

# **Bawsala Foundation**

## **“Drug-Free Life” – Addressing the Spread of Drug Use and Addiction in Al-Najaf Governorate**

**February 2022 – Campaign was on-going as of April 2025**



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## **New Tactics in Human Rights**

New Tactics in Human Rights emerged from the Center for Victims of Torture’s (CVT) own experience as a creator of new tactics. Since 1985, CVT advocates for the protection of human rights. As a treatment center for survivors, CVT advocates from a unique position. This position is one of healing and of reclaiming civic leadership. Since 1999, New Tactics has created unique resources. This includes these [stories of success](#). These share human rights defender’s experiences of creating solutions to human rights issues. This allows human rights defenders to recognize the unique elements of their situation. Yes, these stories share experiences beyond issues, geographic regions or target groups. They seek to share promising approaches that have worked elsewhere. These stories help others to adapt these ideas to new regions, issues or target groups.

New Tactics in Human Rights has offered a wide-range of activities. Including regional workshops, an International Symposium, web-based discussions, pod-casts, publication development, and more. In 2009, New Tactics launched its Middle East and North Africa (MENA) initiative. New Tactics supports human rights defenders through training and mentoring. New Tactics uses our human rights-based [Strategic Effectiveness Method](#) (SEM) for advocacy. The National Endowment of Democracy (NED) has generously supported SEM training and mentoring since 2016. This advocacy campaign used the SEM as part of this NED-supported work. For more information:

- <https://www.newtactics.org>
- <https://www.cvt.org>

<sup>1</sup> Source: The information related to these four areas of rights are adapted from and found in [Discover Human Rights: A Human Rights Approach to Social Justice Work](#), The Advocates for Human Rights. The New Tactics Method utilizes: safety and security; non-discrimination; participation; and protection-accountability.

NOTE: The rights listed in these four "categories" maybe placed in any area depending upon the context where the right is being violated.

The aspects of Article 25 (1) that most applies to this issue is the right to a standard of living adequate for the health and well-being, medical care and necessary social services, and right to security in the event of illness for drug addicts.

<sup>2</sup> The four categories of human rights-based tactical aims are:

**Prevention:** Tactics aimed to prevent imminent violations from happening, put obstacles to deter abuse or remove opportunities for abuse.

**Intervention:** Tactics aimed to intervene in long-standing, continued abuse and denial of human rights (e.g., discrimination and marginalization).

**Restoration:** Tactics aimed to restore and rebuild the lives of victims and communities after abuses – to heal, pursue justice, reconciliation and reparations for victims and communities.

**Promotion:** Tactics that aim to promote human rights by building communities, cultures and institutions where rights are understood, strengthened, respected, protected and to advance a vision for a free and fair society.

For resources to engage your group in exploring and adapting tactics, see our [Strategy Toolkit](#).

## General Overview

### Human rights-based focus area

UDHR Article: Article 25<sup>1</sup> - "Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control."

### Problem statement

Due to the lack of implementation of Article 40 of the Iraqi Narcotics Law No. 50 of 2017\* In Al-Najaf, Iraq, the problem of the absence of specialized treatment centers is resulting in drug addicts having their right to an adequate standard of living denied.

\*This law allows addicts to seek treatment without legal prosecution.

### Vision for the Future

In the future, an Iraqi society free from drugs, where all citizens enjoy equal rights, ensuring that drug addicts have the right to an adequate standard of living.

### Advocacy Goal

**This is a medium range goal often set beyond the New Tactics supported campaign period (2 to 4 years).**

By the end of 2023, establish a specialized health center in Al-Najaf Governorate that provides medical and psychological care for drug users, with a capacity of 400 beds.

### Human Rights-Based Tactical Aim<sup>2</sup>

New Tactics provides four categories of human rights-based tactical aims that provide strategic direction for advocacy efforts.

This campaign was focused on **Intervention**.

### Geographic area

Al Najaf Governorate, Iraq.

### Campaign implementation period

February 2022 – Campaign was on-going as of April 2025

### Campaign Outcome Statement and Success Markers

The campaign outcome statement is different from the advocacy goal. This statement outlines the campaign's short-term advocacy goal. This is usually a 6 to 12 month time period.

Two important parts of your strategy help you know if your campaign has been successful. Define these two things before you take action.

