
DRUG ADDICTION SCENARIO IN PAKISTAN EFFECTS AND CONSEQUENCES OVER YOUTH

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ABSTRACT

This paper discusses the problem of drug addiction in Pakistan. In the beginning, the paper introduces the issue of drug addiction in a global and national context. It then defines the terms 'drug abuse' and 'drug addiction' in detail and lists down and explains the various classifications and types of drugs found in the world. The paper then proceeds to outline the reasons for the growing problem of drug addiction in Pakistan and highlights the present situation in Pakistan and the severity of the problem with the help of various statistics. After highlighting the causes of drug addiction, it then moves on to discuss the harmful consequences of this menace on the individual and the society. The paper also suggest various measures being undertaken to deal with the problem, and then presents some recommendations and solutions as to how to tackle the problem more effectively and develop an understanding of the issue.

Key words: Drug addiction, Drug abuse, Social pressures, Economic hydrels, Physical and mental conditions.

INTRODUCTION

Drug addiction- increasingly being considered a neuropsychiatric disorder, is one of the most serious and also one of the fastest growing problems in the world today. It not only places a huge burden on the society in the form of increased crime rates but is also destructive to the physical and mental health of the drug addict (Robbins & Everitt, 1999). The global picture regarding drug abuse and its addiction appears bleak. The facts provide sufficient evidence that highlight the severity of the problem. According to statistics by United Nations, in the year 2010, 3.4-6.6 percent of the world's population in the age group 15-64, that is, between 153 million and 300 million people had used an illegal substance at least once in the previous year. Also according to

another estimate, there were between 99,000 and 253,000 deaths in the world in the year 2010 which were caused by illicit drug use. Drug related deaths are responsible for between 0.5 to 1.3 percent of all-cause mortality among those in the age group 15-64 (World Drug Report, 2012).

Drug abuse and addiction is also a serious problem in Pakistan. The national statistics prove the severity of this social evil. According to Drug Free City Lahore Project Director Altaf Qamar, the total number of drug addicts in Pakistan has escalated to nine million, and out of these nine million, two million belong to the age group 15 to 25. Drug addiction is also spreading very fast among the female population of the country with about 200,000 addicts are women. In light of this fast-spreading problem, it is important to understand first what exactly is meant by drug abuse and addiction and what substances come under the umbrella of the term "drugs" and how their use can lead to drug abuse and consequently to drug addiction.

WHAT IS DRUG ABUSE AND ADDICTION?

First, it is important to define the term "drug". Drug is basically "A chemical substance, such as a narcotic or hallucinogen, that affects the central nervous system, causing changes in behavior and often addiction to administer a drug, especially in an overly large quantity, to an individual, and to stupefy or dull with or as if with a drug; to narcotize. Drugs are chemicals that change the way a person's body works" (Sullivan & Hagen, 2002).

Drug abuse is basically the use of illicit drugs or the abuse of prescription or over-the-counter drugs for the purpose of altering one's mood, or for any purpose other than that for which the drug has been created and prescribed. Today it is not necessarily drugs that are being used for mood altering purposes, but also non-drug substances such as solvents that can be inhaled and can result in a change in one's mood. The practice of drug abuse gives birth to the problem of drug addiction, which is a kind of complex brain disease that compels the person towards compulsive, often uncontrollable drug craving and use. This craving can be so intense that the person can be forced to adopt desperate measures to seek and obtain the drugs even while being aware of the severely

negative consequences of doing so. This addiction is a result of prolonged drug use and abuse that first it has serious effects on one's brain and subsequently, on one's behavior. The process of drug addiction takes place because the brain becomes used to the feelings of pleasure and lightness which come as a result of repeated drug use. Once the person's brain gets used to these feelings of pleasure, it wants more of such feelings and hence the person is compelled to keep using those drugs that cause such feelings. Once the person becomes addicted, the drug acquires the same level of importance in the person's life as the practices of eating and drinking. Eventually, the sense of urgency in acquiring these drugs and using them takes precedence over all other areas of the person's life, such as family, friends etc. The craving becomes stronger than any other desire and overpowers the human capability to reason and think. The person loses control of the power to think rationally and no longer cares about his/her or others' health and happiness (Robinson, Smith & Saisan, n.d.).

