



## MADANAPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE

UGC-AUTONOMOUS

### Anti Drug Awareness Camp

On 21st December 2022

**Objective:** To motivate students about anti drug and prevention of drug addiction.

NSS Cell-MITS and in association with AP police, Mudivedu took initiation in organizing “Anti Drug Awareness Camp” .December 21st 2022 50 student Volunteers and faculty members were participated.

The **National Youth Anti-Drug Media Campaign** is a current domestic government [propaganda](#) campaign in the [United States](#) conducted by the [Office of National Drug Control Policy](#) (ONDCP) within the [Executive Office of the President of the United States](#) with the goal to "influence the attitudes of the public and the news media with respect to drug abuse" and of "reducing and preventing drug abuse among young people in the United States".

The Media Campaign cooperates with the [Partnership for a Drug-Free America](#) and other government and non-government organizations.

In August 2001, the office told a Congressional committee that its National Youth Anti-Drug Media Campaign "has been the most visible symbol of the federal government's commitment to drug prevention," and that the office was "investing \$7 million a year in performance measurement to determine the effectiveness" of the campaign. The statement said "We believe there is a strong body of evidence that

indicates the campaign is working, as planned, to change drug attitudes, intentions and use."

In 2002, according to a multi-year study by the research firm hired by the office, teenagers exposed to federal anti-drug ads were no less likely to use drugs for having viewed them, and some young girls said they were even more likely to give drugs a try. Walters blamed poor ads that weren't resonating with teenagers. Walters promised in Senate testimony in 2002 that he would show results within a year or admit failure, and Congress agreed to extend the campaign through 2003 while cutting funding for the ads from \$170 million in 2002 to \$150 million in 2003. An entirely new advertising campaign was created.

In February 2005, a research company hired by the office and the [National Institute on Drug Abuse](#) reported that the government's ad campaign aimed at dissuading teens from using marijuana, a campaign that cost \$1.4 billion between 1998 and 2006, did not work: "greater exposure to the campaign was associated with weaker anti-drug norms and increases in the perceptions that others use marijuana." The research company was paid \$42.7 million for the five-year study. After the February 2005 report was received, the office continued the ad campaign, spending \$220 million on the anti-marijuana ads in fiscal years 2005 and 2006.



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