

The "Six Ways of Promotion" with Prevention First Promotes The New Mode of Anti-drug Education Among Teenagers

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Abstract

Preventive education is certainly key to solving the drug crisis, and anti-drug advocacy is even more prominent. It will not only raise public safety awareness, but also stimulate social anti-drug awareness and thus promote the anti-drug cause. At the moment, there are problems with anti-drugs propaganda with a single form of promotion and a low age of drug users. In this paper, we focus on broadening the model of anti-drug promotion and formulating anti-drug promotion strategies based on the characteristics of youth groups of different ages and social membership.

Keywords

Anti-drug propaganda; Anti-drug education; Drug prevention; Innovation propaganda; Grid.

1. Introduction

In 2021 China poison situation report that: although the poison overall presents a good development trend, due to the big change in one hundred and the influence of the global outbreak, the global drug production is still high, drug network trading increasingly active, abusers make the anti-drug struggle facing the external environment more complicated, domestic poison present new changes. However, there are still some problems in anti-drug promotion, such as single-mindedness, inadequate understanding, lack of in-depth education and poor delivery. Therefore, to curb the demand for drugs and reduce the sale of drugs from the root cause is to implement the principle of "focusing on prognosis, comprehensive management and four prohibitions"[1]. In this paper, to prevent the "six propulsion" propaganda mode, integration of relevant resources in colleges and universities, gathering social forces, will attach importance to youth anti-drug education propaganda as a starting point, through the transverse to the edge, the longitudinal way, multidimensional participation main body, is committed to creating a green, health, non-toxic social environment.

2. Current Situation of Anti-drug Publicity

2.1. Drug control is a basic national policy of our country

Anti-drug work is a cause of great responsibility and comprehensive cooperation. It needs not only the high attention of all government departments, but also the cooperation and cooperation of social organizations and the government to form a strong joint force to curb the harm of drugs to society[2]. Anti-drug work is not only particularly prominent in social work with its characteristics of great difficulty, heavy responsibility and high risk. Meanwhile, the cause of drug control is not achieved overnight, and it is gradual in the overall process of work.

2.2. Endless forms of drug crimes

The COVID-19 epidemic has swept the country, and the offline drug trafficking has been alleviated to some extent, but the form of global drug trafficking is still not optimistic, and the number of drugs is still high. With the development of global information technology and transportation industry, drug trading takes the form of combining online and offline, especially online trading is particularly active. It is reported that more is the contactless drug trafficking mode of money, and the mode of "Internet + logistics delivery". The number of drug users continues to rise, and the means of drug trafficking emerge in an endless stream. China's drug control cause is facing more complex and difficult challenges for thousands of years.

2.3. Drug users show a trend of younger age

According to the Report in China 2021, 180,000 new drug users in 2021 are 18,000 under the age of 18, and nearly 70 percent of those aged 18 to 35. "New drug, anti-drug propagandist or teachers update related knowledge will is not high, society does not value anti-drug propaganda, regional implementation difference is bigger, lead to teenagers low awareness of new drugs, such as "milk tea", "smile", "stamp", synthetic marijuana electronic cigarettes, youth drug prevention education is more and more attention [3].

2.4. Single form of anti-drug propaganda

Anti-drug propaganda also adopts the form of "old" propaganda, such as basic social members known as "marijuana, opium, heroin, methamphetamine and other" conventional drug varieties are still popular with the public, which not only reduces the efficiency of anti-drug propaganda work, but also leads to the understanding of drugs and also stays on the common drugs. However, the reality is that "LSD, rainbow smoke, small branches and other" new drugs instead of "marijuana, opium and other" traditional drugs quietly stepped on the stage of history, and become the main drug of young drug users[4]. In addition, "infusion" anti-drug propaganda and education way still occupy the theme of anti-drug propaganda and education work in our country, banners, lectures, posters, boring and monotonous form, lack of effective interaction, personal experience, cannot stimulate the subjective initiative of learning anti-drug knowledge. In recent years, with the rapid development of mass media, teenagers and social groups are active on the Internet, but the pace of anti-drug publicity is relatively slow on the Internet, which is also one of the reasons for the insufficient forms of anti-drug publicity and education.

