

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES
UNIVERSITY OF SARGODHA

PUBLIC RELATIONS PROJECT REPORT

TITLE



BS Mass Communication Semester -VIII
Public Relations II

By

Name: -----

Roll No: -----

Submitted To: -----

Dated: 17-04-2020

DEDICATED TO.....

OUR HONORABLE TEACHERS

Who have been encouraging and a consistent source of inspiration.

and

OUR PARENTS AND FAMILY

We are most indebted to our parents and family,

Whose prayers have always been a key to our success.

and

FRIENDS

Always concerned and prayed for our success and gave us continuous moral support.

AKNOWLEDGEMENTS

First of all we would like to thank our supervisor “Maryam Ikram” for always being helpful and encouraging her inspiring guidance valuable suggestion, keep interest, time devotion and constructive criticism enabled us to complete this humble work which was otherwise beyond our capacity.

Secondly, we were grateful to all the teachers and staff of Department of Communication and Media Studies” for their cooperation.

At the end we would like to thank all of our class fellows for their support and encouragement.

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Executive Summary

In the last few decades, drug addiction has increased exponentially in Pakistan. Most of the illegal drugs come from the neighboring Afghanistan. According to the UN estimate, 8.9 million people in the country are drug users. The rate of drug abuse has also increased sparking fears of an HIV epidemic.

ANF run programs related to drug use awareness, prevention education, treatment, rehabilitation, and harm reduction. Anti-Narcotics Force is the government agency responsible for tackling drug smuggling and use within Pakistan. According to Narcotics Control Bureau's reports, 50 percent of drug-related cases of the country are from Punjab alone. Narcotic drugs are affecting our future generations and ANF Punjab has a key role to protect our region from its ill effects.

This campaign was planned to raise awareness about the growing trend of drug addiction among the students of University of Sargodha in collaboration with Anti Narcotic Force. Key message of this campaign was "Say No to Drugs". A number of communication tools and tactics was used to achieve objectives including flyers, brochures, flexes, Infomercial and seminar and walk.

Chapter 1: Introduction

Drug addiction is a condition characterized by an overwhelming desire to continue taking a drug to which one has become habituated through repeated consumption because it produces a particular effect, usually an alteration of mental status. In the last few decades, drug addiction has increased exponentially in Pakistan. Most of the illegal drugs come from the neighboring Afghanistan. According to the UN estimate, 8.9 million people in the country are drug users. Cannabis is the most used drug. 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. Anti-Narcotics Force is the government agency responsible for tackling drug smuggling and use within Pakistan 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. According to Narcotics Control Bureau's reports, 50 percent of drug-related cases of the country are from Punjab alone. Narcotic drugs are affecting our future generations and ANF Punjab has a key role to protect our region from its ill effects.

The Drug Use in Pakistan 2013 Survey Report, a collaborative research conducted by the Narcotics Control Division, Pakistan Bureau of Statistics and the UN, reveals that there are 7.6 million drugs-abusers in the country, with 40,000 increasing rate annually. The majority of the drug-users initiate drugs-abusing exercise with soft drugs like chaliya, gutka and pan, subsequently, they move towards hard drugs like heroin, opium, cannabis and cocaine etc. Amongst them cannabis with around four million users is the most commonly used drug in the

country. And, shockingly, the number of heroin addicts is 860,000, its current users are of the average age of 24 years, is growing with fast pace.

The department of Anti-Narcotics Force would be able to achieve its vision, mission and objectives through this anti-drug addiction campaign. This project would not only create awareness among the youth about the hazardous impact of drugs on their lives but it would also build positive image of Anti-Narcotics Force by promoting their contribution in eradicating this evil from the country.

1.1 Rationale. Following section provides the reasons behind the selection of each component related to the study.

1.1.1 Rationale for selecting the topic. It is very important to address this issue because problem of drug addiction is more serious because the addicts are mostly school, college, and 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 involve in taking drugs, amongst which 4 million use Cannabis, 2.7 million use Opioids.

1.1.2 Rationale for selecting the target audience. This campaign would be targeted youth of Sargodha because the trend of harmful drug-abuse is increasing amongst the youth globally, who use it carelessly and unknowingly. The youth think drug use can give them relaxation and relief from boredom and anxiety, but instead it instigates adverse effects on its users.

1.1.3 Rationale for selecting the organization. Anti-Narcotics Force is the single law enforcement government agency responsible for tackling drug smuggling and use within Pakistan. According to Narcotics Control Bureau's reports, 50 percent of drug-related cases of the country are from Punjab alone. Narcotic drugs are affecting our future generations and ANF Punjab has a key role to protect our region from its ill effects.

1.2 Significance

This campaign would highlighted very important issue, and increase the awareness of students of University of Sargodha about the hazardous impact of drug addiction and how they can prevent themselves from this evil.

Chapter 2: Planning

Planning is the process of thinking about the activities required to achieve a desired goal. A plan is like a map. Planning is preparing a sequence of action steps to achieve some specific goals. It is a basically tool that is useful for guiding day-to-day decisions and also for evaluating progress and changing approaches when moving forward. Effective public relations require a plan, which would act as a guide for carrying out and maintaining a public relation campaign. by implementing a thorough PR plan, include a crisis communication component that would equip company with the tools and key messages they need to respond quickly and accurately if a potentially damaging story breaks. These stories could include natural disasters, technical problems, human error, and executive.be proactive and, at the least To ensure a successful campaign, it is crucial that the company's profit is higher than what was spent on the campaign itself. Just as it is also essential that the campaign is realistic, that the company's budget can cover the cost of the marketing campaign that is being planned. Without planning campaigns wouldn't be successful. Therefore, the planning of element is very much important for creating effectively campaigns.

2.1 Objectives

Objectives are observable and empirical means, they presents the outcomes of the campaign. Following are the objectives adopted for this campaign:

1. Raise awareness about the causes, consequences and remedies of drug addiction among the students of university of Sargodha.
2. To make goodwill of Anti-Narcotics Force among the students of university of Sargodha.
3. Increase the media coverage of Anti-Narcotics Force in the newspapers of Sargodha.

2.2 Target Audience

Target audience of the campaign are the students of University of Sargodha. Including both males and females age ranging from 18-30. Students who are enrolled in University of Sargodha was the primary and targeted audience of this campaign. Secondary audience would be faculty and stakeholder, policy makers.

2.3 Message

Message demonstrate the effectiveness of communication. Attractive, interesting, clear, concise, readily understood messages create for this campaign in order to encourage the public to expose messages of public relation campaign.

The messages used during the campaign through various media including flyers, brochures, flexes, standee, posters etc.

2.3.1 Language: Urdu and English both languages would be used for this campaign.

2.3.2 Content: As the targeted audience was youth, so the content of messages contains combination of visuals and slogans to catch their attention.

2.4 Media

Following communication channels would be used during the campaign to reach the target audience and to maximize the exposure:

2.4.1 Oral Communication. Speech of personnel who are working against drug addiction in Pakistan to share their experience in youth during the seminar. Mr. Tajwar Hayat, Sub Inspector, Anti-Narcotic Force, Faisalabad, and Mr Hamid Ali, Assistant Director SOS children's Sargodha village who was previously working as counselor in Dua drug rehabilitation center, to share the causes of drug addiction.

2.4.2 Printed and Graphic Communication

Following printed and graphic communication tools would be used for this campaign:

2.4.2.1 Flyers. Flyers would be used to spread awareness of Seminar and awareness walk, flyers were designed and distributed among the students of University of Sargodha by hand.

2.4.2.2 Brochure. To share detailed information regarding drug addiction, its causes, consequences and prevention, brochures would be designed and distributed among the participants of the seminar enclosed in information kits.

2.4.2.3 Media kits. To share information about the seminar with the audience and especially would be designed for media practitioner. They were distributed among the participants at the time of seminar.

2.4.3 Printed Media

News release and factsheet would be used to increase the coverage of the campaign at mass level.

2.4.4 Outdoor Media

Different posters would be designed and place in different departments in university of Sargodha.

2.4.5 Social Media

A community page “Just Refuse Drugs Abuse” was created on Facebook which is most used social website by the students of University of Sargodha. On this Facebook page sharing the visually attractive content against the harmful impact of drug use.

2.5 Timetable

At this stage of planning determining the proper sequence of activities. Following are the phases of activities of this campaign:

1st Awareness Phase: In the first phase use a number of communication tools such as posters, flyers and flexes would be used to grab audience attention about consequences and prevention of drug addiction and to ensure maximum participation in upcoming PR events including seminar and walk.

2nd Interest Development Phase: Seminar would be conducted on the consequences and prevention of drug addiction to show how miserable their life so that it generate interest among youth.

3rd Call for Action: In this phase the participants of the seminar call to join for a walk regarding drug addiction with prominent spoke person from ANF and a counselor from rehabilitation center.

2.6 Budget

After defining the activities and tools, allocated the budget properly so that the things could operate completely. Following is the budget decided for this campaign:

Sr.no	Particulars	Amount in Rs
1.	Invitation cards	1000
2.	Flyers and brochures	500
3.	Flexes and Posters	4000
4.	Media kits	1500
5.	Refreshment	2000
6.	Charts	1500
7.	Bouquets & others	1500
8	Total	12000

Chapter 3: Situational Analysis

Situation analysis refers to a collection of methods that managers use to analyze an organization's internal and external environment to understand the organization's capabilities, customers, and business environment. The purpose of the situation analysis is to indicate to a company about the organizational and product position, as well as the overall survival of the business, within the environment. Organization must be able to summarize opportunities and problems within the environment so they can understand their capabilities within the market.

