



Re: Report about the launch of a citizens' campaign against addictions and delinquency that was held on 17th December 2021 at Lemigo Hotel (the citizens' participation in the prevention and management of delinquency and addictions)

We take this opportunity to bring to your attention a brief report about the launch of the citizens' campaign against delinquency and addictions that was held on 17th December 2021 at Lemigo Hotel.

First and foremost, we thank **you** for any role you play every day in your respective mandate that leads to a number of good results including achieving a delinquency and addiction Free Rwandan society.

The launch had a few objectives that included;

- Creating awareness of the addictions rate in Rwanda and an alternative approach to preventing and managing them
- To lay the ground for the citizens to participate in the prevention and management of addictions because we believe that together as a nation much can be done to achieve this overarching mandate

The citizens' campaign started as a result of increasing numbers in addictions and delinquency. Where from Purpose Rwanda survey done in January 2021 from 110 sampled respondents (55 families and 55 individuals), it was found out that 7/10 families have one member or two addicted to either a drug, a substance like alcohol or a bad behavior most especially sex related. And more to that, Purpose Rwanda never goes below 25 new addiction patients it receives every week in addition to the already under rehab patients.

This is worrying and is predicted to be our next pandemic, since it has caused uncountable side effects including rise in mental health crisis, school drop outs, early and unwanted pregnancies, rise in crime rates like theft, assaults, rape, even homicide), increased number of delinquents, poverty or underdevelopment, diseases and disorders, and death.

It is due to these worrying concerns that a number of stakeholders of the nation had to convene on December 17th 2021 and altogether look at the best approaches of achieving a delinquency and addiction free Rwandan society. They included; the government representatives, the ministry of Health, the Ministry of Gender and family promotion, the Ministry of local government, National Rehabilitation Services, Rwanda Biomedical center, Rwanda Development Board, Rwanda Governance Board, Nyarugenge, Kicukiro and Gasabo districts, the civil society (NGOs and religious organizations), the private sector, the diplomatic corps, the Political parties such as the RPF, the media, Citizens and beneficiaries' representatives.

Mr. Mufulukye Fred, the Director General of National Rehabilitation Services who was representing the Minister of Local Government as the Guest of Honor was appreciative of Purpose Rwanda's mission of building a Purposeful and Addiction Free generation which he stated that aligns with the national agenda and thanked Purpose Rwanda for the job well done in contributing to this national agenda. Mr. Mufulukye, the DG/NRS further stated that with all citizens and stakeholders involved including family level participation, we will for sure achieve a delinquency and addiction free Rwandan society given the great challenges that we have solved in the past as a nation. He thereafter officially launched the citizens' participation campaign in the prevention and management of delinquency and addictions

One of Purpose Rwanda's beneficiaries as well shared her road to recovery testimony to the participants present that was very touching. Not only did she recover from sex work and the trauma she suffered for being HIV positive resulting from delinquency and sex related addictions, she is now also a watchwoman helping others to recover from sex work and all the associated trauma. She represents many more that Purpose Rwanda serves and many more that are out there yet to be reached.

The citizens' campaign will run from 2022-2027 with hope that by 2027, 30,000 addiction patients will have been reached, recovered, restored and turned into Purposeful Agents of Transformation. Meaning that citizens will be supporting this campaign to ensure that a minimum of 5, 000 patients are recovered every year in our outpatient and residential rehabilitation services (that is 1000 sex workers, 2000 alcoholics and 2000 drug addicts). And at the prevention level, we hope to prevent more than 2 million citizens most especially the youths from ever getting addicted, through our awareness and sobriety campaigns and commitments in schools, universities, on TVs, Radios, online, communities, families, etc

Among the methods to achieve the above outcomes, Purpose Rwanda will carry out

- Both preventive and rehabilitative approaches including, carrying out nationwide research towards preventive and rehabilitation measures
- Content production for addictions prevention and awareness- that is audiovisual/TV/Radio/Online content including shows, theatres & plays, documentaries featuring recovered addiction patients and road to recovery inspirational stories, publications like magazines produced for youths, etc
- School and university programs regarding addiction awareness and prevention campaigns
- Family engagement in preventing and managing addictions and delinquency at family level
- Community campaigns at the district, sector, cell and village levels
- Development of school curriculums for S1-S6 to expose addictions and teach addictions management mechanisms to students
- Empowering Purpose Rwanda's watchmen/women (recovered addicts) to be able to reach out to many still struggling with addictions nationwide
- Strengthening both outpatients and residential rehabilitation services (for patients requiring intensive care and follow up) among other strategies of achieving a delinquency and addiction free Rwandan society.
- By the end of 2023, Purpose Rwanda will be operating in every sector of our nation ensuring that addiction prevention and management programs are at the grassroots, family level, and village level in every cell of every sector. This is to be done in close collaboration with the citizens, parents, Purpose Rwanda watchmen/women, Purpose Rwanda beneficiaries and various stakeholders including local authorities and respective partners. Purpose Rwanda personnel deployed at the sector level will oversee the coordination and implementation of all strategies in place to contribute to the national agenda of achieving a delinquency and addiction free Rwandan society
- Supporting the outstanding projects/life purposes of the recovered addicts (Purposeful Agents of Transformation) and strengthen follow up mechanisms of the recovered.

The participants present showcased why this is a timely initiative and have faith that it will contribute to the weakening of delinquency and addictions and progressively lead to the achieving of a delinquency and addiction free Rwandan society.

Key Highlights of the launch

- Both Purpose Rwanda and National Rehabilitation services presented strategies, models and approaches customized to achieve a delinquency and addiction free Rwandan society
- All the sectors of our nation represented at the launch extended their respective support to this campaign. Many immediately started mentioning their support to this campaign including financial support, airtime on media platforms for awareness and prevention campaigns, free counseling services, information and skills sharing, roles of the citizens, roles of recovered addiction patients (watchmen/women), among other forms of support
- They suggested that we start a platform that all the citizens, institutions, companies, families, etc that want to support this campaign in various ways can channel their support to support the implementation of the strategies presented in achieving a delinquency and addiction free Rwandan society
- The media, both mainstream and online covered and reported the launch to the public on their various media platforms and as well committed to support in awareness, education and reporting the progress/success stories of this campaign and as well providing platforms for citizens to share their opinions on how best to overcome this pandemic and any challenges obstructing this great initiative.
- In short, we (as a nation) are in this together. LET'S DO IT.

We thank you for your crucial support to this campaign by partnering with Purpose Rwanda and together we will surely achieve a delinquency and addiction free Rwandan society.

Respectfully,



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Executive Director



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Legal Representative