible for intelligence collection, arrests, drug seizures, asset seizures, as well as the investigation and prosecution of offenders. The ANF is contributing to supply reduction, trafficking and distribution of narcotics in the country and ensuring the strict control of precursor chemical movements through an elaborated precursor control regime. ANF run programs related to drug use awareness, prevention education, treatment, rehabilitation, and harm reduction.

### **a. OBJECTIVES**

- 1.To create awareness against drug use among the youth from 20% to 40% in 3 months from now.
2. To raise awareness regarding the consequences of drug addiction from 10% to 40%.
3. To increase the awareness of prevention from drug addiction.
4. To encourage the addicts about rehabilitation.
5. To increase the goodwill of Anti Narcotic Force.
6. To provide awareness to hate the addiction not the addicts.

## **b. RATIONALE**

Problem of drug addiction is more serious because the addicts are mostly young school, college, university going boys and girls. The growing number of drug addicts in the country with the average age of user falling below 24. Majority of the drug addicts in Pakistan fell between 25-39 years of age. Currently, nearly 75% of Punjab's youth is addicted to heroin, smack, cocaine, and other drugs. Among these 75, 30% are HIV positive.

Drug addiction causes 685 death daily worldwide. About 7 million people of Pakistan are involved in taking drugs, amongst which 4 million use Cannabis, 2.7 million use Opioids. According to Narcotics Control Bureau's reports, 50 percent of drug-related cases of the country are from Punjab alone.

## **2. SITUATIONAL ANALYSIS**

**Vision of ANF:** ANF function through multipronged strategy, which also focuses on reducing vulnerability through awareness and rehabilitation of addicts.

**Mission of ANF:** Pakistan being in the neighborhood of world, opium and heroin production has become both a transit and victim state and facing ever increasing spillover effects of all stakeholder illicit trafficking of opium and heroin remain a serious concern. Given the sales and size of the problem. The Pakistan government has put in place stringent measure to curtail the flow of illicit drug. Pakistan possesses single mandated Anti Narcotic Force under the ministry of narcotic control working closely with domestic counterpart and international partner. ANF is the principle agency in Pakistan for combating supply and demand education to illicit narcotic drug that enter Pakistan mainly through the long porous border with Afghanistan.

### SWOT Analysis:

<b>Strength:</b> <b>1. Single mandated Anti narcotic force within the country.</b> <b>2. Logistic directorate is supportive to ANF.</b> <b>3. Establish MATRCS to provide free treatment.</b>	<b>Weaknesses:</b> <b>1. less number of rehabilitation centers.</b> <b>2. Poor and conservative system of drug education.</b>
<b>Opportunity:</b> <b>1. Can start a campaign over the whole country at a time</b> <b>2. Can built relation with international organization related to drug.</b>	<b>Threats:</b> <b>1. Growing trend of drug uses among youth.</b>

### 3. TARGET AUDIENCE

**Primary Audience** target audience of the campaign are the youth of Sargodha specially college and university students are main segments. Giving priority to the students of University of Sargodha. Including both males and females age ranging from 18-30. They are emotional, rational, and energetic.

**Secondary Audience** are faculty and admin staff of University of Sargodha.

#### 4. COMMUNICATION STRATEGY

**1<sup>st</sup> Awareness Phase** In the first phase use shocking facts to grab the youth attention based on drug abuse. A number of communication tools such as brochures (leaflet) will develop to highlight the alarming facts about the drug addiction also use visually creative flexes about the consequences of drug addiction with the catchy slogan “Drug Drag You Down.

**2<sup>nd</sup> Interest Development Phase** Make a public service ad or documentary on the life of addicts to show how miserable their life so that it generate interest among youth.

**3<sup>rd</sup> Call for Action** in this phase arrange seminar with prominent spoke person from ANF and Psychologist from Saher drug rehabilitation center with university students so that the media coverage increase the awareness.

#### 5. COMMUNICATION TOOLS AND TACTICS

1. Printed Communication: Press release
2. Printed and Graphic Communication: Brochures
3. Visual Communication: Flexes and Public service ad or Documentary
4. Activity: Seminar

#### 6. TIME TABLE

Sr.No	Date	Communication tools & Tactics
1.	2 <sup>nd</sup> April to 6 <sup>th</sup> April, 2018	Brochures & Flexes
2.	9 <sup>th</sup> April to 13 <sup>th</sup> April,2018	Seminar & Documentary

## 7. BUDGET

<b>Particulars</b>	<b>Amount in Rs</b>
Brochures	7000
Flexes 8*4	3000
Documentary	20,000
Invitation Cards	1000
Gifts for Guests	5000
Incentive for audience (juice)	10000
<b>Total</b>	<b>46,000</b>

## 8. EVALUATION

Research conducted to find out that either achieving the target objectives. Awareness about drug addiction among youth has been raise 40%.