






**REPORT ON HEALTH
PROMOTION PROGRAMME**

**DRIVE
AGAINST
DRUGS**

2026



**PROGRAM COORDINATED BY:
DR. BALAJI ARUMUGAM
PROFESSOR & HEAD,
DEPARTMENT OF COMMUNITY
MEDICINE**





Organizing Team

A Health Promotion Program on DAD – Drive Against Drugs was conducted at Venue - Government Arts and Science College, Chengame premises on 30th January and 4th February.

The program was organized under the leadership of Dr. A. Balaji, Professor and Head of the Department.

- Dr. S.Sakthipriyan - Assistant Professor**
- Dr.R. Kalaivanan - Assistant Professor**
- Mr. S.Kulandaiyesu Raja - MSW**
- Mr. S.Nithishkumar - Health Inspector**
- Mr. E.Rohith - Sanitary inspector**

OBJECTIVE OF THE PROGRAMME

- To create awareness about drug abuse and addiction
- To educate students on the stages and dangers of drug use
- To promote a drug-free lifestyle among youth
- To motivate students to take a public pledge against drugs

BACKGROUND

As requested by the Government Arts and Science College, Chengam, a health promotion activity was organized under the Drive Against Drugs (DAD) initiative. The programme aimed to address the growing concern of substance abuse among young people through structured health education and community engagement activities.

STAGES OF DRUG ABUSE AND DEPENDENCE

Drug abuse usually progresses through stages starting from experimental use, occasional use, regular use, risky use, and finally dependence or addiction. In the dependence stage, the person loses control over use and experiences withdrawal symptoms when stopping.



RISK FACTORS LEADING TO SUBSTANCE ABUSE

- Major risk factors include peer pressure, stress, mental health disorders, family history of addiction, lack of awareness, easy availability of substances, and poor social support. Adolescents and young adults are particularly vulnerable.

Physical Health Effects

Substance abuse can damage vital organs such as the liver, heart, lungs, and brain. It increases the risk of infections, accidents, overdose, and long-term chronic diseases. Nutritional deficiency and weakened immunity are also common.

PSYCHOLOGICAL EFFECTS

Drug abuse affects mental health by causing mood swings, anxiety, depression, irritability, impaired judgment, and behavioral changes. Long-term use may lead to severe dependency and psychiatric disorders.



SOCIAL AND ECONOMIC CONSEQUENCES

- Substance abuse leads to family conflicts, poor academic or work performance, financial problems, crime, and social isolation. It also increases healthcare costs and reduces productivity.



Prevention Strategies and Early Help-Seeking

Prevention includes awareness education, life-skills training, strong family support, counseling, and community programs. Early identification, medical help, and rehabilitation services play a key role in recovery.



Pledge Activity

All participating students took an anti-drug pledge, led by Dr. Sakthipriyan, to affirm their commitment to avoiding substance use and maintaining healthy habits.



Awareness Rally

An anti-drug awareness rally was conducted within the college premises. Students carried messages and slogans supporting a drug-free society, helping extend awareness beyond the classroom setting.



Awareness Rally



Outcome



The programme was completed successfully with active student participation and good support from the college administration. Students demonstrated interest and awareness regarding the harmful effects of drug abuse and the importance of prevention.