- First, identify your intended outcome(s) for a campaign period.
- Second, identify success markers for at least one outcome before you begin your campaign.

These two things will help you decide on the best actions to take. This will help you check if your tactics are working effectively. If not, you can change tactics to still achieve your intended results. This has the added benefit of ensuring that those engaged in the campaign are clear on your short and medium term goals and tactics. This will help you know if your campaign achieved your intended outcomes. This also helps your progress towards your advocacy goal. For help on developing outcomes and success markers, see our Advocacy Evaluation Toolkit and resource.

First, the Bawsala Foundation identified this outcome statement to focus their 11-month campaign.

**Campaign Outcome Statement** (short-term campaign goal):  
**Mobilization - Contribution**

As a result of our actions during the campaign period, we hope that the supporting entities will contribute financially to the campaign to implement its activities and build a specialized treatment center for drug addicts in Al Najaf Governorate, Iraq.

**Success Markers**

Choosing [good success markers](#) can be challenging. It is important that success markers are easily and clearly understood. Success markers are specific and fixed standards of success for outcomes that can be compared with what actually happens after action is taken. Determine three levels of success for each outcome statement.

- <https://www.cvt.org>
- <https://www.newtactics.org>

Second, the Bawsala Foundation identified the following success markers for their “Drug-Free Life” campaign.



**Enough success marker:** 10 organizations agree to meet with the campaign team to discuss its objectives.



**Full success marker:** 5 organizations agree to allocate financial support to implement the campaign's activities.



**Overflowing success marker:** 10 organizations agree to allocate financial support to implement the campaign's activities.



<sup>3</sup> The identification of the four action areas emerged from the advocacy experience of Mr. Faisal Abu Sondos. As the former Executive Director of The Royal Conservation Society of Jordan (JREDS) he used the New Tactics method. Mr. Abu Sondos has been a New Tactics Method Trainer since 2010 and Lead Method Trainer since 2011. He used the New Tactics Strategic Effectiveness Method in his own organizations' advocacy efforts. He has also coached other civil society organizations in using the Method. While doing so, he identified these four action areas to assess progress. These four action areas have been very useful in the strategic selection of tactics. An important note, assess the benefits and drawbacks for using technology in each of these advocacy action areas. Assess potential technology uses for the goals of an advocacy campaign. This needs careful examination for the appropriateness for the intended target groups

### Advocacy Action Areas<sup>3</sup>

Many civil society organizations struggle with being busy with activities that are not strategic. It is challenging to select tactical actions that strategically advance an advocacy effort. Attention to these four advocacy action areas will help focus any advocacy campaign. These areas help organizations better assess how to use their precious resources. These areas include internal capacity building, research, mobilization, and engagement with decision makers.

The Bawasala Foundation's "Drug-Free Life" campaign identified actions for all areas in their campaign efforts. This case study highlights their successes in all four action areas with a primary focus on Mobilization:

- Internal capacity building
- Research
- Mobilization
- Engaging decision-makers

## Background

### About The Organization

The **Bawasala Foundation for Sustainable Development** is an Iraqi foundation established in Najaf in 2022. It aims to have a presence across the geography of Iraq and is currently active in the central Euphrates provinces. It is officially licensed by the NGO Directorate at the General Secretariat of the Council of Ministers.

Bawala emerged in the midst of the political changes that swept through Iraq. These changes grew out of broader regional transformations across the Arab world. These changes imposed a new reality on societies, particularly Iraqi society. These were marked by

- relative absence of social awareness
- clear violations of human rights, and
- a weakening of both public and private sector institutions.

This situation created an urgent need for response from mature individuals and institutions. It required capable bridging of the gaps between society and public and private institutions.

Bawala has worked to promote human rights, democracy, and social accountability. Bawala places a strong emphasis on social justice, youth empowerment, and capacity building. Bawala focuses on the United Nations Sustainable Development Goals, particularly:

- Goal 16, "Peace, Justice, and Strong Institutions," and
- Goal 17, "Partnerships for the Goals".

The Bawala Foundation focuses on a number of key programs and activities:

- **Enhancing Parliamentary and Institutional Performance Project**

This project promotes accountability, transparency, and responsiveness among Iraqi Members of Parliament (MPs) in Najaf. The project monitors the productivity of Najaf's 12 MPs. Bawala attends public parliamentary sessions and committee meetings. Reviews voting records and compares their actions to their electoral promises.