3.1 Introduction of Anti-Narcotics Force

The Anti-Narcotics Force is a Federal Executive bureau of the Government of Pakistan, tasked with combating the narcotics smuggling and use within Pakistan. ANF works under umbrella of Pakistan Army and Ministry of Narcotics Control. Anti-Narcotics Force has a strategic role in fight against the drugs.

Regional Directorate Punjab is a most essential part of Anti-Narcotics Force, Pakistan. It plays its role in bursting drug trafficking organizations with the help of its police stations located in different areas of region. Being linked with Afghanistan, Pakistan has great role in controlling the drug trafficking. Different awareness sessions, walks, seminar, matches and many other activities organized for mass awareness is another essential task of force. ANF Punjab also helps addicts in different areas of region in providing rehabilitation facilities.

3.2 Background

Pakistan Narcotics Board (PNB) was set up in 1957, in the Revenue Division in order to fulfil Pakistan's obligations under the International Opium Convention of 1925. Pakistan Narcotics Board (PNB) comprised representatives from the Provincial Governments and some Federal Ministries/Divisions. Pakistan ratified the Single Convention on Narcotics Drugs, 1961 on 15th August, 1965.

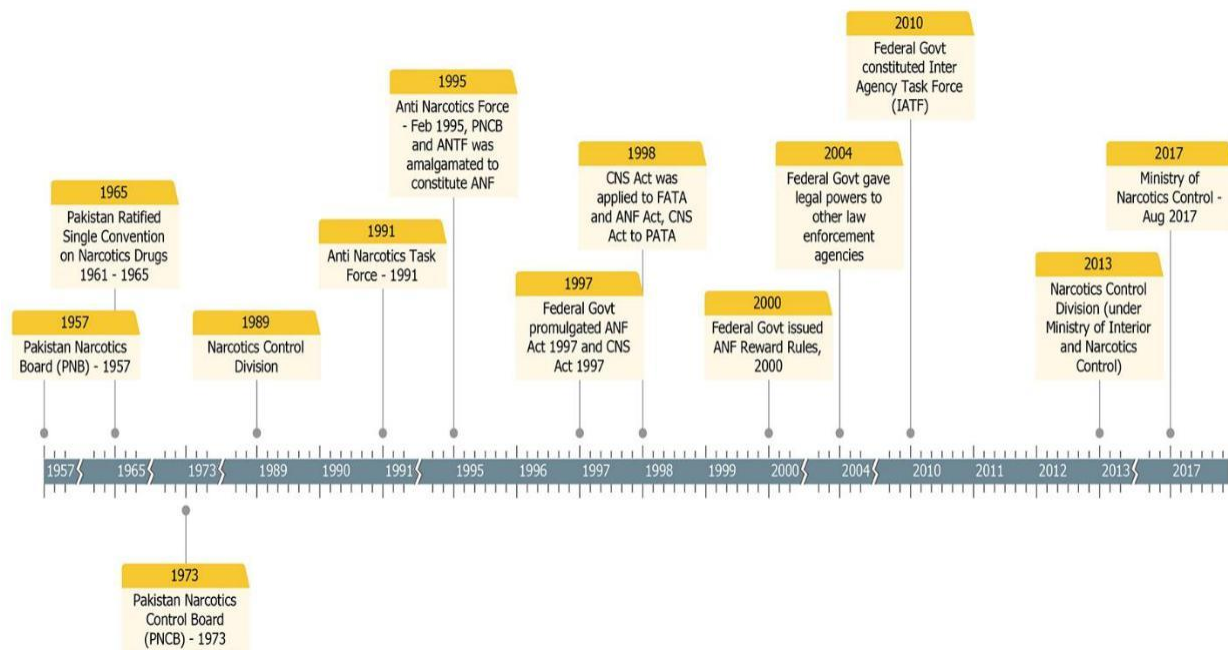
Pakistan Narcotics Control Board (PNCB) was established in 1973 with five Regional Directorates, in response to UN Convention on Narcotics Control, with the mandate to combat narcotics in the Country. The Board functioned as an attached department of Ministry of Interior

till 1989 with strength of 883 all ranks. During 1989, Narcotics Control Division (NCD) was established and the Board became its attached department.

Anti-Narcotics Task Force (ANTF) comprising 388 all ranks from Pakistan Army was established in December 1991 as an attached department of NCD.

Anti-Narcotics Force (ANF) was raised on 21 February 1995 by merging ANTF and PNCB.

Narcotics Control Division (NCD) was declared Ministry of Narcotics Control in 2001, however, it was reverted back to NCD under Ministry of Interior and Narcotics Control (MOI&NC) in 2013. Ministry of Narcotics Control (MNC) Ministry of Narcotics Control was established in Aug 2017.



3.3 Vision of Anti-Narcotic Force

ANF functions through multipronged strategy, which also focuses on reducing vulnerability through awareness and rehabilitation of addicts.

3.4 Mission of ANF

Pakistan being in the neighborhood of epicenter of world, Opium and Heroin production has become both a transit and victim state and is facing ever increasing spillover effects. Despite

persistent and commendable efforts of all stakeholders, illicit trafficking of opium and heroin remains a serious concern. Given the scale and size of the problem, the Pakistan Government has put in place stringent measures to contain the flow of illicit drugs. Pakistan possesses single mandated Anti-Narcotics Force (ANF) under Ministry of Narcotics Control (MNC), working closely with domestic counterparts and International partners. ANF is a principal agency in Pakistan for combating supply and demand reduction of illicit narcotic drugs that enter Pakistan mainly through the long porous border with Afghanistan.

3.5 Objectives of ANF

- To inquire, investigate and prosecute all offences related or connected with intoxicants, narcotics and precursors.
- Trace and freeze the assets.
- Coordinate elimination and destruction of Poppy cultivation.
- Provide assistance to other law enforcement agencies and share information with all national and International agencies on drug related matters.
- Arrange and coordinate training of own staff and members of other law enforcement agencies related to narcotics.
- Maintain liaison with all international narcotics control authorities and represent Pakistan in conferences and seminars.
- Perform any other related functions that may be assigned by the Federal Government.

3.6 SWOT Analysis

<p>Strengths:</p> <ol style="list-style-type: none"> 1. Single mandated Anti narcotic force within the country. 2. Logistic directorate is supportive to ANF. 	<p>Weaknesses:</p> <ol style="list-style-type: none"> 1. Less number of rehabilitation centers. 2. Poor and conservative system of drug education.
<p>Opportunity:</p> <ol style="list-style-type: none"> 1. Can start a campaign over the whole country at a time 2. Can build relations with international organization working for drug control. 	<p>Threats:</p> <ol style="list-style-type: none"> 1. Growing trend of drug users among youth especially in universities and colleges. 2. Drug trafficking is increasing. 3. HIV is increasing among drug addicts.

3.7 Current Situation of Drug Abuse in Pakistan

Drug addiction is defined as compulsive and out-of-control drug use, despite negative consequences. In the last few decades, drug addiction has increased exponentially in Pakistan. Most of the illegal drugs come from the neighboring Afghanistan. According to the UN estimate, 8.9 million people in the country are drug users. Cannabis is the most used drug. The rate of injection drug abuse has also increased significantly in Pakistan, sparking fears of an HIV epidemic.

It is very important to address this issue because problem of drug addiction is more serious because the addicts are mostly school, college, and 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 involve in taking drugs, amongst which 4 million use Cannabis, 2.7 million use Opioids.

Anti-Narcotics Force is the government agency responsible for tackling drug smuggling and use within Pakistan. According to Narcotics Control Bureau's reports, 50 percent of drug-related cases of the country are from Punjab alone. Narcotic drugs are affecting our future generations and ANF Punjab has a key role to protect our region from its ill effects.

The department of Anti-Narcotics Force would be able to achieve its vision, mission and objectives through this anti-drug addiction campaign. This project would not only create awareness among the youth about the hazardous impact of drugs on their lives but it would also build positive image of Anti-Narcotics Force by promoting their contribution in eradicating this evil from the country.

Chapter 4: Communication Strategy and Tactics

Strategic communication plays vital role in the attainment of the purpose behind any kind of communication. Strategic communication has shifted from its previous position as a helpful marketing tool to an essential one. It is increasingly important for a campaign to clearly communicate their values and purpose through strategic communication. Tactics can be described as how a team manages space, time, and individual action to get their desired results. Strategies are implemented through tactics. Therefore tactics are the micro-level actions in the direction of attainment of organizational objectives and policies.

In order to accomplish the objectives of their campaign, following are the communication tactics which are applied in this project:

1. Seminar
2. Posters
3. Flyers
4. Infomercial
5. Walk
6. News Release
7. Information kits
8. Invitation card
9. Charts
10. Facebook page
11. Backdrop
12. Brochures
13. Standee

4.1 Communication Strategy 1.

Raise awareness about the causes, consequences and remedies of drug addiction among the students of university of Sargodha and promote goodwill of Anti-Narcotics Force among the students of university of Sargodha.

4.1.1. Targeted Audience

Students who are enrolled in University of Sargodha are the primary and targeted audience of this communication strategy.

4.1.2 Tactics

In order to execute the above mentioned communication strategy for the students of University of Sargodha.

Following are the tactics which were designed:

1. Flyers
2. Brochures
3. Flex for billboard
4. Backdrop
5. Seminar
6. Awareness walk
7. Posters
8. Invitation cards
9. Information kits
10. Infomercial
11. Facebook page
12. Standee

4.1.2.1 Flyers

Flyers are the tool used to create awareness about the event. In order to spread awareness of Seminar and awareness walk, flyers were designed and distributed among the students of University of Sargodha by hand.


Following are the flyers which were designed and distributed during the campaign.

