

ნიმუშიანი ადამიანის
ნიმუშიანი
ნიმუშიანი



Addiction is not a crime

Advocacy campaign for decriminalization
of the drug use in Georgia — 2015

**World of Tolerance,
Georgia**



დასამართლებიან კანონებს
წინააღმდეგობა
≠ დანაშაულები



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Archive

Multiethnic cultural
camp hosts our
campaign!



Media
monitoring



The first



შემოგვიერთდით



החברה
העובדת
לעובדיה



- Work with the audience through web-site and social network pages (dissemination of the messages of the campaign and involvement of supporters);
- Publication of the materials in the mass-media combined with the regular media-monitoring;
- Carrying out of the awareness raising meetings with students, employers/trade unions, selected friendly MPs, teachers and school children; friendly clergy representatives; cultural workers etc.
- Advertising on the local TV and free of charge advertising at Public Broadcaster;
- Outdoor advertising;

העמותה לחינוך ובריאות לאומית לזכאי ≠ להנהיג



החברה לזכויות אדם
המרכז לזכויות אדם
≠ אנו



- . Baseline and final research;
- . Publication of the materials in the mass-media combined with the regular media-monitoring;
- . Working meetings with political parties, parliamentary fractions, MIA, Ministry of Justice, Ministry of Sports and Youth Affairs, Ministry of Health, Labour and Social Affairs, Ministry of Science and Education;
- . Press-conferences

გვერდობა და სიყვარული
დასაწყისი
≠ დასასრული



העצמאות והחופש הם
העומק והעוצמה
≠ העושר והכוח



NO FEAR. GO



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העמותה לתמיכה וטיפול בנשים
העמותה לתמיכה וטיפול בנשים
≠ העמותה לתמיכה וטיפול בנשים



Long-term goal of the advocacy campaign: Treatment and rehabilitation are available for all drug users in need

Expected outcomes of the advocacy campaign:

- Negative stereotypes in society towards injected drug users decreased.
- Stigma and discrimination of law enforcement officers and health professionals towards drug users decreased.