



Consultation Report

Consultation Subject:

The Ministry of the Interior seeks public input on raising awareness about combating the spread of drugs.

The objective of consultation:

The Ministry of the Interior is interested in gathering diverse opinions and suggestions on strengthening educational and preventive initiatives to increase individuals' awareness in rejecting all forms of drug manufacturing, promotion, and abuse.

Expected decisions as a result of consultation:

To initiate awareness programs that amplify efforts in preventing drug spread and minimizing its impact on the community.

Open Date: June 01, 2023

Closed Date: June 22, 2023

Languages used: Arabic - English

Marketing: Social Media - Website - Smart Notifications - Email – Screens



No. of comments: 57

Topics of comments:

Topic	Awareness	Enhancing communication	Technology	Enhancing cooperation	General comments
No. of comments	25	18	3	8	3

Summary of comments:

1. Enhancing education and awareness initiatives directed at the school community and parents through diverse communication channels, with a particular emphasis on social media.
2. Conducting seminars, courses, and live broadcasts via social media platforms to disseminate information effectively.
3. Reinforcing communication with individuals recovering from drug abuse by establishing support groups and workshops accessible through social media.
4. Creating specialized smart apps and implementing artificial intelligence techniques for effective intervention.
5. Collaborating with both governmental and private institutions and agencies to offer a comprehensive array of entertainment and educational events and activities.
6. Offering psychological and social support to individuals dealing with addiction as part of a holistic approach to recovery.

Result:

By meticulously studying and analyzing public opinions and suggestions related to this request for input, the Ministry has undertaken the launch of an awareness campaign titled "Join us to Prevent It." This initiative, spearheaded by Lt. General HH Sheikh Saif bin Zayed Al Nahyan, Deputy Prime Minister, Minister of Interior, and Chairman of the UAE Narcotics Control Council, serves as the focal point for a nationwide awareness campaign. The principal goal is to bolster awareness about the perils of drug abuse and elucidate effective strategies for countering drug dealers, with a particular focus on utilizing social media programs for dissemination.