- **“An Aware Leader” Project (“Qiyadiya Wa'iya”)**

This project team focuses on reducing gender inequality. It promotes equal opportunities for newly registered female lawyers within the Bar Association. The team supports women to gain employment opportunities comparable to their male counterparts. The project and helps them develop their academic and professional skills as lawyers.

- **Opinion-Making Project (“Sina'at Al-Ra'y”)**

This project enhances the skills of participants to engage with local councils. It equips activists, academics, and those interested in public affairs and government performance. The project provides techniques and deeper understanding of the powers, roles, and responsibilities of local councils. The project also trains participants in monitoring, evaluating, and holding council members accountable.

- **Promoting Community Participation in Institutional Performance Development**

This project works to improve the quality of services provided by government departments to citizens. They involve citizens in identifying their needs and priorities. They advise the government on how to meet those needs. They work to increase public satisfaction with services. Citizens provide feedback, suggestions for improvement and check the performance of government institutions.

## **Issue and Location:**

The Bawala Foundation's “Drug-Free Life” campaign focuses on the problem of the absence of a specialized treatment center for drug addicts in the Al Najaf Governorate in Iraq. The campaign engaged citizens to demand specialized services to community members and their families struggling with drug addiction. The governorate has approximately 1.4 million people.

This campaign advanced their organization's efforts to improve the quality of services provided by government departments.

## **Achievements**

The “Drug-Free Life” - Addressing the Spread of Drug Use and Addiction in Al-Najaf Governorate campaign advocacy goal.

**By the end of 2023, establish a specialized health center in Al-Najaf Governorate that provides medical and psychological care for drug users, with a capacity of 400 beds.**

The “Drug-Free Life” campaign succeeded in opening the first **compulsory treatment center** under the supervision of the Ministry of Interior. A government building in Najaf was designated to serve as a temporary 400 bed center for the treatment of addicts and drug users. This was established in cooperation with the Ministry of Health. This treatment center represents an important step toward providing a safe environment for recovering individuals. It is ensuring they receive the necessary medical and psychological care for their rehabilitation and reintegration into society.

There is a rehabilitated **600-square-meter green space** within the center. This improves the therapeutic environment and strengthens psychological support. It offers a calm and comforting environment that contributes to patients’ recovery. Additionally, a specialized psychological support room was established. This support room was a collaboration with some alliance organisations. This dedicated room hosts patients’ families. It enables them to meet their loved ones in a safe and supportive setting. It creates a comfortable space that facilitates the rebuilding of trust and emotional connection between recovering addicts and their families. This improves their mental health and supports their full recovery journey.



**Figure 1:** The rehabilitated green space with an area of 600 square meters.



The “Drug-Free Life” campaign's achievements were not limited to the therapeutic aspects. Mobilization of Bawsala's sponsoring and supporting entities provided critical budget allocations. This financial support made critical campaign efforts possible. These actions included:

- **Conducting field research**

The campaign leveraged research reports based on evidence and facts to support their demands. The field research identified special needs, barriers and challenges facing drug addicts and their families. This strengthened their advocacy demands with the relevant authorities and decision makers.

- **Awareness-raising activities to change minds**

Mobilization of civil society allies established an important support network. This network consists of psychiatrists, legal experts, and civil society activists providing legal, medical, and psychological support to recovering individuals and their families.

Direct meetings with families and community leaders is creating a supportive environment. Distributing brochures that contain information about drugs and contact numbers for health centers. These inform the community of available services. This also increases the chances of those in need accessing available treatment services.

- **Promoting dialogue and collaboration with decision-makers**

Dialogues with religious leaders, other influencers and community decision makers played a significant role. These leaders conveyed campaign messages breaking social stigmas associated with drug addiction. This helped change societal perceptions and motivating addicts to seek help without fear or stigma.

Collaboration efforts with government entities advanced the campaign goal. These included the Iraqi Ministry of Health and the Najaf Health Directorate. The campaign advocated for allocating a budget to establish treatment centers. This was an important campaign demand because the Ministry of Health's efforts focus on general hospitals. But the Ministry's efforts do not focus on specialized addiction treatment centers.