3. Reasons for the Innovation of Anti-drug Propaganda Mode

3.1. Anti-drug propaganda mode needs innovation to be reborn

In recent years in drug cases, take "bulk logistics, small go deliver" mode of transportation presents the characteristics of obvious rise, use of "Internet + logistics deliver" way of drug trafficking more and more, express use of drug trafficking network delivery means also presents the development trend of diversification of channels of network virtual platform, BBS, community become the concentration of drug activities[5]. Young people are the beneficiary groups of intelligent Internet, life and learning are closely related to it, and the access and opportunities to new drugs increase, while drug criminals often take advantage of the juvenile protection of minors, mental immature and easy to confuse the release of drug trafficking, transportation and other transactions through the Internet. Therefore, the innovation of anti-drug propaganda mode needs to use the Internet to expand the coverage of publicity.

3.2. Anti-drug publicity mode needs to innovate to get twice the result with half the effort

There are still problems of formalization, simplification, one-sided and superficial in anti-drug publicity, especially the breadth and depth of drug prevention education need to be analyzed,

which leads to the lack of a role of prevention and popularization of relevant knowledge in the process of anti-drug publicity. Therefore, for different age stages of adolescent groups, we adopt the adaptation of adolescents in different age stages of social groups, we also adopt the popularization of drug propaganda acceptable to social groups so as to achieve twice the result with half the effort.

3.3. Anti-drug propaganda mode needs innovation to innovate

In the context of the coming 5G era, the development of 5G communication and other technologies and the popularity of smart phones have facilitated the collection and collation of drug-related information[6]. The innovation of the Internet and the innovation in various fields of society show strong vitality, promote technological progress, ensure the improvement of quality and efficiency, and promote the reform of the industry. In the era of information 2.0, anti-drug publicity and education needs to adapt to the development of The Times, actively embrace the Internet, make good use of the technology in the 5G era to collect and sort out relevant materials, and explore the new work mode of the Internet and anti-drug publicity.

4. The Significance of Anti-drug Propaganda Mode Innovation

4.1. Innovation of anti-drug publicity mode is the only way to promote the rule of law and drug control by law

Drug control is a top priority concerning national security, social stability and people's happiness. It is a complex, diverse and arduous social system project[7]. The law of drug control and the law can restrain the behavior of social members in certain situations; the innovation of anti-drug publicity mode can also establish the prestige of the law, which is conducive to promoting the rule of law and the control of drugs in China.

4.2. The innovation of anti-drug publicity mode is an effective way to promote the quality and efficiency of anti-drug publicity work

Anti-drug propaganda mode innovation can be pulled out from the traditional way of propaganda, through the innovation of anti-drug propaganda mode stimulate people interest in drug knowledge, with interest to drive the subjective initiative, enrich people anti-drug knowledge reserves, thus forming the consciousness of "away from drugs, cherish life", from the root safety consciousness built away from drugs.

4.3. Convey anti-drug ideas to the society, lead the volunteer fashion, and form a virtuous circle

Create customized anti-drug education and publicity programs to strengthen the public's awareness of drugs, transform theory into practice, and implement the anti-drug policy of the motherland with actions. Linkage with the government to anti-drug knowledge popularization can reveal the state and the government to crack down on drug crime determination, effectively enhance the anti-drug consciousness, eventually make the people to participate in the anti-drug career, formation of colleges and universities, government, social related personage multi-subject linkage anti-drug education propaganda effect, but also provide the system of drug propaganda services, improve the efficiency of propaganda and also improve social attention, drug behavior and drug behavior

4.4. It is conducive to promoting the talent reserve of anti-drug related staff

The publicity of anti-drug education knowledge activities attracts caring people to join in the process of anti-drug knowledge learning, promotes the specialization of their anti-drug knowledge level, opens up a way for the development of anti-drug work, expands the

professionals of anti-drug education to participate in the social anti-drug education and publicity, and helps more people to prevent the harm of drugs.

