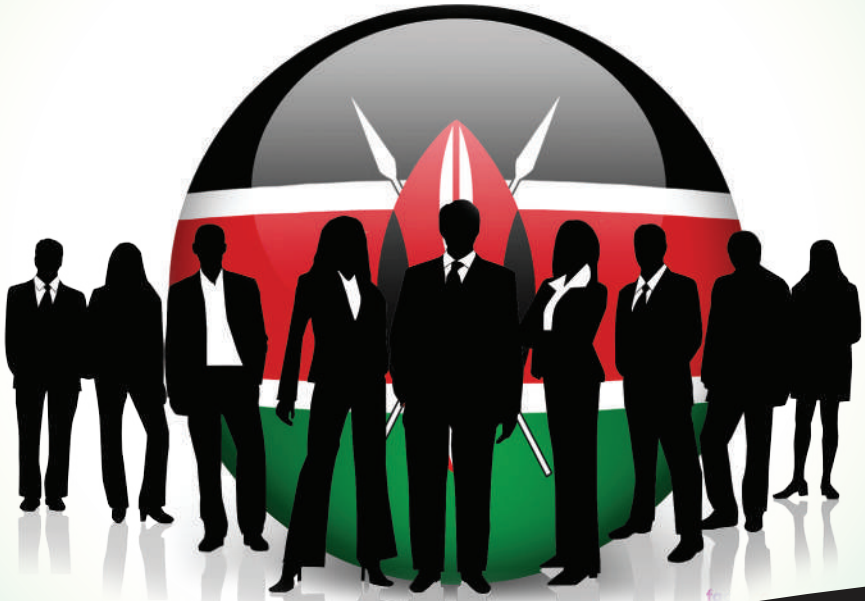




**NACADA**  
FOR A DRUG FREE NATION

# Infusing **NATIONAL VALUES** into **ADA Prevention & Control**



# 1. PATRIOTISM

PATRIOTISM IS SHOWING LOVE, LOYALTY AND DEVOTION SHOWN TO KENYA.

It calls for one's support and service to the nation, it is about having an identity as a Kenyan.



It is our patriotic duty to report persons selling alcohol and other drugs to children, and those bringing narcotic drugs into our country and community to law enforcement authorities for action.

# 2.

## NATIONAL UNITY



UNITY IS THE DELIBERATE DECISION TO WORK WITH OTHERS IN PURSUIT OF COMMON GOALS.

It is a choice to work as a team in tackling the challenges Kenyans face as a nation.



Let us all as Kenyans participate in preventing alcohol and drug abuse, and in supporting persons affected by addiction to drugs.



# 3. SHARING AND DEVOLUTION OF POWER



This is about sharing of power and resources between national and county governments.

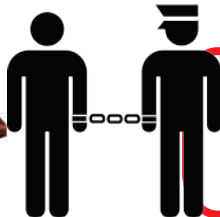
- County Governments are encouraged to take up their responsibility in alcohol and drugs control as provided under Schedule IV of the Constitution

# 4. RULE OF LAW

RULE OF LAW IS ADHERED TO WHEN INDIVIDUALS, PERSONS, AND GOVERNMENT SUBMIT TO OBEY, AND BE REGULATED BY LAW.



All Kenyans should abide by the Narcotic Drugs & Psychotropic Substances (Control) Act, 1994 and the Alcoholic Drinks Control Act, 2010, and report those who breach these and other relevant drug-related laws.



Drugs and alcohol merchants who violate the law should be arrested and prosecuted to protect the lives of Kenyans.



# 5. DEMOCRACY AND PARTICIPATION OF THE PEOPLE



DEMOCRACY IS A SYSTEM IN WHICH ALL CITIZENS EXERCISE DIRECT AND EQUAL PARTICIPATION IN THE RUNNING OF THE AFFAIRS OF THEIR COUNTRY.

Democratic participation is only possible when the people are sober and in their right minds.

- Drugs and alcohol interferes with human capacity for rational thought process and judgement hence distorting democracy.



# 6. HUMAN DIGNITY

DIGNITY SIGNIFIES THAT ALL KENYANS SHOULD BE TREATED WITH LOVE AND RESPECT REGARDLESS OF CLASS, RACE, GENDER, NATIONALITY, AGE, SEX, EDUCATION, RELIGION AND PHYSICAL/MENTAL STATE.



- Addiction is a disease.
- Persons suffering alcohol or drug addiction should be treated with dignity and helped to access addiction treatment and rehabilitation.
- They should not be stigmatized or discriminated.



# 7. EQUITY

EQUITY IS ABOUT FAIRNESS, IMPARTIALITY AND JUSTICE.



- In law, it is about natural justice and fair conduct.
- It rejects biasness, favoritism, and unjustified preference.
- All interventions towards prevention, control and treatment of alcohol and drug abuse should be fair, impartial and without bias or favouritism.