An important dialogue session with the Governor of the Central Euphrates region took place on August 13, 2024. The discussion included:

- ways to develop supportive policies for combating addiction
- strengthening rehabilitation, and



Figure 2: The psychological support room available at the center.



- care efforts for recovering individuals.

### This session also helped

- shed light on the existing challenges
- open direct communication channels with responsible authorities, and
- helped ensure the continuity of efforts to achieve long-term impact.



Figure 3: Dialogue session with the Governor of the Central Euphrates region on August 13, 2024.

### Compare the campaign's original success markers with actual achievements

In the course of Bawsala's campaign evaluation, they compared their desired success markers with their actual success. Compare their success targets "Before" the campaign to the "After Evaluation" actual numbers of their success. These numbers show significant success in reaching their financial support targets.

- Enough success marker (a modest success that is realistic to achieve)
  - **Before:** 10 organizations agree to meet with the campaign team to discuss its objectives.
  - **After Evaluation:** 10 organizations agreed to meet with the campaign team to discuss its objectives.

- Full Success Marker (a slightly more ambitious success that is realistic to achieve)
  - **Before:** 5 organizations agree to allocate financial support to implement the campaign's activities.
  - **After Evaluation:** 5 organizations agreed and allocated financial support to implement the campaign's activities.
- Overflowing (a much more ambitious success that could happen but would be very surprising if it did)
  - **Before:** 10 organizations agree to allocate financial support to implement the campaign's activities.
  - **After Evaluation:** The campaign was not able to reach this very ambitious goal. But they did gain support from 5 organizations to meet their full success marker. They also gained support from governmental entities as well as non-governmental organizations.

The Campaign achieved their **enough** and **full** success markers. Identifying success markers before implementation helped the campaign stay on track to meet important milestones. The enough success marker to reach 10 organizations helped the campaign build support. This laid the foundation to engage important decision makers to support their goals with both financial and in-kind support. These decision makers included:

- Directorate of Narcotics and Psychotropic Substances
- Najaf Health Department
- Najaf Provincial Council
- Najaf Governorate Office
- Iraqi Council of Representatives

As a result of engaging a wide range of organizations, five organizations provided financial support. This support made it possible to carry out their activities to meet their goals.

The “Drug-Free Life” campaign demonstrated its ability to bring about tangible change. These changes went beyond raising awareness of the problem to changing minds. Changes in community perspectives on drug addiction yielded practical solutions. These solutions included a 400-bed specialized treatment care center to address the needs of drug addicts and their families.

The “Drug-Free Life” campaign can serve as a national model for addressing addiction in a more humane, respectful and sustainable way.

## **Main Campaign Components**

### **Advocacy Action Areas**

Many civil society organizations struggle with being busy with activities that are not strategic. It is challenging to select tactical actions that strategically advance an advocacy effort. Attention to these four advocacy action areas will help focus any advocacy campaign. These areas help organizations better assess how to use their precious resources. These areas include internal capacity building, research, mobilization, and engagement with decision makers.

Bawsala's "Drug-Free Life" campaign used these advocacy action areas to identify their targets and their tactical choices. [See the Strategic Path graphic] The case study provides campaign implementation highlights in each advocacy action area.

### **Internal Capacity Building**

This action area requires attention to an organization's capacity to carry out advocacy including commitment, structure, mobilization, leadership and decision making.

Bawsala took time to develop the internal capacities of its team. This ensured that the "Drug-Free Life" campaign was well-planned with an identified strategy and tactics. The campaign team conducted intensive training workshops to:

- analyze the broader context
- understand mechanisms for applying pressure on decision-makers, and
- identify key stakeholders to ensure they achieved the campaign's goals in a sustainable manner.

The campaign team increased their ability to lead their advocacy efforts. They conceptualized the overall "Drug-Free Life" campaign. They identified the targets and tactics to mobilize key actors including: [See **Mobilization**]

- drug addicts and their family members to understand their challenges and needs
- sponsoring and supporting entities of their organization to fund the campaign
- health and legal experts to provide support research and provide recommendations
- community and religious influencers to address social stigma barriers
- media to raise awareness and calls for action
- government institutions and representatives to take action to establish the treatment center.



