

Mobilizing Youth to tackle one of the World's Biggest Killers

- Mobilizing youth & students to fight alcohol and substance abuse
- Addressing one of the key challenges of the 21st century
- Awareness programs in educational institutions across the country

12 November 2011, Delhi: Indian Alcohol Policy Alliance (IAPA), the Indian arm of Global Alcohol Policy Alliance, has announced programs targeting the future generation on issues related to healthy lifestyles. Two of the series announced are an Interaction on the "Role of Social Work Professionals in Promoting the WHO Strategies on Alcohol & Non Communicable Diseases" jointly with the Department of Social Work at Jamia Millia Islamia Central University and "JYOTHIRGAMAYA" a campaign against Alcohol & Substance Abuse among Adolescents which will be a high school program. 15 schools in NCT Delhi have been selected for the first phase. IAPA has launched this initiative with the support of the National Centre for Drug Abuse Prevention (NCDAP), Ministry of Social Justice & Empowerment, Government of India.

In May 2010, delegations from all 193 Member States of World Health Organization (WHO) reached consensus for the first time at the World Health Assembly on a resolution to confront the harmful use of alcohol, which contributes to poor health globally, can devastate families and damage the structure of communities.

According to WHO, every year, the harmful use of alcohol kills 2.5 million people, including 320 000 young people between 15 and 29 years of age. It is the eighth leading risk factor for deaths globally, and harmful use of alcohol was responsible for almost 4% of all deaths in the world, according to the estimates for 2004.

In addition to the resolution, a global strategy developed by WHO in close collaboration with Member States provides a portfolio of policy options and interventions for implementation at national level with the goal to reduce the harmful use of alcohol worldwide. The resolution endorses the strategy and urges countries to complement and support national responses to public health problems caused by the harmful use of alcohol. A Special UN Assembly was convened in September 2011 on this topic. India is also a signatory in this WHO Global Alcohol Strategy.

Says Mr. Derek Rutherford, Chairman, Global Alcohol Policy Alliance, who has played a crucial role in realizing the above WHO Global Strategies, "Human decisions shape the world economy, and awareness is at the root of decision making. There's a lot of news reports on war, terrorism, recession, economy, but according to me the one issue that is often underrepresented is the sheer volume of people affected by alcohol and other substance abuse. Prevention is still better than - and more cost-effective than - cure. We know what works, we know what it costs and we know that all countries are at risk. We have an Action Plan to avert millions of premature deaths and help promote a better quality of life for millions more. Awareness is the first step. And we want to start with the youth - they are the future."



More About the Events:

1. Jyothirgamaya - Campaign against Alcohol & Substance Abuse among Adolescents

Inaugural Function at D.A.V. Public School, Sahibabad, Ghaziabad, NCT-Delhi
14th November 2011, 9.00 AM

Chief Guest: Derek Rutherford (Chairman, Global Alcohol Policy Alliance)

Panel: Sven Olov Carlsson (President, IOGT International), Dr. S. Arul Rhaj (Chairman, Commonwealth Health Professions Alliance), Dr. Anju Dhawan (Asso. Professor, All India Institute of Medical Sciences) and Johnson J. Edayaranmula (Executive Director, IAPA).

2. Interaction on the "Role of Social Work Professionals in Promoting the WHO Strategies on Alcohol & Non Communicable Diseases"

Department of Social Work, Jamia Millia Islamia Central University, New Delhi
15th November 2011, 3.00 PM

Chief Guest: Derek Rutherford (Chairman, Global Alcohol Policy Alliance)

Panel: Sven Olov Carlsson (President, IOGT International), Dr. J. S. Thakur (Cluster Focal Point & National Professional Officer, WHO-India), Padmasri Dr. Shanti Ranganathan (WHO Expert Member & Hony. Secretary, IAPA), Prof. Dr. S. Arulrhaj (Chairman, Commonwealth Health Professions Alliance), Johnson J. Edayaranmula (Executive Director, IAPA).

About Indian Alcohol Policy Alliance

Indian Alcohol Policy Alliance (IAPA) is a Non Governmental Organization affiliated to Global Alcohol Policy Alliance (GAPA) to prevent alcohol related harm through evidence based policy intervention, advocacy and capacity building.

Board of IAPA: Chairman Dr. S Arul Rhaj, Secretary Dr. Shanthi Ranganathan, Executive Director Johnson J. Edayaranmula, and Trustees Dr. Vinay Aggarwal, Prof. Dr. Nimesh G. Desai, Dr. Shubhangi R. Parkar, and Dr. Monika Arora.

MORE INFORMATION AND ENQUIRIES:

Johnson J. Edayaranmula, Cell: +91-95605-47010, Email: iapadelhi@gmail.com