CLASSIFICATION OF DRUGS

Drugs can be classified in the following ways:

- **Depressant**
Depressants are basically types of drugs that slow down a person. These drugs are often prescribed by doctors to treat anxiety and anger, however, their use can be abused by people looking to relax themselves and escape from the demands of their daily lives. People suffering from insomnia also become addicted to these depressants as they can help bring on sleep. (Di Chiara, 1995)
- **Hallucinogen**
Hallucinogens are drugs that induce changes in a person's mood and make him see, hear and feel things that are not really there. An example is the drug LSD.
- **Inhalant**
Inhalants are substances that are sniffed to give the person an immediate rush and a sense of dizziness, sleepiness and confusion. Glue and gasoline are a few examples of inhalants that are capable of addicting their users.

- **Narcotic**

Narcotics are often pain killers that are used to relieve pain. They leave a person with a diminished sense of alertness and awareness. Some narcotic drugs are legal and prescribed by doctors. However, some are illegal and addictive. Heroin is one such example of a narcotic that is illegal and very addictive.

- **Stimulant**

Stimulants energize the user's mind and body, and give the user a feeling of being on a high. Examples include methamphetamines and cocaine. Stimulants are the opposites of depressants as they have a completely opposite effect on the person.

DRUGS AND SUBSTANCES CAUSING THE ADDICTION

There are many illicit drugs and other substances the consumption of which can lead to drug addiction. The most common types are listed and explained below:

- **Cannabis**

Cannabis is the most commonly used illicit substance in the world, with 2.6 to 5.0 percent of the global adult population constituting its user base. Cannabis is also more popularly known as "marijuana" and its medicinal properties have been known since the historical times. However, it is a habit-forming drug and its users quickly become dependent on it. Its usage results in changed perceptions and mood and leads to an increased heartbeat rate, increased appetite and lower blood pressure. Its plant is grown mainly in the Central and South Asian regions.

- **Amphetamine-type stimulants (ATS)**

ATS drugs, the second most widely used in the world, are known to affect the nervous system of the human body such that their usage leads to high energy levels, confidence and accentuated feelings of love, happiness and gratitude. There are between 14 to 52.5 million users of ATS globally.

- **Opioids**
Opioids, particularly heroine, are among the world's oldest drugs. These are psychoactive chemicals that addict their users by binding to the central and peripheral nervous system. The usage of this drug is a major cause of drug-related drugs.
- **Cocaine**
Cocaine dependence can lead to physiological ill-effects, depression, lethargy, psychosis and its overdose can cause death.
- **Non-medical use of prescription drugs**
The use of prescription drugs for purposes other than the ones they are intended for is getting increasingly common among the public. Tranquillizers and sedatives are often used without the doctor's prescription for relaxation, temporary escape from worldly worries and depression.

DRUG ADDICTION SCENARIO IN PAKISTAN

For a long time, Pakistan has been exposed to the menace of illegal opium cultivation. The country is located in a region that produces 90 percent of the world's opium, and naturally, it has suffered the consequences. Pakistan has been facing threats as a result of its being one of the most favorite drug routes for the drug producers, traffickers and smugglers (Malik, 2011). More and more substances for abuse are being discovered, including synthetics and solvents. This is becoming a matter of increasing severity and the fact cannot be ignored that the neighboring country, Afghanistan has seen a steep rise in its poppy cultivation and heroine production in recent years. As a result, more of these illicit drugs are being smuggled into the territory of Pakistan for the purpose of illegal trade through land and sea routes. It is feared that the accumulation of these illicit drugs in Pakistan would lead to a further increase in their consumption and hence, to greater production as a result, trapping the country in a vicious circle. Every year, the number of drug addicts in Pakistan rises by at least 50,000. This menace is engulfing more and more young people of the country. The following parts of the article will analyze the

causes of increasing drug abuse and addiction in Pakistan and its consequences on individual and societal health. Also, the article will then proceed to highlight the prevention and treatment measures that are being undertaken by the Government and NGO's to curb the evil.

