

## 0.1 General Information

- This photo was shot by [National Geographic](#)
- The story is about the unlawful punishments drug lords give to their members in the Phillipines, and the effects on the community.
- The story begins with a father named Rick Medina, and follows his path in finding out that his son, Ericardo, has been killed.
- That night, there were 7 more killings, and the day after, Ericardo's sister, Jhoy, went to the morgue to see all of them.
- There, she discovered something horrifying: the way they were killed.
  - Upon further investigation, it was found that they all were killed the same way
  - The murderers wrapped packing tape around their heads, then stabbed them with ice picks to pierce their lungs
- These are just some of thousands of killings in the Phillipines, demonstrating the extent to which the problem lies.
- However, this problem does not just lie with drug users; people who've never even used drugs, but have aided police, can be killed.
  - The photo depicts a bloody scene
    - \* There is a figure with blood draining out of him in the bottom left hand corner
    - \* In the background, there looks to be ordinary citizens
    - \* On the right-hand side, there is a police photographer
  - The person bleeding out of his head was 41-year-old Angelito Luciano
  - He was an assist to police in the area, seeking out drug lords and users

## 0.2 Coping

- The people of the Phillipines use many different methods to cope with the two main problems:
  - Their loved one has been killed
  - Their loved one was a user of drugs
    - \* In the Phillipines, using drugs is highly looked down upon, despite the high drug rate.
- Death rituals have been a large part of Phillipine culture
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## 0.3 Meaning of the photo

- For a very long time, the world has been looking to eradicate drugs
- This all started in the 90s, with Richard Nixon declaring that "public drug abuse is enemy number one"
- This led to a global campaign that seeked to eradicate drugs by incarcerating those that used them

- However, this ignores a very simple marketing foundation: supply and demand
  - Unlike other industries, drug users cannot just stop using drugs.
  - Once somebody gets addicted, it is very hard to stop.
  - As a result, when supply drops, demand does not go down with it
  - This leads to very strong competitiveness in the market, and people will end up doing anything to get that product
- The 'doing anything' part of that sentence does not just mean for consumers; as is evident in this photo, drug producers will also do anything to anybody that gets in their way
- It is scenarios like this that the world starts to realize the error of their ways
  - The so-called "War on Drugs" has been claimed to be a complete waste of time, money, and human resources.
  - Countries like Switzerland have stopped all forms of combatting the 'War on Drugs', and they have shown that human-to-human interaction and rehabilitation is the best way to combat drug use.
- As more people start to figure out that parts of our world are inherently wrong, so our world will progress.