

Rukungiri Integrated Community Based Health Promoters Initiative (RICH)



Mission Statement:
Reduced level of drug abuse among youth and school drop outs in Rukungiri district

HISTORY

RICH is a community based organisation that was established in November 2012 in Rukungiri District with the aim of fighting against drug abuse and addiction especially among the youth in school and out of school in the district and beyond. RICH is a district network of individuals, women groups, youth groups, farmers groups, social scientist and environmentalist who were committed to spreading the seed of reducing the number of people and students in particular that have developed a habit of drug abuse.

BROAD OBJECTIVES

To train community households to develop strong and positive family bonds, parental, monitoring of children's activities and peers, clear rules of conduct that are consistently enforced with in the family and the involvement of parents in the lives of their children on drug abuse and addiction.

To promote the campaign against HIV/AIDS and promote care and support to PWDs, PLWHA and OVCS

To network and partners with agencies from government, companies, institutions to improve environment to break the cycle of drug abuse and crime.

To create a partnership with the media, entertainment industry and professional sports organization to avoid the



glamorization of illegal drugs and the use of alcohol and tobacco by youth.

Pursue a rigorous advertising and public communication program dealing with the dangers of drug, alcohol and tobacco by youth.

Educate parents or other care givers, teachers, coaches, clergy, health professionals and business and community leaders to help youth reject illegal drugs and under age alcohol and tobacco use.

ACHIEVEMENTS

RICH has created awareness among the youth in school most especially on the dangers of drug abuse.

RICH has held games and sports activities and Information Education Communication materials (IECs), patriotic clubs to keep them busy other than engaging in drug use and alcoholism.

It has created awareness among the parents, communities and institutions to emphasize the dangers of drug abuse among the youth.