4.1.2.1.2 Flyer for Seminar:



4.1.2.1.2 Flyer for 3wareness Walk

SAY NO TO DRUGS



An obvious outcome

WALK FOR MOTIVATION
NO AFFECTION
FOR DRUG ADDICTION

MONDAY 16, APRIL 2018
TIME: 10:00 AM

WALK START: From Department of Communication & Media studies to Pharmacy department

DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

4.1.2.2 Brochures

Brochures are the tools used for sharing detailed information about the organization product, service or issue. To share detailed information regarding drug addiction, its causes, consequences and prevention, brochures were design and distributed among the participants of the seminar enclosed in information kits.

Following is the six panel brochure design for the project.

E

Drug Addiction in Pakistan



Drug addiction is compulsive & out-of-control drug use, despite negative consequences. Drug addiction has increased in Pakistan. Most of the illegal drugs come from Afghanistan. According to the UN estimate, 8.9 million people in the country are drug users.



Commonly Used Drug in Pakistan

- █ Cigarrate
- █ Tobacco
- █ Heroin
- █ Shisha
- █ Naswar

F



Anti Narcotics Force Regional
Directorate Punjab,
VIP Flight complex Road, Near Ayub
Stadium. Lahore Cantt

A



Anti Narcotics Force



An obvious outcome

**SAY NO
TO
DRUGS**

Organised by Department of
Communication & Media studies
University of Sargodha



Causes

Causes of drug addiction are psychological and environmental. Main causes are following:

- Increased availability of drug at cheap cost.
- Influence of friends or peer pressure.
- To overcome frustrations/tragedies.
- Lack of jobs and economic frustration.
- Lack of proper interest in education, peer pressure and negligence of parents.

B



Consequences

Consequences of drug addiction can be on many levels on individual, family, friends and on society. It results into:

- Drowsiness
- Slurred speech
- Confusion
- Dizziness
- Depression
- Insomnia
- Weight loss
- Irritability

C



Prevention

Family must give special treatment to emotionally strengthen them. Family and Friends should stay alert and protect them from bad company which may lead them to get involved in such situation again.

D

4.1.2.3 Flex for the Billboard

To ensure maximum participation of the students of University of Sargodha in seminar and walk, a flex for the billboard at the entrance of university was design and placed there. The design flex for the billboard is shown below:



The billboard features a background image of a hand holding a syringe. In the top left corner is a green circular logo with a star and the text '1974' and '2002'. In the top right corner is the University of Sargodha logo, a blue circle with 'US' and 'University of Sargodha' and '2002'. The main text is in large, bold, blue letters with a yellow outline: 'AWARENESS WALK AND SEMINAR ON CONSEQUENCES AND PREVENTION OF DRUG ADDICTION'. Below this, in a dark blue box, is the text: 'MONDAY 16th APRIL', 'VENUE: PHARMACY HALL', and 'TIME: 10:00 AM'. At the bottom, in bold blue letters, is 'Department of Communication and Media Studies'.

4.1.2.4 Backdrop

Following is the backdrop that was designed for the seminar:



4.1.2.5 Seminar

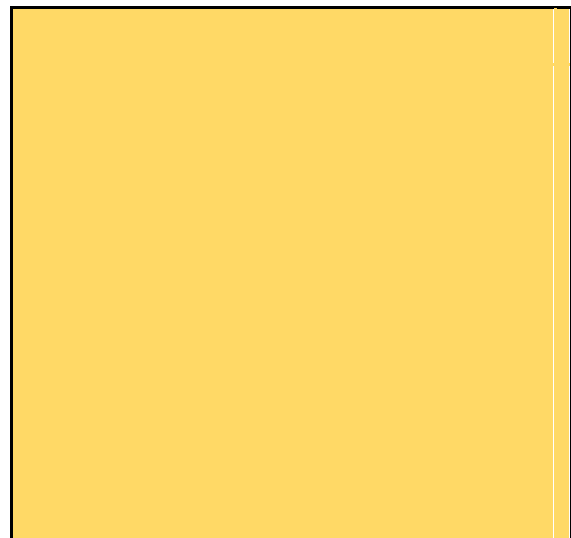
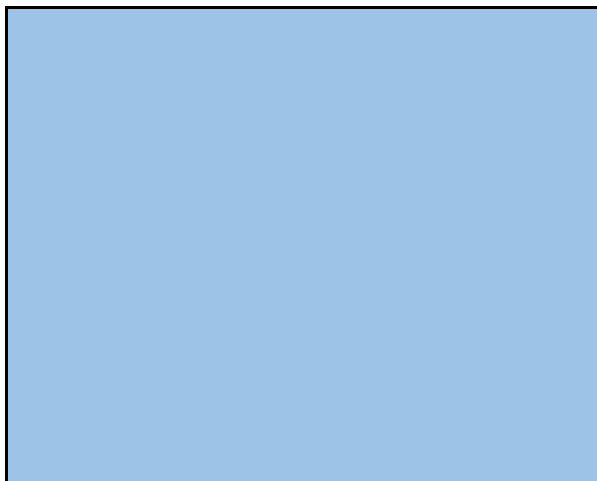
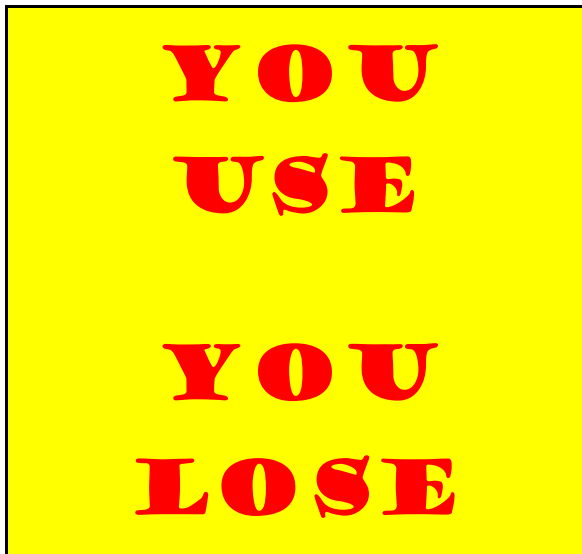
A seminar is conducted in the Pharmacy Hall in University of Sargodha for the purpose of spreading awareness among the students of University of Sargodha. For this purpose experts were invited who are working against drug addiction in Pakistan to share their experience in youth. Mr. Tajwar Hayat, Sub Inspector, Anti-Narcotic Force, Faisalabad and Dr. Sajid Bashir, Dean of Faculty of Pharmacy express their views on consequences and prevention of Drug addiction. Mr Hamid Ali assistant director SOS village who was previously working as counselor in Dua drug rehabilitation center, to share the causes of drug addiction.



4.1.2.6 Awareness Walk

A walk was also organized after providing awareness in seminar, to call students to take action against drug abuse. Walk was started from Pharmacy hall to the department of communication and media studies. During this walk, honorable guest and faculty members were holding flags about the awareness walk against drug addiction, and students were holding different charts written different sayings like “just refuse, drug abuse” and chanted the slogan says no to drug.

Following are charts designed for this campaign:



**STOP
DRUGS**

YOU DON'T
NEED A
HEROIN TO
BE A HERO

DRUGS
RUIN
LIVES

**SAY
NO TO
DRUGS**

RUN AWAY
FROM
DRUGS

QUIT DRUGS
BEFORE
DRUGS QUIT
YOU

*ON DOPE
NO HOPE*

DRUG
ADUSE NO
EXCUSE

HAND IN HAND
WE STAND
AGAINST
DRUGS

TURN YOUR
BACK ON
DRUGS

*JUST
REFUSE NOT
DRUGS DRUGS*

HUGS

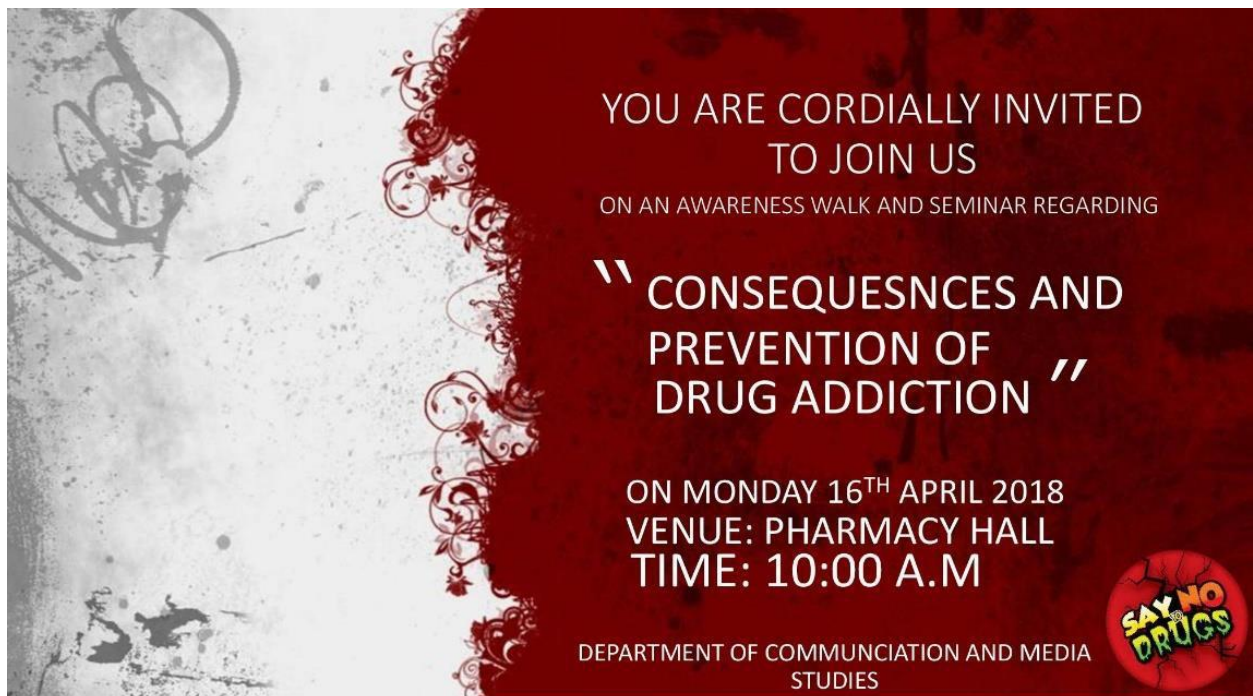
Following are the pictorial evidence of awareness walk:



4.1.2.7 Invitation cards

To invite chief guests worthy Vice Chancellor, Dean, faculty and Media personals, invitation cards were designed.