# 4. SOCIAL JUSTICE

SOCIAL JUSTICE REFERS TO THE IDEA OF CREATING A SOCIETY THAT IS BASED ON THE PRINCIPLES OF EQUALITY, HUMAN RIGHTS, AND THAT RECOGNIZES THE DIGNITY OF EVERY HUMAN BEING.

- It is the right of all citizens of Kenya to be educated on the harms caused by alcohol and drug abuse.



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# 9. INCLUSIVENESS



INCLUSIVENESS IS A SENSE OF BELONGING, FEELING RESPECTED AND VALUED FOR WHO YOU ARE.

Recovering addicts should be included in the development of society thereby making them feel valued and engaged.

# 10. EQUALITY

EQUALITY INCLUDES EQUAL RIGHTS UNDER THE LAW, SUCH AS SECURITY, VOTING, FREEDOM OF SPEECH, ACCESS TO EDUCATION, HEALTH CARE AND OTHER SOCIAL SECURITIES.



Institutions should ensure their policies and interventions on alcohol and drug abuse promote equality and facilitate access to preventive and mitigative information about drugs.





# 11. HUMAN RIGHTS



HUMAN RIGHTS INCLUDE THE RIGHT TO LIFE, EQUALITY BEFORE THE LAW, FREEDOM OF EXPRESSION, THE RIGHT TO WORK, SOCIAL SECURITY, EDUCATION, THE RIGHT TO DEVELOPMENT AND SELF –DETERMINATION.

- The rights of persons affected by alcohol and drugs should be safeguarded at all times.
- They should be helped to access information and treatment.



# 12. NON-DISCRIMINATION

REFERS TO FAIRNESS IN TREATING PEOPLE WITHOUT DISCRIMINATION IRRESPECTIVE OF THEIR GENDER, ETHNIC, CLASS, RELIGIOUS, RACE, GEOGRAPHICAL OR EVEN GENERATIONAL DIFFERENCES.



Persons affected by alcohol and drugs should not be discriminated against due to their condition, instead they should be given opportunities like all other people.



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# 13. GOOD GOVERNANCE



GOOD GOVERNANCE IS THE PROCESS OF COLLECTIVE DECISION-MAKING AND THE IMPLEMENTATION OF THOSE DECISIONS.

Alcohol and drug abuse is disruptive of good governance and the country's development.

It is the responsibility of all individuals and institutions to mainstream alcohol and drug abuse prevention in order to safeguard good governance practices.

# 14. PROTECTION OF THE MARGINALIZED

BEING MARGINALIZED REFERS TO BEING SEPARATED FROM THE REST OF THE SOCIETY, AND NOT BEING AT THE CENTRE OF THINGS.



Marginalization breeds vulnerability to many social vices including alcohol and drug abuse. As such, specific anti-drug abuse interventions should be targeted





# 15. INTEGRITY

CONSISTENCY OF ACTIONS, VALUES, PRINCIPLES, EXPECTATIONS AND OUTCOMES.



- Integrity values such as honest and truthfulness stem from a person's upbringing.
- Families and communities are encouraged to instill upright values in children including sobriety in order to foster integrity.

# 16. TRANSPARENCY

TRANSPARENCY IS OPENNESS ACCOMPANIED BY AVAILABILITY OF FULL INFORMATION REQUIRED.



Institutions ought to provide accurate and timely information on alcohol and drug abuse prevention and management in a transparent and accountable manner.

# 17. ACCOUNTABILITY

ACCOUNTABILITY IS THE ASSUMPTION OF RESPONSIBILITY FOR OUTCOMES, BOTH FORMAL AND INFORMAL, REPRESENTED BY MEASURES OF ACHIEVEMENT.



Since drug addiction is a disease, institutions offering preventive and mitigative services for alcohol and drug abuse should be ready to take responsibility for the outcomes of their services.

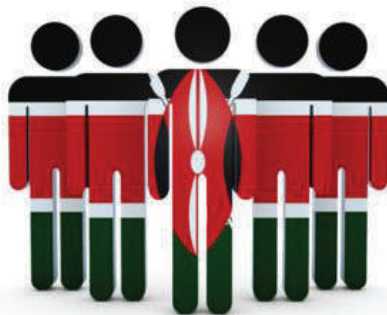


# 18. SUSTAINABLE DEVELOPMENT

A PATTERN OF RESOURCE USE THAT AIMS TO MEET HUMAN NEEDS WHILE PRESERVING THE ENVIRONMENT SO THAT THESE NEEDS CAN BE MET IN THE PRESENT, AND ALSO FOR GENERATIONS TO COME.



A sober and working Nation will definitely spur sustainable development on all fronts for its citizens.



LET US MAKE KENYA A SOBER, WORKING AND DEVELOPED NATION.





**Need someone to talk to on alcohol and drugs ?**



**Call us, we are here for you  
24 hours a day , 7days a week**

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