## Research

This action area requires attention to gathering information, data, and analysis to develop recommendations for actions on an issue and regarding each of the other components (internal capacity building, mobilization and engagement of decision makers) before, during and after taking action on an issue.

The campaign conducted research studies and field data analysis. This ensured the campaign had accurate data. Data gathering came from various sources:

- documenting experiences of drug addicts and their families
- analyzing the services available to recovering individuals
- identifying gaps in treatment and rehabilitation mechanisms.

The research provided evidence of the reality of addiction and the challenges associated with it. This included a more comprehensive understanding of the challenges addicts face. This provided important information on the impact of therapeutic interventions. The campaign prepared research reports based on evidence and facts. They used these reports to support the campaign's demands. This strengthened the campaign's advocacy efforts with the relevant authorities and decision makers.

These research efforts helped guide the campaign's strategies:

- ensured the campaign's alignment with the actual situation
- enhanced the effectiveness of field interventions
- contributed to the design of programs to meet the needs of the target groups, and
- influenced and supported decision-makers in making more impactful decisions.

## Mobilization

This action area requires attention to engaging and bringing together individuals, organizations and institutions in a collective effort on an issue.

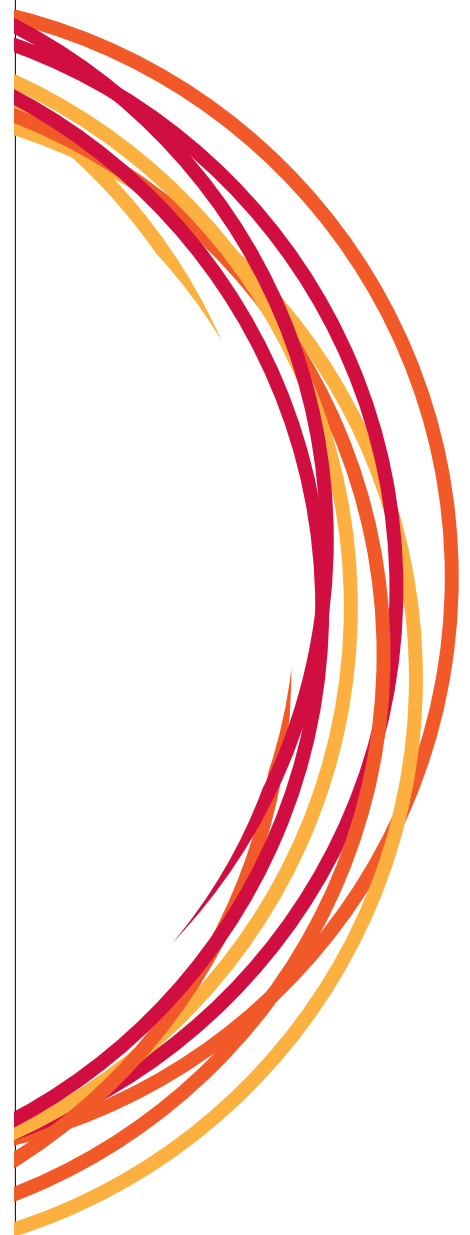
The campaign team focused their efforts on a range of resource mobilization efforts.

### Financial Mobilization

The campaign team identified these opportunities for cooperation during their capacity building phase. Cooperation with sponsoring and supporting entities provided critical budget allocations to the campaign. This financial contribution from these entities made the implementation of the campaign possible.

### Network Mobilization

The financial support enabled the team to carry out critical field research



and awareness-raising activities. These efforts also helped establish an important support network. This network consists of psychiatrists, legal experts, and civil society activists. The network provides legal, medical, and psychological support to recovering individuals and their families. This support network enhanced the responsiveness of relevant institutions.

Partnership-building with health officials in Najaf and the provincial council yielded direct community channels. This facilitated coordination and cooperation in implementing practical steps. This included:

- opening of the treatment center, and
- the improvement of rehabilitation and psychosocial support services.

Through these efforts, the campaign

- strengthened the readiness of its team
- increased its capacity for effective influence and constructive negotiation, and
- contributed to achieving tangible results while supporting the sustainability of long-term efforts.

### **Media Mobilization**

The campaign team worked on implementing intensive media campaigns to spread awareness messages. Messages combatted stigmas about drug addiction. Messages highlighted the dangers of addiction and the importance of treatment. The campaign team used a range of platforms including the:

- team's own personal pages.
- pages of journalists, media professionals, and influencers.