Following is the invitation card designed for this campaign

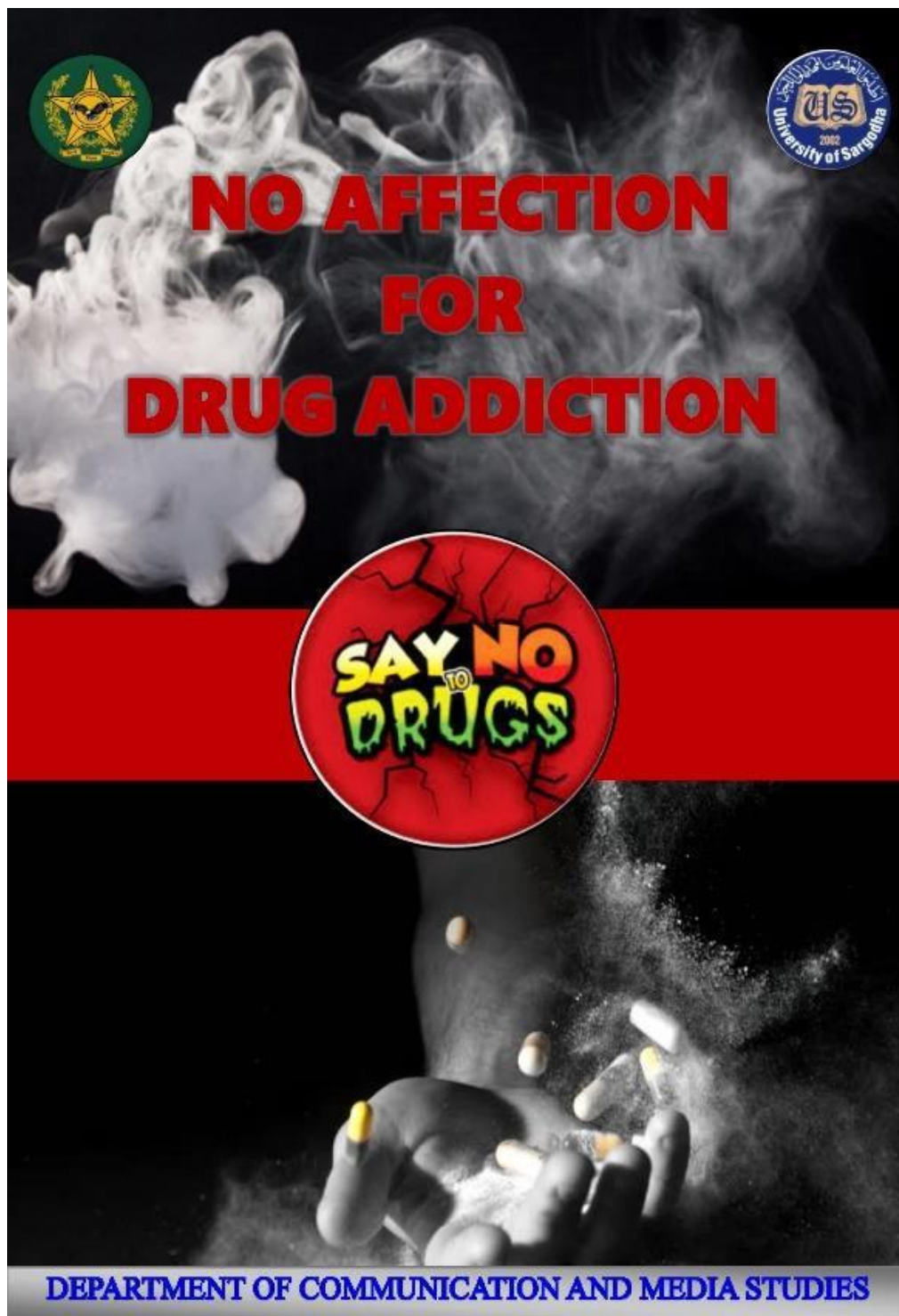


4.1.2.8. Posters

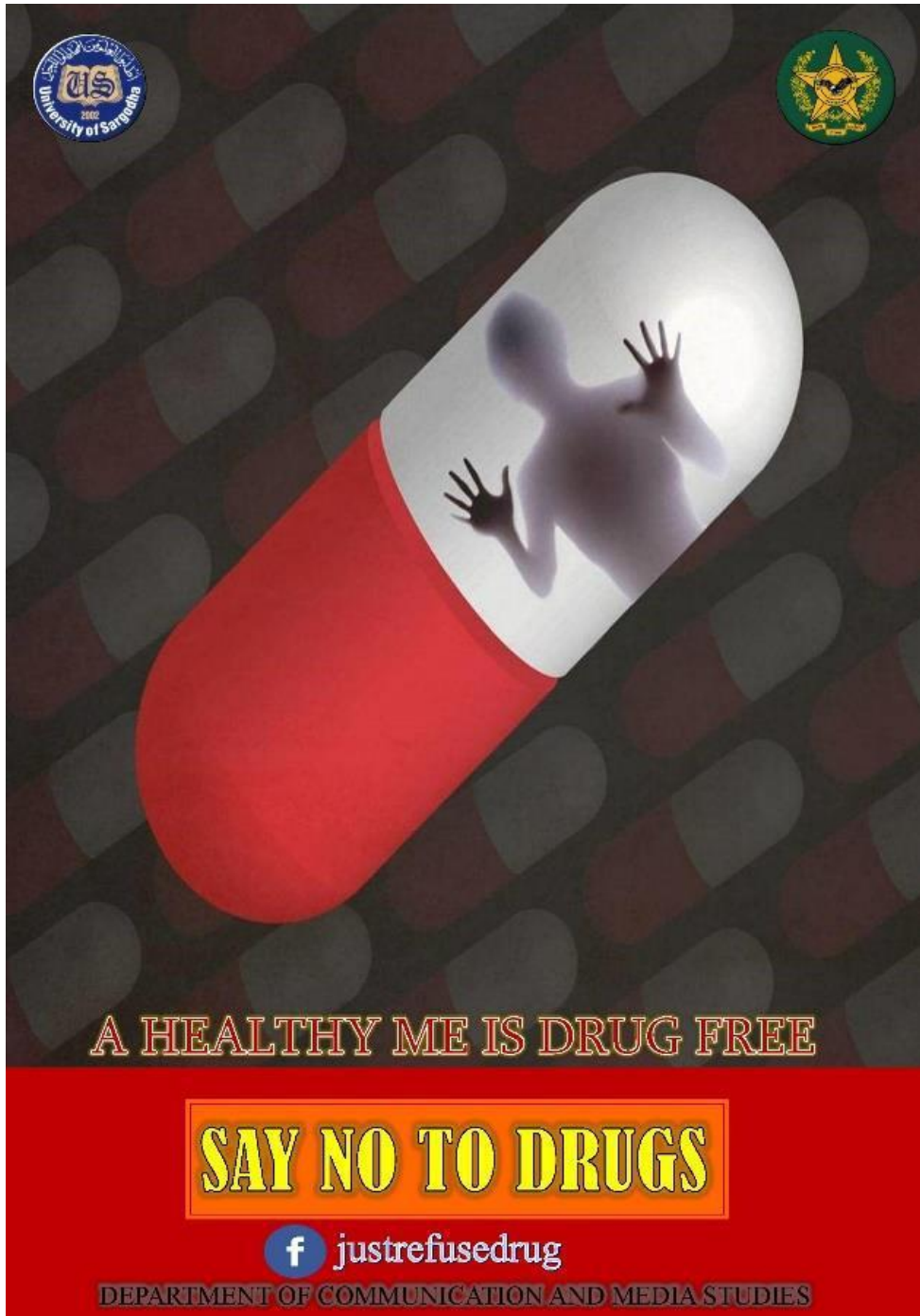
To reinforce the purpose of this campaign, posters were designed and placed on the notice boards of various departments in University of Sargodha. Posters with attractive slogan and visuals were design to attract maximum audience and convey the purpose of this project.