5. A New Mode of "Six Ways To Promote" Anti-drug Publicity and Education With Prevention as The First One

5.1. The meaning of "six ways of promoting"

The "six ways of promoting the anti-drug" anti-drug publicity mode mainly include: entering schools, entering rural areas, entering communities, entering places, conducting industries and entering the network. Through the "grid" propaganda way of drug content, drug knowledge of science, at the same time to "five into strategy" lift "into school" in the strategy, the youth drug prevention education in drug education propaganda work first, establish and improve the youth poison, antivirus, refusing HIV education system, build for teenagers drug prevention education, efforts to achieve no drug, no students drug use on campus. To enhance the breadth and intensity of anti-drug publicity. "Six propulsion way" mode is based on the region to carry out the field of anti-drug promotion, anti-drug propaganda work from the aspects of "six propulsion way" synchronous propulsion, highlighting transverse to the edge, the depth of the youth drug education work, into the school system for youth drug control drug propaganda work, and then form a good learning atmosphere in the anti-drug education.

5.1.1. Enter the school

Anti-drug work is a tough battle without smoke. The drug prevention education for teenagers should first be based on the main battlefield of school, and shoulder the responsibility of improving teenagers' awareness of drug identification and refusing drugs. Therefore, the anti-drug publicity and education work should be based on the school, build the campus anti-drug wall, take the school as the cradle to train the young people to resist drugs, and use the school resources to carry out the anti-drug control + anti-drug publicity mode. In 6.3 Destruction of opium at Humen anniversary, 6.26 world anti-drug day, each school by setting for different age groups of anti-drug propaganda content theme and constantly broaden the content and form of anti-drug propaganda work, such as elementary school group of anti-drug cartoons, middle school group of drug science school, university anti-drug small video, etc., can face the society and drug related songs, video, poetry, vote etc.

5.1.2. Enter the network

With the help of the rapid development of information and Internet platforms, the Internet and anti-drug propaganda are deeply integrated. The Internet has the advantages of easy to find and convenient sharing, and can give full play to the optimization and integration of the Internet in the allocation of social resources. The unlimited potential of the Internet, which can boost the development of China's education causes a higher level. The Internet era has the huge advantage that learning can break the limitation of time and space, and big data can add to the cake for the development of education. Therefore, innovating the traditional education mode and combining Internet technology with the drug prevention education can break the dimensional wall of the traditional anti-drug publicity and education, and make up for the deficiency of the traditional drug prevention education[8]. Through the Internet, different types and stages of anti-drug publicity methods such as anti-drug knowledge answering database, anti-drug publicity resource database and anti-drug publicity program customization, so as to facilitate social groups to learn anti-drug knowledge and consolidate learning results.

5.1.3. Enter the community

The work of anti-drug propaganda cannot be separated from the community, and as the smallest "grid" unit of anti-drug propaganda works, the community plays a decisive role. Community anti-drug control is an important innovation of the traditional anti-drug mode and

an important guarantee for economic and social development[9]. Community drug control plays the following advantages in the social drug control cause: First, through the concept of grid, To carry out anti-drug work in sub-districts (towns) as units, Adhere to the area based on the area, deep into the masses, To a certain extent, it ensures that the drug control work is orderly and clear with clear rights and responsibilities, It is conducive to improving work efficiency; Second, community anti-drug control is conducive to the long-term development of anti-drug publicity work, From drug control work to national security, social stability to the development of community work, The significance of anti-term community anti-drug work is self-evident; Third, it is conducive to the publicity of the universality of the income group and the effectiveness of the later drug rehabilitation work, Constitute a "prevention as the first" drug identification, drug prevention and drug rehabilitation system.

5.1.4. Entering the countryside

In recent years, the trend of drug-related crimes extending into rural areas is increasingly obvious. Due to the outflow of young strong labor, rural left a large number of old, weak, sick, disabled, solitary, women groups in anti-drug propaganda "corner", they not only about drug knowledge and receive drug knowledge channel of single, and at the same time the rural anti-drug propaganda present superficial, traditional, do not attach importance to sex, not as sex, and so on and so forth[10]. This inspires the anti-drug propaganda workers in the rural anti-drug propaganda, based on the rural "busy", "idle" characteristics, is for the summer vacation, so many young workers have not returned to their hometown, the use of students and young and strong elderly groups for publicity.

