

Exploring the Strategies of Community Health Promotion: The Anti-drug Campaign Course for Elderly as an Example

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Abstract

The government has been betting on the seizing, campaigns and school education toward anti-drug in recent years, drug abuse has not been effectively controlled. It is obvious that the prevention of drug abuse involves the lack of long-term and overall social action. If the people's competence of substance abuse prevention can be effectively improved, it will be positive to complete the nation's health environment. This study conducted anti-drug board games for elderly aged 65 and over in the five communities of Kaohsiung and Tainan city, and found that the knowledge of drug abuse prevention of the community elderly was improved significantly. It has also been found that the lack of demand for drug abuse prevention in the community was due to their unconsciousness about the severity of drug abuse. Finally, the practical challenges of anti-drug campaign in the community were examined with social marketing strategies and the suggestions were proposed.

Keywords: Anti-drug campaign, Drug abuse prevention, Community health promotion, Board game, Social marketing