Following are the posters designed for this campaign

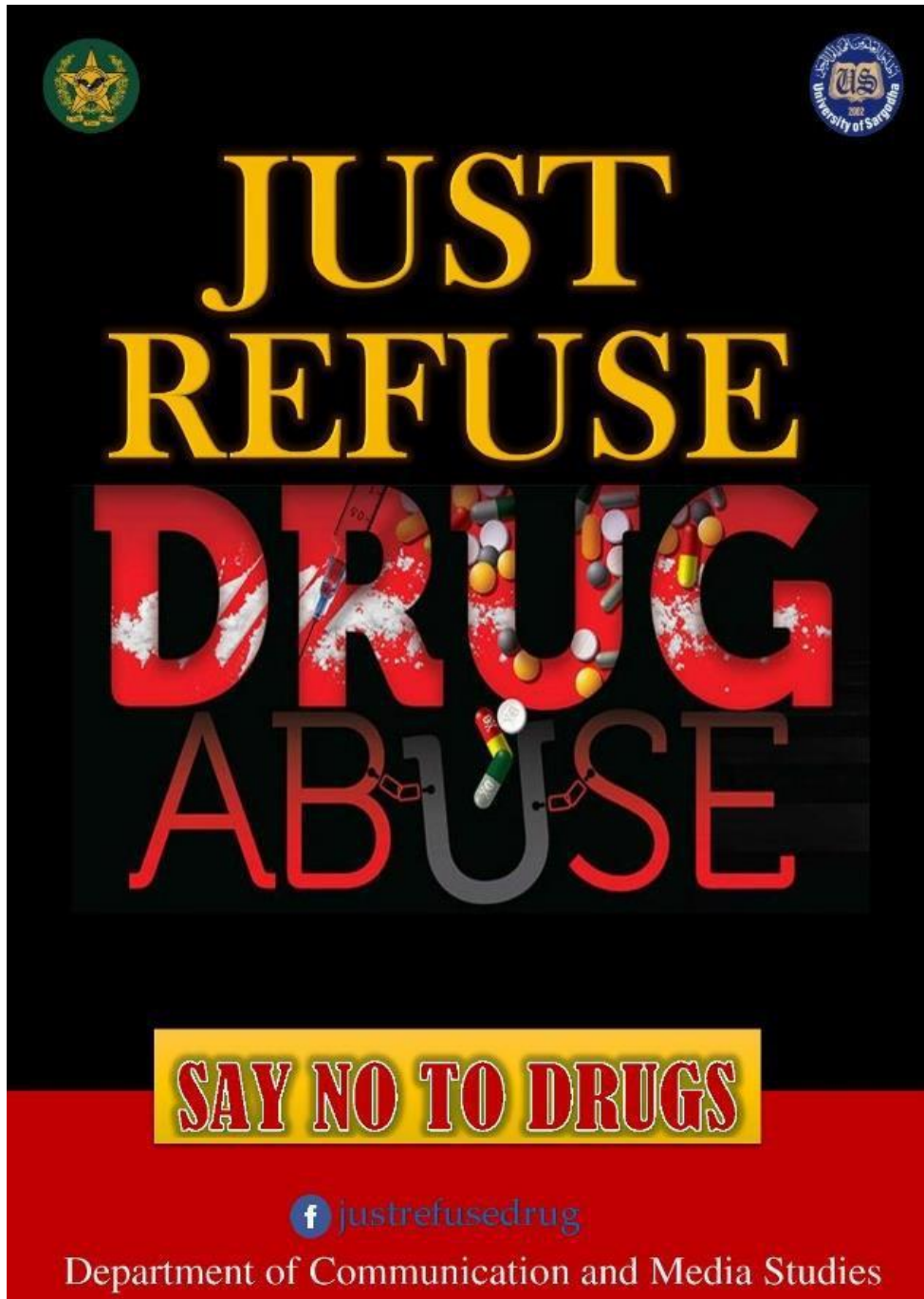
4.1.2.8.1 Poster (I)



4.1.2.8.2 Poster (II)



4.1.2.8.3 Poster (III)



4.1.2.9. Infomercial

A commercial is that is based on information is called infomercial. A 60 seconds video on the Drug addiction in Pakistan was produced.

The dose not only provide the current situation of drug addiction in Pakistan it also tells the causes, consequences and prevention measures.

Following is the script used for this infomercial:

Duration	Text	Video	Audio
00:3 sec	Say No to Drugs	(CU) A creative visual showing the outcome of drugs in the form of blood. Implicitly claiming that drugs can take your life.	Sad background music
00:6 sec	Drug addiction is a complex brain disease.	A picture showing getting addicted to drugs is also a form of suicide.	Same
00:7 sec	The U.N estimates 8.9 million people in Pakistan are drug users.	(MS) A picture depicts current situation of drug users in Pakistan.	Same

00:15 sec	Types of drugs	(MS) A picture showing title page of drugs.	Same
00:18 sec	Cannabis	(MS) A image of Cannabis is another name of chars used as a drug creates panic, anxiety.	Same
00:19 sec	Tobacco	(MS) A pic of Tobacco causes forgetfulness, dry mouth and throat.	Same
00:21 sec	Alcohol	(MS)A image of Alcohol can damage heart, brain, joint, liver	Same
00:22 sec	Diamorphine	(CU) Diamorphine is also called as Heroine. It weakens your bones.	Same

00:24 sec	Cocaine	(CU) An image of Cocaine depicts it is highly addictive.	Same
00:26 sec	Causes	(MS) A visual showing causes of drugs as a title page.	Same
00:28 sec	Frustration and Tragedies	(CU) A picture depicts outcome of taking drugs as a cause of frustration and tragedy.	Same
00:36 sec	Peer Pressure and Negligence of parent	(CS) A picture depicts taking of drugs due to ignorance of parents.	Same
00:37 sec	Influence of Friends	(CS) An Image depicts friends and bad company is a major factor.	Same

00:38 sec	Consequences of drugs	(MS) A picture showing title page.	Same
00:38 sec	HIV Aids	(CS) A picture depicts image of HIV Aids patient	Same
00:41 sec	Irritability	(CS) A picture showing a young boy irritate himself due to taking drugs	Same
00:51 sec	Depression	(CS) A visual depicts depression is another symptom	Same
00:53 sec	Prevention	(CU) How to over-come?	Same

00:55 sec	Care and Support by Friends and Family	(CS) A picture depicts family and friends show care for them.	Same
00:58 sec	Starts a New Life	(CU) A picture depicts motivational words for them.	Same

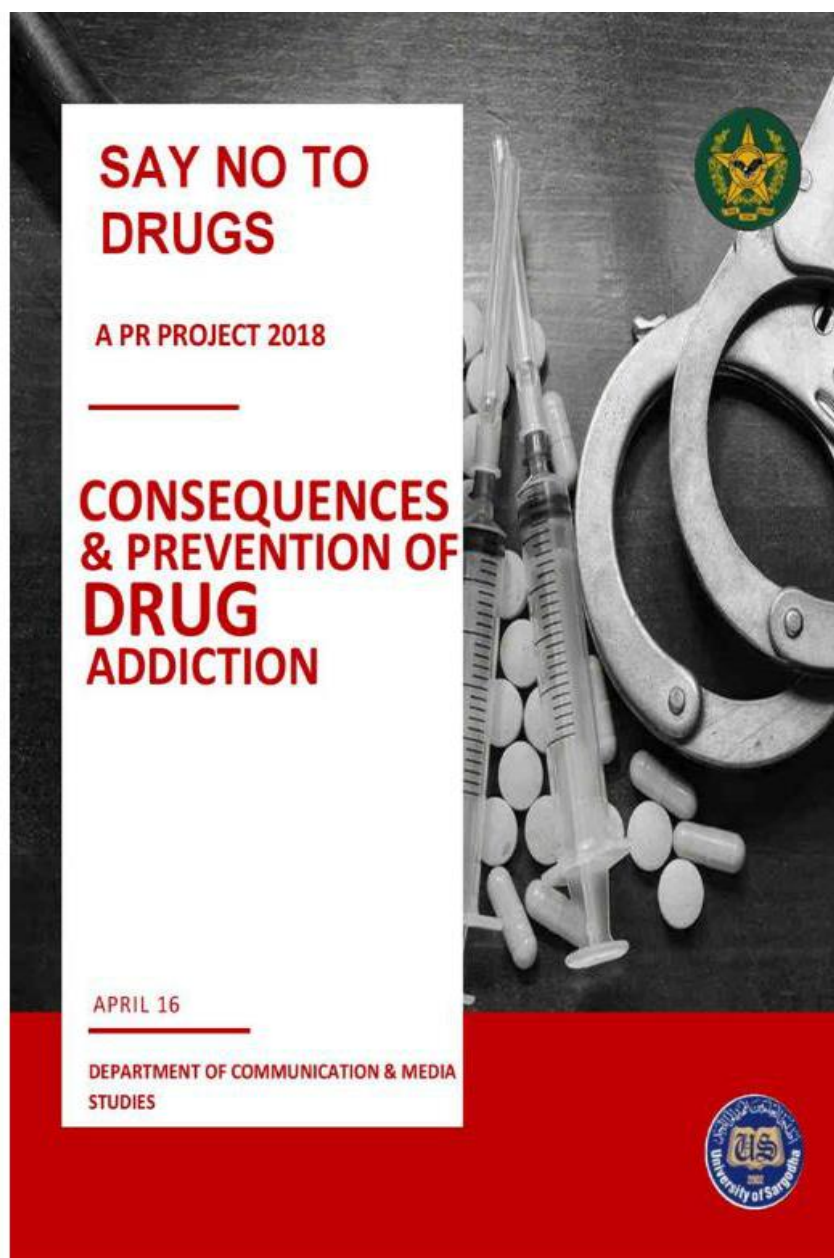
4.1.2.10 Information kits

Information kits are designed to share information about the seminar with the audience and especially they are designed for media practitioner.