5.1.5. Enter the premises

Anti-drug publicity work also can not ignore the publicity in public places, the publicity in public places cannot be separated from the cooperative support of various social workers, organizations and groups, funny cooperation is conducive to the effect of anti-drug publicity work with twice the result with half the effort. Through the joint street community staff, drug rehabilitation center, public security bureau and other social departments, into the district public business places to carry out anti-drug inspection and publicity activities. By entering public entertainment places that are easy to breed drug addicts, carrying out anti-drug publicity and education and supervision, enhancing people's awareness of identifying, preventing and resisting drugs, actively encouraging the people to report clues of drug addicts, and do a good job in the collection of drug addicts in society.

5.1.6. Enter the industry

Establish an anti-virus system for organs and enterprises, and strengthen the awareness of organs and enterprises. Through to various government organizations, enterprises and institutions to carry out anti-drug propaganda, adjust measures to local conditions to organize for civil servants, institution personnel and enterprise employees effective form of drug knowledge competition, to ensure the anti-drug publicity and education activities and prevention work, at the same time the unit of anti-drug work assessment into the anti-drug people's war, public security comprehensive treatment and create safe assessment category, and form a long-term mechanism[11].

5.2. SWOT analysis in the anti-drug publicity mode of "Six Promotion methods"

5.2.1. S-Advantage analysis

The anti-drug publicity mode of "six ways" is extensive, targeted, flexible and convenient. The scope of publicity can be expanded through "six promotion methods" grid anti-drug publicity, and the omission of publicity can be prevented to the maximum extent, and at the same time, the forces of all sectors are linked to carry out anti-drug publicity. Anti-drug publicity through "six ways of promotion" can be carried out for different groups of different ages in a popular

form that is easier to receive. Through the "six promotion methods", the anti-drug publicity can not be limited to the restrictions of time, place and space, and can learn the relevant knowledge of anti-drug through the Internet anytime and anywhere, and consolidate the achievements of anti-drug knowledge.

5.2.2. W-Disadvantage Analysis

"Six propulsion way" propaganda mode needs to jointly mobilize social forces to participate in, before the anti-drug propaganda activities need timely communication scheduled time, assigned tasks, for anti-drug workers need to have cooperation, management ability, at the same time anti-drug propaganda work needs certain financial support to make anti-drug control work towards deeper, farther or direction.

5.2.3. O-Opportunity analysis

The national anti-drug policy provides a guiding reference for the improvement of anti-drug propaganda, and provides an opportunity for the enrichment and development of social work. "Six propulsion way" anti-drug propaganda mode is anti-drug public welfare propaganda as a starting point, with the aid of relevant national policies, to solve the current national anti-drug education activities facing the depth of the lack, anti-drug education work in the form of propaganda and education of single, anti-drug activities to cope with the real problems and oral.

5.2.4. T-Threat Analysis

At the present stage, there are still fast drug types, drug trafficking methods emerge endlessly, overseas drug penetration is intensifying, and drug control work is more difficult. The confusing "soft drugs" and "sub-drugs" are declared to be unaddictive by criminals, which makes many people relax their vigilance against new drugs. In view of this situation, anti-drug workers are required to have more professional ability and knowledge literacy.

6. Conclusion

Anti-drug work is generally related to the community of shared future for mankind, and to the family from a small perspective. There are numerous cases of family destruction due to drug crimes. Based on the lessons learned earlier, all human beings should bear a sense of social responsibility for the cause of drug control. The state and the government play a leading role in drug control and prevention, but they cannot completely entrust the hope of building a "non-toxic society" to the state and the government. With the development of society and the gradual rise of the third sector, non-governmental public welfare organizations and non-governmental organizations have also played a significant role in the process of social development in recent years. They also have the strength that cannot be underestimated, and also integrate fresh blood into the cause of drug control and work. In the future of the development of drug control, we can strengthen the cooperation and exchanges with the third sector, and jointly build a high wall against drugs[12].

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