CAUSES OF DRUG ADDICTION IN PAKISTAN

Geographical location: The region where Pakistan is situated is home to 90 percent of the total opium cultivation in the world. Most of this cultivation takes place in the neighboring country of Afghanistan. Opium smuggling in Pakistan became a major problem after the Soviet invasion of Afghanistan in 1979. Because the war disrupted the opium supply from Afghanistan to the western world and a crackdown on drug shipment in Iran made the transport of drugs through Iran difficult, Pakistan was viewed as an attractive route for the supply of opium to the rest of the world. Pakistan began to serve as a center of heroine production and transport to the global drug markets. According to the Pakistan Narcotics Control Board, the number of heroin addicts in Pakistan was virtually zero in 1980 but this number had risen to 1.2 million by 1989 and more than 2 million by 1990. This increase was directly attributable to the easy and cheap availability of drugs in Pakistan as a result of cultivation along the Pak-Afghan border and rapid smuggling through Pakistan.

Drug-trafficking: Wide-scale narcotics production in Afghanistan has had an adverse effect on the drug situation in Pakistan. According to the UNODC's Afghanistan Opium Survey 2007, about 70 percent of all of Afghanistan's opium is cultivated in the five provinces along the Afghanistan-Pakistan border: Kandahar, Nirmoz, Nangarhar, Badakhshan and Helmand. This fact provides for extensive drug trafficking from Afghanistan into Pakistan and results in huge profits for the drug traffickers. (UNODCP, 2002)

Social pressures: The rapidly transforming social norms in Pakistan that increasingly place new and more difficult demands on the individuals are another cause for the drug addiction becoming a popular option among these individuals. These drugs

provide a false solution and temporary escape from the societal pressures which is welcomed by these people. The social pressures specially affect the youth population of the country, who are more naturally inclined to fit in with the prevalent norms and be socially acceptable in their gathering. Peer pressure is one such factor that puts an enormous burden on the young people to be acceptable to their friends. As Pakistan has moved further towards modernization, the changing norms of the society have induced peer influences to initiate the youth into drugs, provide them with drugs and change their perception and attitude towards drugs.

Economic frustration: The worsening economic conditions in Pakistan have put an additional duress on many individuals of the society who are increasingly becoming trapped in a vicious circle of poverty and economic frustration. Unemployment in Pakistan is at an all-time high. The unemployment ratio is more than 12 percent and the ever-increasing inflation rates are eroding people's earnings and savings. Every third person in Pakistan is below the poverty line. The tough economic conditions faced by such a large population force many to turn to illicit drugs for temporary relief from the daily worries of life. The economic imbalance is another major cause of frustration among the underprivileged class. Because of the widening berth between the rich and the poor, the poor face severe depression and the use of drugs helps them to relax and forget about the harsh realities of life.

Emotional distress: For the individuals faced with emotional upheavals in their lives, drugs can provide a temporary escape from the harsh reality. Depression has been identified as a fast-growing mental disorder all over the world. It affects 121 million people all over the world daily, and adversely affects their performance in the workplace, their ability to form and manage relationships and to deal with the challenges of daily life. Depression, when in its most severe state, leads the victims to suicide. It is a cause of 850,000 deaths every year (Bromet, *et.al.*, 2011).

In the context of Pakistan, depression has been on a sharp rise as a result of various economic and social factors (Azhar, 2012). Depression affects 34 percent of the population in Pakistan,

according to Prof.Dr.Ahsana Dar of Dr.Panjwani Center for Molecular Medicine and Drug Research (PCMD), University of Karachi. There are many causes of depression, such as past physical and mental abuse that can give birth to depression at some later stage of life. Depression also arises as a result of conflicts with family, friends and also when the person has more emotional strain than he/she can handle with the current capacity. When depression is not dealt with at the right time, its victims can be forced to turn to false solutions such as drugs to relieve themselves of the emotional stress. Once addicted to this temporary state of relief, the victims find it very hard to terminate the practice because they are not able to cope with going back to the harsh realities of life. Drugs can provide them a form of "escape" behavior that they relish as it provides them relief from socio-economic burdens of life (Skinner, 1965).

Prevalence of drug dens: Illegal drug trading is a source of huge profits for the various drug dealers present and functioning in Pakistan. With the number of drug addicts increasing each year, these traders are reaping bigger profits and expanding their activities in the region. The country is home to several drug dens which are places where addicts gather and socialize and engage in drug abuse. Although there are various agencies present that are working to reduce these activities, among which Anti Narcotics Force stands the most prominent, the law enforcement is still weak and inefficient and has not been able to completely eliminate such dens and dealers. Corruption is another reason why these dealers have a free hand in pursuing the illegal activities. They bribe the officials on a regular basis and hence do not get arrested or punished in any way.