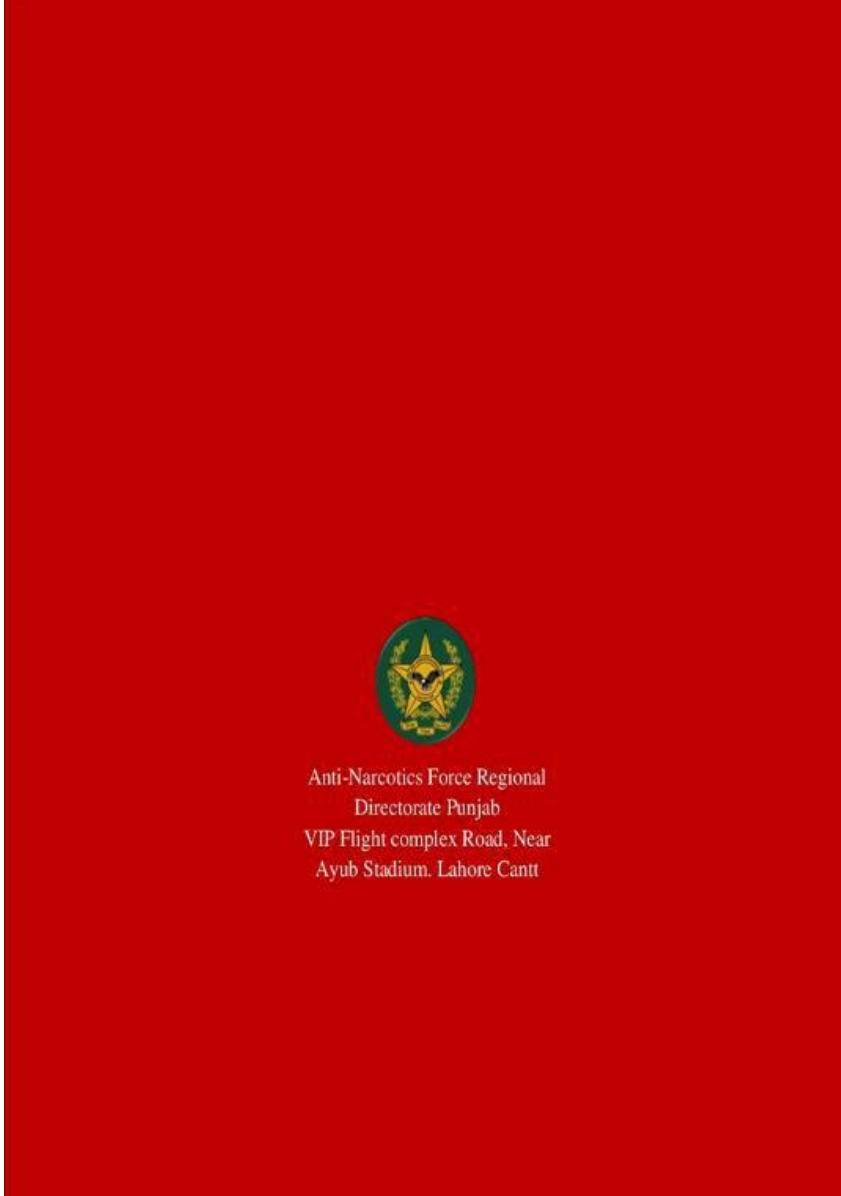
They were distributed among the participants at the time of seminar.

Media kit file cover

Front



Back



Following are the elements that were the part of the information kits:

4.1.2.10.1 Schedule of the Seminar

One of the element that is given in informational kit is the schedule of seminar, to inform the media practitioner and other participants the details of seminar. Following is the schedule of seminar, which is given inside the informational kits:

Schedule		
Sr. No	Description	Time
1.	Introduction	10:00am-10:05am
2.	Recitation of Holy Quran by Hafiz Shiraz	10:06am-10:10am
3.	Naat-e-Rasool-e-Maqbool by Sonia Jahan	10:11am-10:20am
4.	Welcome Note by Assistant Prof. Sir Noman Yaser	10:21am-10:30am
5.	Growing Trend of Drug Addiction in Youth by Prof. Dr. Sajid Bashir	10:31am-10:50am
6.	Presentation about Anti-Narcotic Force by Mr. Tajwar Hayat	10:51am-11:10am
7.	Infomercial on Drug Addiction in Pakistan	11:11am-11:15am
8.	Causes of Drug addiction by Hamid Ali	11:15am-11-25am
8.	Concluding remarks by Dr.Muhammad Nawaz Mahsud	11:26am-11-35am
9.	Q & A Session	11:36am-11:45am



4.1.2.10.2 Information about Drug addiction in Pakistan

Information about the current drug addiction in Pakistan is also given inside the media kit, to inform the participants of seminar about the theme of event and why it is important to address the issue.

Following is the information about drug addiction in Pakistan:

Information about Drug Addiction in Pakistan

Drug addiction is a condition characterized by an overwhelming desire to continue taking a drug to which one has become habituated through repeated consumption because it produces a particular effect, usually an alteration of mental status.

In the last few decades, drug addiction has increased exponentially in Pakistan. Most of the illegal drugs come from the neighboring Afghanistan. According to the UN estimate, 8.9 million people in the country are drug users. Cannabis is the most used drug. The rate of injection drug abuse has also increased significantly in Pakistan, sparking fears of an HIV epidemic.

It is very important to address this issue because problem of drug addiction is more serious because the addicts are mostly school, college, and 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 involve in taking drugs, amongst which 4 million use Cannabis, 2.7 million use Opioids.

Anti-Narcotics Force is the government agency responsible for tackling drug smuggling and use within Pakistan. According to Narcotics Control Bureau's reports, 50 percent of drug-related cases of the country are from Punjab alone. Narcotic drugs are affecting our future generations and ANF Punjab has a key role to protect our region from its ill effects.



4.1.2.10.3. Profiles of Keynote Speakers

Media kit also containing a brief introduction of the speakers, so that the media practitioners and other participants get a little bit information about them.

Following is the profiles of keynote speakers:

Profiles of Keynote Speakers



Dr. Muhammad Nawaz Mahsud is currently serving as the Dean of Faculty of Arts, Humanities and Law in University of Sargodha. He has done PhD in Mass Communication from University of the Punjab, Lahore, Pakistan. Before that, he completed MPhil in Mass Communication from Department of Journalism and Mass Communication, Gomal University, Dera Ismail Khan. Previously, he served as Assistant Professor at Department of Journalism and Mass Communication, Gomal University, Dera Ismail Khan.



Dr. Sajid Bashir is the Dean of Faculty of Pharmacy. Dr. Sajid Bashir has done PhD and M.Phil. in Pharmaceutics from University of the Punjab, Lahore. From 1997 to 2009, he served as the Assistant Professor at University of Balochistan, Quetta. He is focal person of Anti-Narcotic Force in University of Sargodha.



Assistant Prof. Noman Yaser Qureshi is serving as Incharge of the Department of Communication and Media studies. His expertise and research interest includes political communication, advertising, social media, and critical discourse analysis.



Tajwar Hayat is currently serving as Sub-Inspector of Anti-Narcotic Force, Faisalabad. He has done M.Sc. Criminology and Security Studies, and masters in English Literature. He received gold medal in ANF training and recommended official of ANF by UNODC.

Hamid Ali worked as drug counselor in Karachi and currently working as drug SOS Assistant Director youth. For six year he worked as drug abuse counselor in Dua Rehabilitation center in Karachi.



4.1.2.10.4. Fact Sheet

Fact sheet for seminar and walk is given in the informational kit so that the media practitioners and other participants of the seminar get basic information about this event in easy to understand format.

Factsheet

Factsheet: Walk & Seminar on Consequences and Prevention of Drug Addiction

Who:

Department of Communication and Media Studies organized this seminar in collaboration with Anti-Narcotics Force. Keynote speakers are Dr. Muhammad Nawaz Mahsud, Dean of Faculty of Arts, Humanities and Law, Dr. Sajid Bashir, Dean of Faculty of Pharmacy, and Tajwar Hayat, Sub Inspector, Anti-Narcotic Force, Faisalabad

What:

Walk & Seminar on Consequences and Prevention of Drug Addiction

Where:

Pharmacy Hall, Department of Pharmacy, University of Sargodha.

When:

16th April, 2018

Why:

This seminar & walk would not only create awareness among the youth about the hazardous impact of drugs on their lives but it would also build positive image of Anti-Narcotics Force by promoting their contribution in eradicating this evil from the country.

How:

By inviting the experts who are working against drug addiction in Pakistan to share their experience in youth. Mr. Tajwar Hayat, Sub Inspector, Anti-Narcotic Force, Faisalabad and Dr. Sajid Bashir, Dean of Faculty of Pharmacy express their views on consequences and prevention of Drug addiction.

Benefit Statement:

This event will reduce the rate of drug addiction by spreading the awareness regarding the harmful consequence of drug addiction and its prevention among the youth of Sargodha.