This contributed to reaching a wide community audience. This served to enhance community engagement with the campaign.

### **Community Outreach Mobilization**

The campaign organized awareness sessions and field visits. They conducted outreach to youth centers, schools, and universities. They shared comprehensive information about the health and social risks of addiction. This encouraged young people to play a positive role in raising awareness and offering support within their communities.

In an important step to amplify the impact, the campaign collaborated with religious authorities in Najaf. Religious leaders issued fatwas and guidelines about drug use. These emphasized its dangers and encouraged individuals to seek treatment. This helped change societal perceptions and motivating addicts to seek help without fear or stigma.

The campaign recognized the critical role of the community in pressuring decision-makers. The campaign involved local communities through direct meetings with families and community leaders. The aim was to create a supportive environment that strengthens the campaign's

efforts. The campaign distributed awareness brochures in residential neighborhoods. These brochures contain information about drugs and contact numbers for health centers. This increases the chances of those in need accessing available treatment services.

These efforts helped build a strong community movement to

- enhance the campaign's impact.
- ensure its sustainability by involving various segments of society in the fight against addiction.
- support recovering individuals.

## **Engaging the Decision Makers**

This action area requires attention to understanding and applying power dynamics and decision-making processes to positively affect change on an issue.

Several strategic tactics aimed to enhance the government's response to the addiction issue in Najaf. These tactics included:

- Holding direct meetings with government officials, parliamentarians and government entities.
- The campaign highlighted the problem in detail alongside proposed solutions. Article 40 of the Iraqi Narcotics Law No. 50 of 2017 provided the basis for these solutions. Article 40 allows addicts to receive treatment without legal prosecution.
- The campaign met with relevant government entities, such as the Iraqi Ministry of Health and the Najaf Health Directorate. The campaign advocated for allocating a budget to establish treatment centers. This was important as the Ministry of Health's efforts focus on general hospitals without prioritizing specialized addiction treatment centers.
- Launching extensive media campaigns. Outreach through traditional and social media outlets created public pressure on decision-makers. The media outreach helped push them to take concrete actions.
- Establishing coordination with civil society organizations and volunteer groups. This coordination expanded the campaign's scope of influence. This ensured broader support for the cause.
- Engaging influential figures such as religious leaders, influencers and intellectuals. These figures played a significant role in breaking the social stigma associated with addiction. They conveyed the campaign's messages to decision-makers.
- Issuing clear demands to the government entities through official channels and direct meetings. This sparked discussions about establishing a drug treatment center in Najaf. This resulted in productive efforts on allocating and sustaining resources to support the treatment center.



### The Strategic Path

**Bawsala Foundation for Sustainable Development**

**Drug-Free Life” - Addressing the Spread of Drug Use and Addiction in Al-Najaf Governorate**



In the future, an Iraqi society free from drugs, where all citizens enjoy equal rights, ensuring that drug addicts have the right to an adequate standard of living.



Figure 4: The writing in the red box states the problem. This is where we are today, beginning at the bottom of the mountain. The problem statement identifies a priority human right being violated. The vision, in the future, goes beyond the mountain as we seek a world where that violated right is being realized. The advocacy goals are written in darker green - a SMART goal and a campaign outcome goal. The lighter green boxes highlight six tactics selected for implementation to advance their goals.

## Long-Term Impacts

### The impact of advocacy on the organization

The advocacy expanded Bawsala's network of partners and collaborators. This strengthened its capacity to implement future campaigns with greater impact and sustainability.

At the community level, the “Drug-Free Life” campaign enhanced Bawsala's credibility and public trust. The organization is now a reference point on issues related to addiction and rehabilitation. This is facilitating the attraction of further support and funding for its future initiatives. The “Drug-Free Life” campaign succeeded in:

- building important relationships with government entities
- enhancing institutional relationships
- opening direct communication channels with decision-makers, and
- enabling the organization to shape policies related to addiction treatment and rehabilitation.

The campaign increased the Bawsala's capacity in research and analysis. Tools for collecting and analyzing field data will ensure Bawsala's grounding of future activities in solid evidence and facts. Bawsala's collaboration with national and international entities provided extra resources and knowledge. This is supporting the sustainability of advocacy efforts on this issue. This in turn is opening opportunities for expansion into new areas.