Cultural Factors: Many socio-cultural factors can be linked to increased drug addiction in Pakistan. The role of media in influencing the perceptions and attitudes of the gullible youth of the country is one such factor. Also, the changing social and cultural norms of the society sometimes lead to a deteriorated sense of self-esteem among individuals. This low self-esteem can drive them to desperate measures such as drug abuse. Some people

try drugs just for the sake of satisfying their curiosity and then become addicted.

Prescription by Doctors: Sometimes doctors prescribe legal narcotic drugs to their patients to treat mental conditions such as anxiety, depression and insomnia. When the patients use these drugs over prolonged periods of time, they can become so dependent on these drugs for mental relief that they gradually become addicted to them (Rizvi, 1982). Also, they can sometimes increase the dosages against the doctor's advice for added calm and relief.

A Taboo Topic in the Society: Drug abuse is still to a very large extent a taboo topic in the Pakistani society. Hardly any education on drug abuse and its harmful consequences is imparted in the educational institutions. Also, the underlying causes of drug addiction are hardly ever analyzed and the victim's family and friends do not make much effort to find out the reasons that led to the person's dependence on drugs. There is almost non-existent awareness of diseases such as depression and anxiety. In fact, these are not even considered as diseases and are often ignored to the point that they become life-threatening.

CONSEQUENCES OF DRUG ADDICTION

Pakistan is a country with one of the highest number of drug addicts in the world. The situation has only worsened over the years. According to the National Drug Abuse Survey, the mean age of first heroine use dropped from 26 to 22 years over the period of five years in 2003. Pakistan also is one of the biggest exporters of heroine. According to an estimate, about 50 tons of opium are smuggled into Pakistan for the purpose of processing it for domestic use. Drug addiction is a bane in Pakistan where approximately 9.6 million drug addicts are not only playing havoc with their lives psychologically and physically but also placing an enormous burden on their families and the society as a whole. The following are the adverse effects that drug addiction has on an individual and society:

Physical and Mental Harm: Drug addiction plays havoc on the user's physical health. Glue sniffing results in lung, brain and liver damage, can also lead to death through suffocation or choking, and can cause anemia. Addiction to heroine can lead to death through overdose, brain and liver damage and hepatitis embolism. Marijuana usage can induce users to take even stronger narcotics (Osdol & Shane, 1982). It also leads to impaired motor coordination and reduced short-term memory. In an experiment with two groups, one group was treated to a placebo and the other to marijuana. It was discovered that the marijuana group could not recall the words from a list of words that they were given for recall (Santrock, 1984). This shows that the youth addicted to marijuana are much less productive in their academic life and can have difficulty memorizing their lessons. Marijuana also leads to distorted judgments which affect a person's ability to think and reason critically and rationally. When used daily, this drug can also lead to reproductive impairment. Cocaine causes agitated behavior, elevated blood pressure, nausea and vomiting (Barry, 1990). Since all these drugs are psychoactive drugs, they all have mood altering properties. Drug abuse leads to depression, thoughts of self-injury and can also drive the victim to suicide. Their usage also causes excessive anxiety, aggression, restlessness and a deteriorating sense of self-esteem, leading to a hopeless outlook to life and pessimism. Children born to women who are drug addicts carry higher risk of deformities and neurological disorders. They can also suffer from hypersensitivity and high frustration levels (Possi, 1990). Moreover, drug addiction leads to painful withdrawal symptoms, and the addict is forced to continue using drugs. Drug addiction in Pakistan is not only destroying the youth's health but also taking a toll on the already gloomy situation of health care in the country.

Threat to Society: Drug addicts are a danger to society in which they live, because they contribute to increased crime rates and a sense of insecurity for the population. The mood-altering effect of drugs leads to a more aggressive behavior and the addicts are more prone to get involved in fighting, quarreling etc. Moreover, many addicts are forced to steal to fund their drug habits which leads to a hike in the crime rate. A drug addict, in an

unstable state of mind, is capable of doing anything, no matter how heinous the act. For example, in 2011, during a domestic dispute, a drug addict in G-Area Saudabad, Karachi, hammered his wife to death. There are many more such incidents which take place in Pakistan almost on a daily basis. A country already dealing with the threat of terrorism, Pakistan is also faced with such brutal cases that involve drug addicts losing control and claiming lives of innocent civilians.

