



BOTSWANA chapter



Innovative Responses in Prevention: Youth-Led Solutions and Community Action

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Why Innovation in Prevention Matters

Youth face evolving substance use risks

New substances, changing patterns of use, and emerging trends

Social media influences behavior

Young people spend significant time online, where attitudes and behaviors are shaped.

Youth-Led Initiatives

- **Youth design and lead prevention activities**

- Develop and implement prevention programs that reflect their experiences, needs, and realities.

- Youth advisory councils
 - African Union Youth Initiatives

- **Youth advocacy and awareness campaigns**

Youth use their voices and platforms to raise awareness.

- **Young people as agents of change**

Youth act as leaders, role models, and community mobilizers who inspire positive behaviors.

Community Engagement

- **Family and community involvement**
 - play a vital role in prevention by providing support, guidance, and positive environments
- **Faith and traditional leaders as partners**
 - trusted voices within communities and can promote prevention messages, encourage healthy behaviors, and mobilize community action.

Community Engagement

- **Sports, arts, and cultural activities**
 - Engaging in sports & arts provides positive alternatives, builds life skills, strengthens social connections, and reduces risk
- **Social media awareness campaigns**
 - Digital platforms offer innovative ways to reach young people with prevention messages, challenge misconceptions, and encourage positive behavioral change.

School and University-Based Prevention Strategies

- Early identification and referral systems
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- Mental health promotion services
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- Life skills education

School and University-Based Prevention Strategies

- Prevention clubs
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Peer-to-Peer Learning and Support

Trained student peer educators in
schools.

Technology and Digital Prevention



- Prevention apps and online resources



- Podcasts and social media outreach

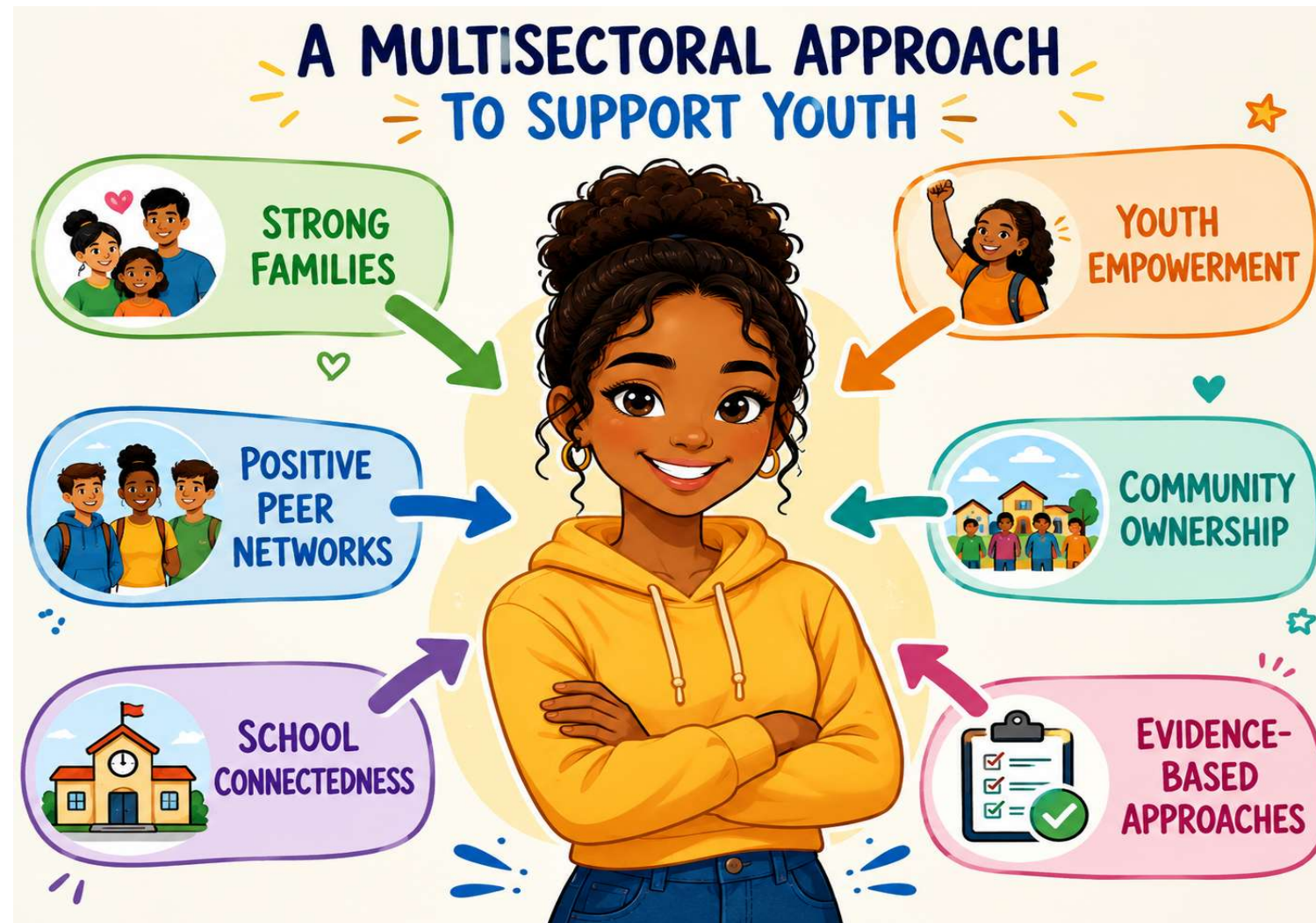


- Online counseling and support



- Digital engagement of youth (Digital movements)

What Makes Prevention Successful?



Conclusion

**STRONG YOUTH.
STRONGER FUTURE.**

TOGETHER, WE CAN BUILD A BETTER TOMORROW. ♡

**INVEST IN
YOUTH
LEADERSHIP**

Empower young
leaders to
inspire change.

**EXPAND
MENTORSHIP
PROGRAMS**

Connect. Guide.
Inspire.
Change lives.

**STRENGTHEN
SCHOOL
PREVENTION**

Safe schools.
Healthy minds.
Brighter futures.

**SUPPORT
COMMUNITY
ACTION**

Stronger together.
Safer together.
Better together.

FOR THE YOUTH, BY THE YOUTH.