



## **The Truth About Drugs**

### **Overview of Statistics and Results**

#### **2009**

- More than **853 million people** have been reached with the Truth About Drugs message.
- Over **435 million people** have viewed **The Truth About Drugs public service announcements in the last 12 months**. They have aired on Discovery Health, MTV, VH1, Fox News, BET, FUSE and 215 other national and regional TV and cable channels. They have also aired in 174 other venues, including sports stadiums, restaurants and stores.
- Just over **24 million The Truth About Drugs booklets** have been distributed in 20 languages to at-risk youth and in drug hotspots in 155 cities in 48 nations throughout the world—3.6 million in the last 12 months.
- **Drug-Free Marshals** have promoted to some **3.4 million young people** to live **drug-free lives, through their events and Drug-Free pledge signings**. The program is active all over the world with, for example, Drug-Free Marshals holding drug-free pledge signings with students from 212 schools in Taiwan, and swearing in 270,000 children and adults in Mexico where the group is a board member of the Addiction-Free Network that is funded by the Mexican government.
- Over **450,000 Truth About Drugs information mailings** have been sent to **groups and organizations**. These information kits have been distributed to health teachers, student guidance counselors, school resource officers (responsible for school safety and drug education), school nurses, Parent-Teacher Associations, addiction counselors and treatment centers, police departments, sheriffs, Police Activities Leagues, substance abuse coordinators, sports organizations, YMCA and YWCA.
- Over **731,000 people** have visited the **Drug-Free World Internet site in the past two years**. Teachers, drug educators and others who work in the field of

drug education and prevention have ordered over 718,000 booklets for their programs.

- **The Truth About Drugs campaign is active in 163 countries** from Argentina to Zimbabwe, with 175 drug prevention groups.
- **Foundation for a Drug-Free World has partnered with 1,000 government and law enforcement agencies**, educational institutions and other organizations. These include the United Nations Office of Drugs and Crime, Crime NGO Forum, European Board of Policy Advisors, U.S. Department of Justice's Weed & Seed Program, D.A.R.E., Philippine Dangerous Drug Board and National Strategic Drug Action Plan of South Africa.
- **Foundation for a Drug-Free World Europe** was officially appointed by the European Commission on Drugs Unit as a member of the Civil Society Forum on Drugs in the European Union.

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