Burden on Economy: Drug addiction is placing an enormous burden on an already strained Pakistani economy in terms of loss of productive human capital, inefficiencies due to poor health of employees, high rates of absenteeism and wastage of time. The following calculations show how drug addiction results in economic losses: an addict spends about Rs.150 daily on drugs, and considering there are 9 million drug addicts in Pakistan, so 900,000 addicts spend Rs.135 million every day. In a month, they spend Rs.4050 million and in a year, Rs.49275 million! These are only the direct expenses incurred due to drug addiction. If the cost of efficiency losses in the workplace is considered, the amount is even higher. These losses place a burden on an already struggling economy. Most drug-addicted employees have a higher ratio of sick leaves. A survey conducted by the United States health and human services estimates that an average drug addict functions at approximately 65 percent of his/her capacity. Employees who are drug abusers are 3.6 times more likely to be involved in workplace accidents than employees who are not drug abusers. Also, employees who are drug addicts cost their employers twice as much in medical claims. Although in the context of Pakistan no authentic data is available to show the extent of financial losses incurred due to drug addiction in the workplace, these figures nevertheless give an idea about the harmful consequences of the menace on the economy. Also, countries where illegal drug trafficking, production and consumption are rampant do not hold a very respectable image on the global front (Msambichaka, *et.al.*, 1994). According to Head of Community Medicine at CMH Lahore Medical College Professor Dr Muhammad Ashraf Chaudhry, the drug production of Pakistani domestic market is estimated at approximately \$1.5 billion and the

situation is only worsening every year as the illicit drug trade expands its base in Pakistan and increasing numbers of addicts increase the demand for the drugs. Pakistan holds the negative reputation as being one of the biggest exporters of heroine in the world and also one of the biggest markets for drug trafficking and production. This has tarnished the image of Pakistan in the international arena and may adversely affect its trade relations with some countries.

Threat to the Youth: Majority of drug addicts in Pakistan are the youth of the nation. The young population of any nation is its most important asset. It is the pillar on which the future of a country depends. Sadly, this asset is rapidly falling victim to the menace of drug abuse in Pakistan. Nearly 50 percent of all the urban addicts in Pakistan are school/college going students that study in private universities and belong to the upper strata of society. Negligence on the part of rich, busy parents and peer pressure and curiosity leads these young people to the terrible practice.

Global Threat: The illicit drug trade in the country is also a significant contributor to international terrorism. The billions of dollars' worth of trade is fuelling insurgency along the Pak-Afghan border.

PREVENTION AND TREATMENT MEASURES UNDERTAKEN

The drug situation in Pakistan is reaching alarming proportions. Every year, the use of drugs and narcotics in the country increases by 7 percent, meaning that here are seven more drug addicts per hundred people every year. To curb the menace of drug addiction, there are several organizations working in the region, out of which the Anti Narcotics Task Force stands out as the most prominent. It is the primary drug law enforcement agency in Pakistan which was set up in December 1991 and is currently running many projects to help drug addicts overcome their problem. The main purpose of the Anti Narcotics Force is to investigate all offences related to preparation, production, transportation, trafficking and smuggling of narcotics, intoxicants and illegal drugs. The ANTF is creating mass awareness against

drug abuse and addiction in the country and encouraging community participation in Drug Demand Reduction. It is also running Model Addiction Treatment and Rehabilitation Centers (MATRC) in the country and has come up with programs such as Drug Free Lahore. It has also set up a Detoxification Center at Adiyala Jail, Rawalpindi. The ANTF has also carried out some major crackdowns on drug traffickers in the past and arrested several local and foreigner traffickers. The Pakistan Narcotics Control Board (PNCB) is another law enforcement arm of the Narcotics Control Division that was set up in 1973 and performs supervisory tasks.

According to the Pakistan Economic Survey 2011-12, a Drug Control Master Plan (2010-14) has been laid down to reduce the economic and social costs associated with drug addiction in Pakistan. The plan is divided into short, medium and long term initiatives to implement the National Anti Narcotics Policy 2010. The Ministry of Narcotics Control is cooperating with the provincial governments to implement the policy. At the moment, there are 16 development projects in the process that are being implemented at a total cost of Rs.4.67 billion. This cost includes local cost of Rs.2.13 billion and foreign aid of Rs.2.52 billion.

