

Subject: Listen Up! Sharing Facts on Drugs, Saves Lives!

Listen First, a UNODC initiative to support [science-based drug use prevention](#).

July 2021 – Newsletter 6

'**Listen First**' continues to reach communities worldwide thanks to the ongoing support from committed partners.

In June, UNODC observed '**International Day of Innocent Children Victims of Aggression**' and '**World Drug Day**.' This year's theme, "**Sharing Facts on Drugs, Saves Lives,**" reiterates the core message of '**Listen First**' of the importance of evidence-based science in drug use prevention. On this day, UNODC released the '**World Drug Report 2021**' and held a Special Event of the Commission on Narcotic Drugs where two youths emphasized '**Listen First's**' message as they delivered their remarks on the effect of COVID-19 on youth and drug use prevention.

In addition, we're pleased to see '**Listen First**' translated and distributed into ever more languages. This month it was released nationally in **Serbia** and the **United Arab Emirates**. We are also proud to be endorsed by **WiRED International**, one of the leading global institutions addressing health education, which will bring '**Listen First**' to many communities that need it most.

GLOBAL GAINS

In Focus

International Day Against Drug Abuse and Illicit Trafficking

The International Day Against Drug Abuse and Illicit Trafficking, also known as '**World Drug Day**,' is celebrated annually on June 26th. This year's theme was "**Share Facts on Drugs, Save Lives.**"

"The theme "Share Facts on Drugs, Save Lives" emphasizes the importance of strengthening the evidence base and raising public awareness, so that the international community, governments, civil society, families and youth can make informed decisions, better target efforts to prevent and treat drug use, and tackle world drug challenges."

UNODC Executive Director Ghada Waly

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News & Events

**International Day of
Innocent Children
Victims of Aggression**

**The International Day of
Innocent Children
Victims of Aggression** is
commemorated on **June
4th** every year to
acknowledge the pain
suffered by children
worldwide who are
victims of physical,
mental, and emotional

abuse. **UNODC**, through its **Global Programme to End Violence against Children** supports and assists Member States in **Drug Day 2021** with us! **Children** and **World Drug Day 2021** with us! **effectively preventing and responding to violence** against children.

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Youth and partners worldwide have picked up this year's theme for **'World Drug Day'** and contributed with their own initiatives and engagements. To mark this day, **'Listen First'** was also launched nationally in **Serbia** and the **United Arab Emirates**.

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WiRED: Saving lives by bringing health education to communities

WiRED is considered one of the leading institutions addressing health education around the world. So we are proud that **WiRED** supports **UNODC's** substance use prevention work and the **'Listen First'** materials as a way to initiate the conversation with community health workers in some of the world's most difficult-to-reach places.

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Voices

Miwa Kato

“UNODC will continue to support evidence-based drug use prevention worldwide and also provide technical assistance to Member States that are looking to implement ‘Listen First’ as part of their drug use prevention strategies.”

Miwa Kato, Director of Division for Operations, UNODC

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Valerie Chmara

“‘Listen First’ allows children to be valued and also to value what they think and how they feel. Respecting and considering the feelings of children is an essential step in preventing violence against them.”

Valerie Chmara, Psychosocial Support Specialist, UNODC Global Programme to End Violence against Children

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The Science of Information

[Watch Video](#)

Read the Science of Information sheet [here](#).

The Science of Listen First

[Watch Video](#)

Read the Science of Listen First
sheet [here](#).

Help us celebrate YOUR achievements! Are you using the Listen First materials in your webinars, training sessions, or in other creative ways? We would love to hear from you! Submit your information to elizabeth.mattfeld@un.org

Listen First is an initiative by UNODC that has been made possible by the generous support of France.

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