

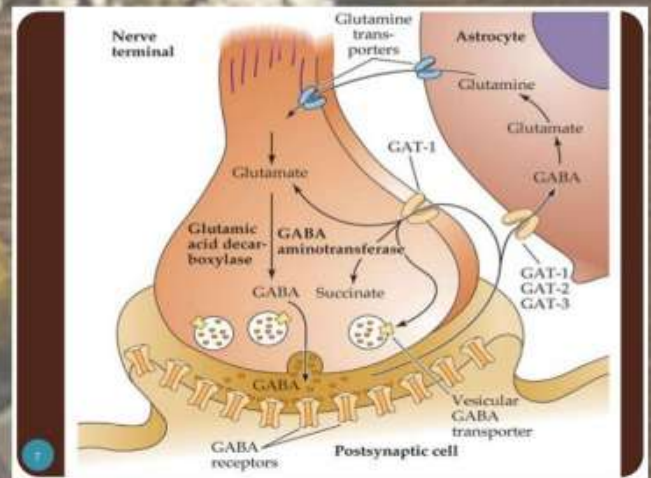
Say *know* to Heroin Addiction

For the families of Heroin victims

Addicts are victims, not criminals.
They need the love and support of
their family and friends

Heroin on a cellular level

Heroin functions like natural opiates. Heroin binds to opiate receptors and prevents the release of GABA, an inhibitory neurotransmitter. In normal circumstances, GABA stops the production of dopamine but without GABA, dopamine floods the synapse of the neuron giving a feeling of euphoria, pain relief and diminished anxiety to the user.



EXISTING STRATEGY:

Heroin users are treated as criminals and are arrested.

There is short term rehabilitation for them which only includes detoxification in Pakistan. Moreover, rehabilitation centers are only situated in the main cities of Pakistan and not the smaller ones.

NEW STRATEGY:

More rehabilitation centers need to be introduced which not only spread awareness amongst the victims but also help educate their families and friends. The rehab centers must also ensure a long term rehab course and should make sure that the victims do not fall back into the cycle of stigma.

We produced a slow motion animation in order to spread awareness of how easy it is for the victims to fall back into the cycle of stigma.

#EndTheStigma

References:

<http://narcon.gov.pk/index.php?page=treatmentRehabilitation>

<https://slideplayer.com/slide/7239859/>

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