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### Young People and Anti-Drug Campaign

Many surveys show that the drug problem is growing all over the world. The highest increase in abuse is observed among teenagers. Statistics indicate that in Britain the number of addicted teenagers has doubled since 1989. Most teenagers surveyed admit that they have tried at least one type of illegal drug in their young lifetime. It is common among teens to be offered drugs by their friends (Niblett, 2014). The most frequently used drugs are Ecstasy, Speed, and hallucinogenic drugs like LCD.

The governments of many countries express their concerns in this respect. Teenagers make up a social group that is extremely vulnerable to negative influences. Many teenagers think that using drugs is exciting and popular. They view it as a common trend within their social group. One more factor that encourages this negative tendency is that young people are influenced by the film and music industries, which introduce tough heroes and successful musicians who are drug addicts. Low moral standards are being imposed on young people and their classmates through the media. Young people are overly influenced by these attractive but fake images without realizing it!

A number of surveys show that teenagers say they know that drug abuse is bad; however, they cannot articulate exactly why it is harmful. This indicates that teens are unable to estimate the potential harm for their health and impact on quality of life because they lack knowledge on the subject. Being inexperienced and sensitive, they are ready to try anything they may come across in their everyday lives, even illegal drugs.

Several major governments have decided to provide new anti-drug campaigns aimed at informing teenagers about the risk of potential health problems, like physical, mental and emotional disorders. Visual images demonstrate the possible damages individuals can experience through drug abuse. Moreover, a number of lectures and anti-drug lessons are included in the compulsory part of high school and college curriculum. The purpose is to make young people more aware of the realistic, fatal consequences of drug abuse. These strategies are intended to encourage young people to make good choices by rejecting even the smallest invitation to try any kind of drugs, thus, decreasing the number of addicted teenagers (Riley-Smith, 2015).

Another way of helping teenagers avoid drug abuse by is providing helplines to free call centers. Knowing the service offers full anonymity, teenagers who already suffer drug addiction are

more likely to talk about their problems and receive a high quality consultation from an experienced psychologist.

That the number of young people abusing drugs is growing is of great concern for the entire society in general, not just for teenagers and their parents. Everyone should be ready to support the young generation by helping to eliminate access to illegal drugs and an increase in information and confidential, professional help. Social indifference and the desire to ignore the suffering of drug-addicted teenagers will only escalate misunderstandings in their social environment, forcing young people to look for comfort and answers in the shady world of drugs, causing untold damage in their lives.

#### Works cited

Niblett, Paul. "Statistics on Drug Misuse." *Lifestyles Statistics, Health and Social Care Information Center* 2 Dec. 2014: 5-6. Print.

Riley-Smith, Ben. "Anti-drugs lessons are counter-productive, government's drug experts tell Theresa May". *The Telegraph* 04 March 2015: B2. Print.