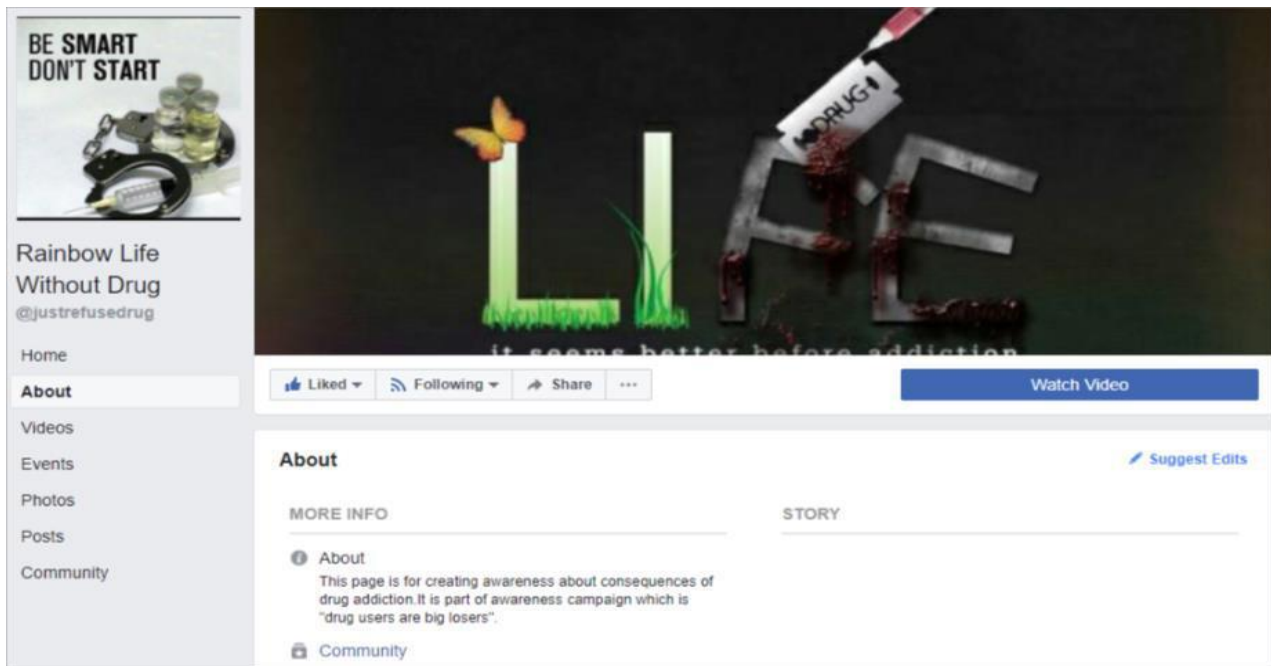
Background:

Drug addiction is growing among youth. According to UN report Pakistan has 8.9 million drug addicts. Majority of the drug addicts in Pakistan fell between 25-39 years of age, sparking fears of an HIV epidemic.

4.1.2.11. Facebook Page

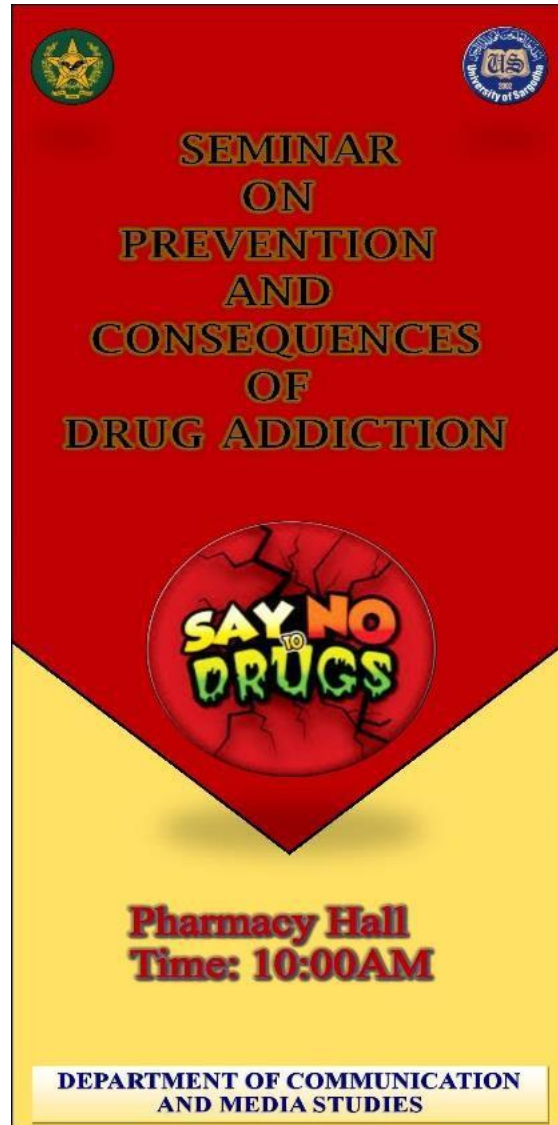
A community page “Just Refuse Drugs” was created on Facebook which is most used social website by the students of University of Sargodha. On this Facebook page sharing the visually attractive content against the harmful impact of drug use.

Following is the image of the Facebook page that is created for this campaign:



4.1.2.12. Standee

To ensure maximum participation of the students of University of Sargodha in seminar, a standee was design and placed at the entrance of pharmacy hall. The design standee is shown below:



4.2 Communication Strategy 3

Increase the coverage of Anti-Narcotics Force in the newspapers of Sargodha.

4.2.1 Targeted Audience

Newspapers which are published in Sargodha are the primary and targeted audience of this communication strategy.

4.2.2 Tactics

In order to execute the above mentioned communication strategy for the newspapers of Sargodha

Following are the tactic which were designed:

1. News Release

Following is the clipping of news release published in different newspaper:



منشیات کے اثرات، روک تھام کے موضوع پر جامعہ میں سیمینار

مقصد طلباء و طالبات میں منشیات سے بچاؤ کے حوالے سے شعور اجاگر کرنا ہے: مقررین

5.

سرگودھا (خبر نگار) شعبہ اباغیات یونیورسٹی آف سرگودھا کے زیر اہتمام ”منشیات کے اثرات اور اس کی روک تھام کیلئے اقدامات“ کے موضوع پر سیمینار اور واک کا انعقاد کیا گیا جس میں سب انسپکٹر انٹرنیٹ مارکو نکس تاجور حیات، اسسٹنٹ ڈائریکٹر ایس او ایس یو تھہ حامد علی، ڈین فیکلٹی آف آرٹس اینڈ لاء پروفیسر ڈاکٹر نواز محمود، انچارج شعبہ اباغیات نعمان یاسر قریشی، فیکلٹی ممبران اور طلباء و طالبات نے شرکت کی۔ اس موقع پر تاجور حیات نے خطاب کرتے ہوئے کہا کہ انسداد منشیات کے لیے تمام تر وسائل بروئے کار لائے جا رہے ہیں۔ پروفیسر ڈاکٹر نواز محمود نے خطاب کرتے ہوئے کہا کہ پاکستان میں بتدریج منشیات فروشی کے خلاف عملی اقدامات ہو رہے ہیں، ہمیں جامعات میں نوجوان نسل کو یہ تربیت فراہم کرنا ہوگی کہ نشہ ان کے مستقبل کا دشمن ہے لہذا اس سے خود کو بچائیں، جب کوئی بچہ نشہ کا عادی ہوتا ہے تو وہ اپنے ساتھ ساتھ خاندان کو بھی برباد کر دیتا ہے۔

Chapter 5: Evaluation

Campaign was designed to aware the students about the causes, consequences and prevention of drug addiction as well as to create a good image of Anti-Narcotics Force.

In order to evaluate the effectiveness of the campaign, two methods were used. Survey through questionnaire and comments from the experts were taken and results are compiled in this chapter. After the campaign a survey is conducted on target audience in order to determine either the campaign has achieved the objectives or not.

5.1 Questionnaire

A questionnaire was designed to evaluate the objectives of the campaign. In order to measure each objective at least three questioned were asked in the form of statements and five point Likert scale was used.

Sampling:

Through random sampling, questionnaire was filled from 30 students who are enrolled in the Department of Communication and Media Studies.

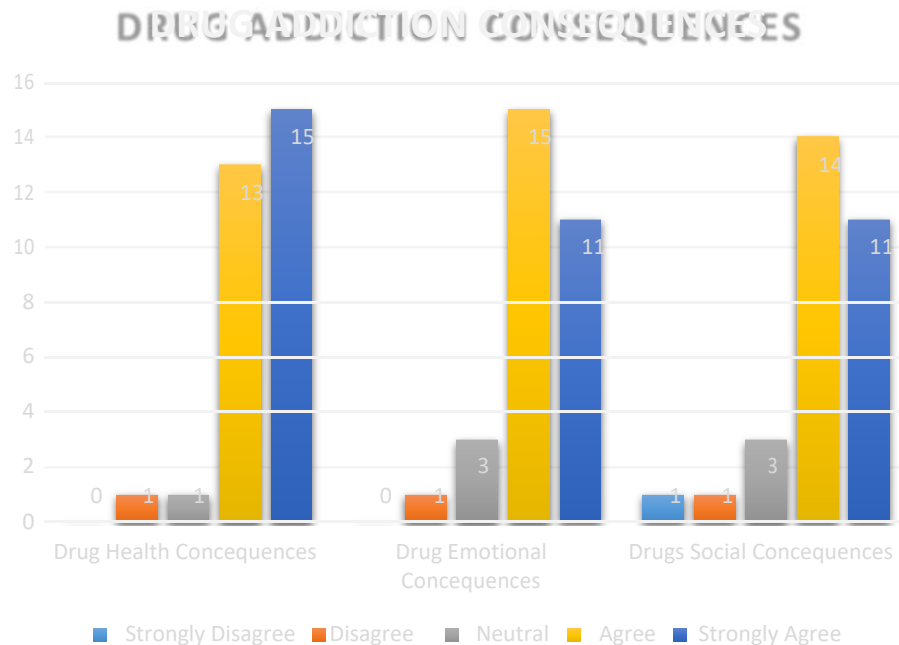
Following is the questionnaire used for survey:

Sr. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Drug usage causes serious health problem & disease i.e. HIV aids.					
2	Drug abuse causes emotional problems such as anxiety, depression and mood swing.					
3	Drug addiction results into social and family problems.					
4	A peer group that uses drugs could be a reason of drug addiction.					
5	Drug usage decrease the stress's pain and depression.					
6	Connect With Friends & family and Avoid Negative Peer Pressure for drug usage.					
7	Drug addiction is highly treatable disease.					
8	Anti-Narcotics Force is single law enforcement agency in the field of narcotics control in Pakistan.					
9.	ANF is responsible for controlling the supply and production of narcotics substances within the Pakistan.					
10.	ANF handles cases relating to narcotics trafficking.					