Pakistan stands as one of the three countries where the confiscation rates and seizures of narcotics and illegal drugs is high. The following table shows details of the seizures of narcotics by the Anti Narcotics Force during the period July 2011 to 15th February 2012:

TABLE: 1
DRUG SEIZURES

S. No.	Kind of Narcotics	Quantity of Drugs seized (in Kgs)
1	Opium	8,725.006
2	Morphine	1,249.000
3	Heroin	1,641.014
4	Hashish	65,445.850

Source: Narcotic Control Division

RECOMMENDATIONS AND SOLUTIONS

Some major concrete steps need to be undertaken by the government and non-governmental organizations to handle the severe problem of drug addiction in Pakistan. A holistic approach need to be taken in this regard: it is not just the responsibility of the government but also the entire society to discourage the practice. The drug addicts should not be treated and perceived as criminals, rather, they should be considered victims of a disease they have lost control over and should thus be assisted in every way possible to abandon the menace and reconstruct their lives. The following actions need to be taken to control the problem and help the addicts:

- First and foremost, the government must adopt very strict measures against the drug traffickers in the country. More budget and attention must be allocated to the law enforcement agencies to crack down and arrest the thousands of traffickers responsible for making illegal drugs readily available to the population. To curb the illegal flow of drugs from Afghanistan into the country, task forces must be assigned at the border and anti narcotics offices and prisons be built. On 15th February 2011, a border liaison office was opened at the Khyber Pass with assistance from United Nations Office on Drugs and Crimes. More of these offices need to be built on such junctions. Laws regarding drug abuse must be clearly formulated and enforced. The police should be empowered and provided with appropriate equipment which can help them detect drugs and arrest the guilty.
- A mass awareness campaign should be carried out all over the nation informing and educating people about the hazards of drug abuse and addiction. The media can play a crucial role here in undertaking these projects and broadcasting them through TV, radio and newspapers. Drug awareness campaigns should be specifically targeted at the youth who are the major victims of the menace. Parents need to be targeted as well so that they are better aware of their children's circumstances and alert for any signs of drug abuse. Community programs should be held in every district to raise awareness. It may also be a good idea to involve the multinational companies as sponsors

for such programs so that they can be carried out on a larger scale and engage more people.

- Most of the drug addicts are young people who suffer from negligence in their homes. Many of these people belong to rich households where both the parents work and often have no idea of what their children might be up to. Parents need to educate themselves about the symptoms of drug addiction and watch out for any signs from the children so that the victims can be detected early and treated accordingly before it gets too late. Some of these signs include loss of appetite, fatigue, red eyes and dark circles, neglect of personal hygiene, loss of interest in studies and other activities, laziness, long absences from home and frequent demand of money.
- Hazards of drug abuse must be taught in schools, colleges and universities. According to statistics, one out of every ten students at college/university is a drug addict. In a survey at a prominent private university in Karachi, 66 percent of students were found to be using charas (cannabis). This is a sad situation and must be controlled through rigorous efforts. Essay contests, seminars and related programs must be organized.
- Healthy leisure activities must be organized in the localities so that the youth busy themselves in productive activities rather than drug use. According to Professor Dr Muhammad Ashraf Chaudhry, 40,000 street children in four major cities of Pakistan engage in solvent substance abuse. To prevent children from this abuse, sports activities can be arranged by local councils to attract these children to better, healthier options.

CONCLUSION

Drug addiction is an increasingly serious problem in today's world. In the context of Pakistan, the menace is growing at an alarming rate. Already, over 9 million people have fallen victim to drug abuse and this rate is increasing by 7 percent each year. There are many reasons behind this increase, the most significant being the drug trafficking and smuggling by drug dealers carried out through various hidden routes from Afghanistan into Pakistan. The weak enforcement of drug laws makes it easier for these traffickers to transport and sell drugs. Poverty, unemployment, depression and

peer pressure are other reasons. Drug addiction results not only in the destruction of the victims' lives but also puts an enormous burden on the society as a whole. Pakistani society is plagued with the menace of drug abuse and the government must ensure that the laws against drug dealing are rigidly enforced and implemented. Teachers and parents must educate the youth on the harmful consequences of drug abuse and the media must play its role in raising awareness among the masses.

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