## **Challenges and Difficulties**

The “Life Without Drugs” campaign faces several challenges that hinder the achievement of its goals.

- **Government bureaucracy**

The delay in approving the budgets needed to establish treatment centers. This obstructs the creation of a safe and supportive environment for addicts seeking treatment. Additionally, addiction is not considered a government priority. The Ministry of Health focuses its efforts on supporting general hospitals. Establishing a specialized treatment center for addicts is not included among its main plans.

- **Lack of public awareness of the nature of addiction**

Addiction is often perceived as a “disgrace” rather than a disease that requires treatment. Misconceptions about addiction makes it more difficult to shift public attitudes. Promoting community acceptance of rehabilitation programs and psychological support remains challenging.

## **Lessons Learned and Recommendations:**

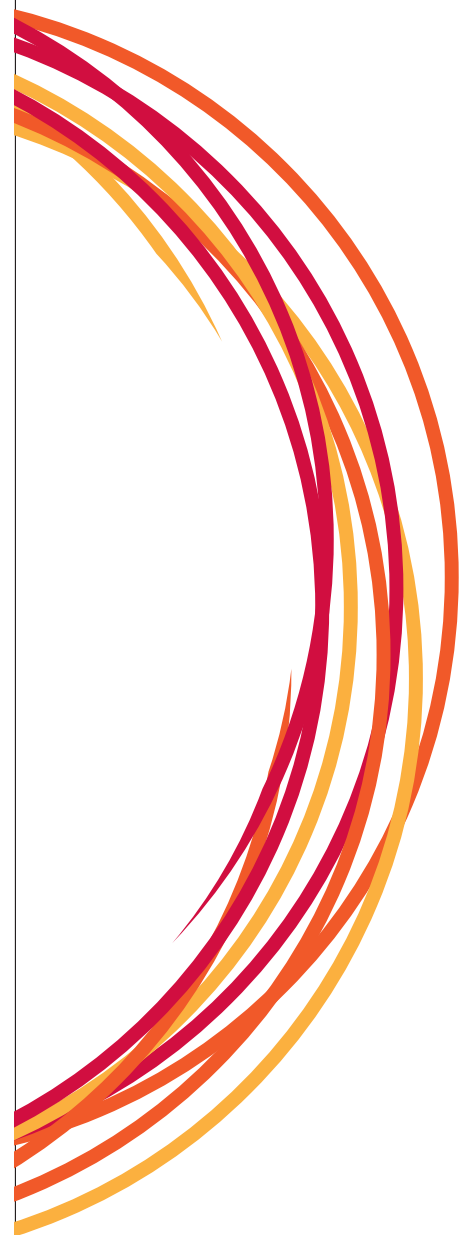
The “Drug-Free Life” campaign reflects a complex reality in Najaf. The absence of treatment centers presents a major obstacle to addressing addiction. Key lessons learned is that real change requires continuous advocacy:

- Consistent efforts targeting decision-makers to ensure the enforcement of supportive laws.
- Advancing supportive laws such as Article 40 of the Iraqi Narcotics Law.
- Engaging the local community, including addicts, families, religious leaders and other influencers.

This kind of awareness raising has proven to be crucial in breaking the stigma and encouraging addicts to seek treatment.

At the implementation level, international experiences have provided important insights. For example, Portugal's decriminalization of drug use policy. This showed that harm reduction, rather than harsh penalties, can be more effective in addressing addiction. Several proposals could prove to be successful in the Iraqi context:

- Focus efforts on legal advocacy



Pressuring the government to enforce Article 40 and provide specialized treatment centers.

- Expand community awareness

Using local media, religious institutions, and influencers to break the social stigma and promote voluntary treatment.

- Strengthen partnerships with donors

Partnering for financial sustainability to ensure a treatment center in Najaf.

- Launch training programs

Focusing on best practices for addiction treatment for doctors and healthcare officials.

Drawing on successful harm reduction models from countries like Portugal and Thailand.

- Conduct regular field studies

Researching the evolving addiction crisis in Najaf to better understand needs and challenges for updating strategies.

Advancing these steps will help ensure the long-term effectiveness of the campaign. Najaf can be a national model for addressing addiction in a more humane and sustainable way.