5.1.2 First Objective

Raise awareness regarding the consequences of drug addiction among the students of University of Sargodha.

Following is the bar chart that show the complete statistics of the survey results:



5.1.2.1 Interpretation:

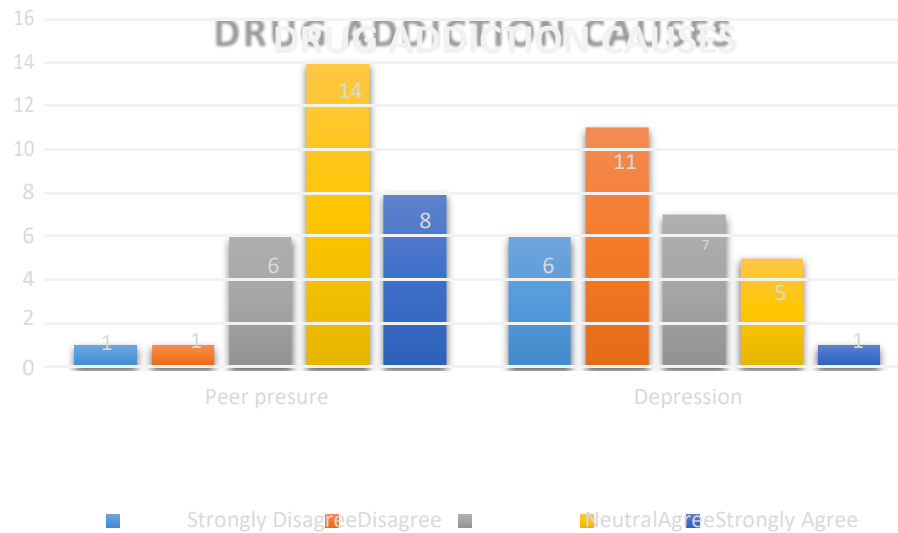
Survey discloses that: 50% students are strongly agreed and 43% students are just agree that drugs usage causes health issues. 50% students are agree and 36% are strongly agree that drug abuse results into emotional problems. 47% students are agree and 36% are strongly agree that drug abuse will turn into social problems.

In the light of above mentioned results, this campaign was very successful in achieving its objectives as it 50% accomplish its awareness objective regarding the consequences of drug addiction.

5.1.3 Second Objective

Increase awareness about the causes of drug addiction among the students of University of Sargodha.

Following is the chart that show the complete statistics of the survey results



5.1.3.1 Interpretation

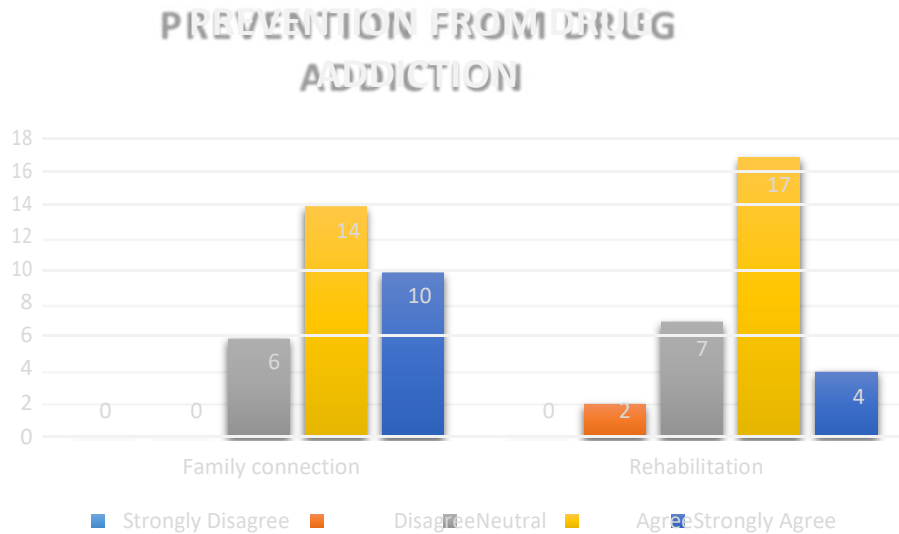
Survey discloses that: 47% of the students agreed about the fact that peer pressure would be a reason of drug abuse, and 26% students also strongly agreed on it. 36% of the students strongly disagreed and 20% are disagreed that drug usage decreases stress's pain and depression.

In the light of above mentioned results, this campaign was successful in achieving its objectives as it 50% accomplish its awareness objective regarding the causes of drug addiction.

5.1.4 Third Objective

Increase the awareness of prevention from drug addiction among the students of University of Sargodha.

Following is the chart that show the complete statistics of the survey results:



5.1.4.1 Interpretation

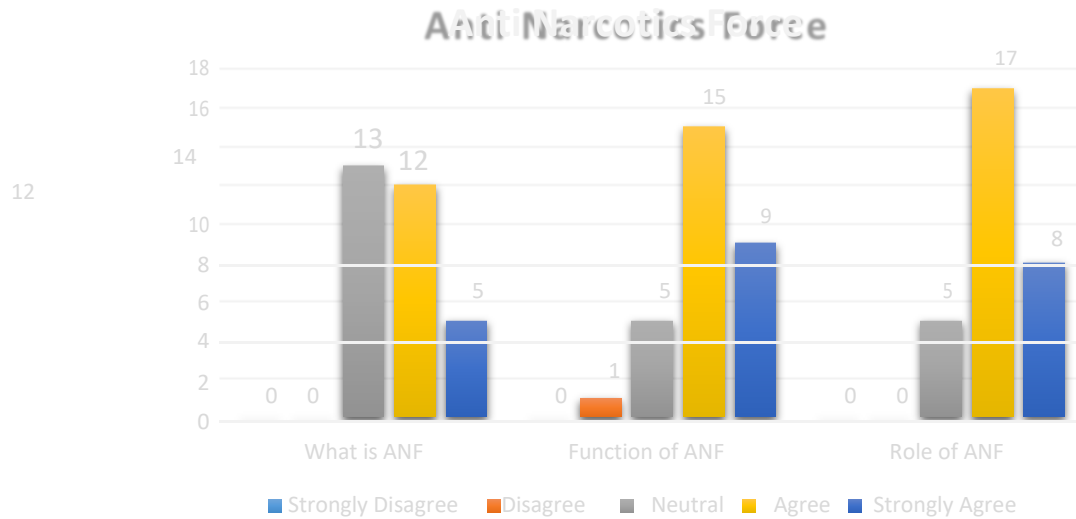
Survey discloses that: 47% of the students agreed and 33% strongly agreed about the prevention of drug abuse. 56% of the students agreed that drug addiction is a highly treatable disease.

In the light of above mentioned results, this campaign was very successful in achieving its objectives as it as it 50% accomplish its awareness objective regarding the prevention of drug addiction.

5.1.5 Forth Objective

Increase the goodwill of Anti Narcotic Force among the students of University of Sargodha.

Following is the chart that show the complete statistics of the survey results:



5.1.5.1 Interpretation

Survey discloses that: 40% of the students aware about ANF. 50% of the students aware about the function of ANF. 50% of the students had knowledge about the role of ANF organization.

In the light of above mentioned results, this campaign was very successful in achieving its objectives as it 50% accomplish its objective regarding the goodwill of Anti-Narcotics Force.

5.2 Comments from the Experts

Chaudhry M. Ismail, Director(r) Fisheries Punjab

“Drug addiction is a big abuse. Goal strive to eradicate addiction from society”

Qaisara Ismail, Member of Women Rights Commission Punjab and the Member of District council

“keep your spirit high and highlighted issues. God will be with you always”

Abdul- ul-razzaq, Member of Proventil A assembly

ڈرگ مافیا کے خلاف کام کرنا عظیم لوگوں کا کام ہے۔ ہم سب کو مل کر ڈرگ مافیا پر کام کرنا گا۔

Dr. Mudassar Hussain Shah, Assistant Professor at Department of Communication and Media Studies of University of Sargodha

“This is a wonderful project and execution is best”

Mr. Tariq Nawaz, Lecturer at Department of Communication and Media Studies of University of Sargodha

“Good creative effort by Waseem, Sanila and Ammara”

Mr. Abdul Rehman Qaisar, Lecturer at Department of Communication and Media Studies of University of Sargodha

“Excellent work”

Ms. Maryam Ikram, Lecturer at Department of Communication and Media Studies of University of Sargodha

“Congratulation for completing your final projects successfully. Keep your spirit high and whatever you do do it with sincerity and devotion. Keep your intentions positive always. May Allah bless you with health happiness and success. Ameen.”

Zubair Khalid, Programe assistant at VOS Fm

منشآت کے حوالے سے روک تھام اور آگاہی کے بارے میں اچھا کام ہے۔ سب گروپ میمبرز کو مبارکباد۔

Chapter 6: Conclusion

This campaign was organized to raise the awareness regarding the causes, consequences and prevention of drug addiction. The key message of this campaign was “Say No to Drugs” which was promoted through different tactics including flyers, brochure, posters, charts, media kits, seminar and walk.

Campaign was conducted in collaboration with Anti-Narcotics Force to increase its goodwill. ANF is the government agency responsible for tackling drug smuggling and use within Pakistan.

Overall it was a good and successful campaign, as the strategies and tactics used in this campaign have been proved successful in achieving its objectives, which is evaluated through the survey.

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