

## **EDUCATION AND AWARENESS-RAISING AS A MEANS OF COMBATING DRUG ADDICTION**

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**ABSTRACT:** The article explores the role of education and awareness-raising activities in preventing and overcoming the problem of drug addiction. The authors consider the relevance of this topic in modern society, identifying the main factors contributing to the spread of narcotic substances. The article also analyzes the effectiveness of various educational approaches and programs in the fight against drug addiction, including the impact of school courses, educational events and information campaigns on the formation of a negative attitude towards drugs. The author offers specific practical recommendations for improving educational strategies aimed at preventing drug addiction, and discusses possible cooperation between educational institutions, government agencies and public organizations. As a result, the article comes to the conclusion about the importance of an integrated and systematic approach to solving the problem of drug addiction, which includes education, educational activities and broad public cooperation.

**KEYWORDS:** education, educational work, drug addiction, drug addiction prevention, educational programs, social responsibility, healthy lifestyle education, pedagogical methods, development of critical thinking, family education, training in decision-making skills.

### **INTRODUCTION**

Drug addiction is a serious social problem affecting millions of people around the world. To successfully combat this phenomenon, an integrated approach is needed, including not only medical and legal measures, but also education and awareness-raising activities. In this article, we will look at how education and awareness-raising can become effective tools in preventing and countering drug addiction[1]. Education plays a key role in shaping a conscious attitude towards health and instilling values that contribute to drug withdrawal. Schools and universities should introduce special courses on countering drug addiction into their curricula, including information on the consequences of drug use, principles of a healthy lifestyle and skills for making informed decisions.

Teachers and parents have an important influence on the formation of values in children and adolescents. Teaching teachers and parents the basics of countering drug addiction, the psychology of addiction, as well as methods of effective communication with children on this topic can help create a supportive environment conducive to the formation of persistent drug withdrawal[2]. Educational activities are aimed at highlighting the problem of drug addiction in society. Campaigns, events, public lectures and social media are all media that can draw public

attention to the problem and raise awareness of the negative effects of drug use. Education and awareness-raising should be aimed not only at preventing the onset of drug use, but also at supporting those who have already faced the problem of addiction. The creation of help centers, support groups and accessible resources helps those who seek to get rid of drug addiction.

For many years, drug addiction has remained one of the most serious problems in society, affecting millions of lives and destroying families. The fight against this evil requires a comprehensive approach, including prevention and education measures. In this article, we will consider how education and educational work can become effective means of countering drug addiction. First of all, education plays a key role in forming an understanding of the causes and consequences of drug addiction[3]. As part of the training programs, it is possible to introduce health lessons that address the physiological and psychological aspects of drug addiction. These lessons will help teenagers understand the risks and negative consequences of drug use, which can be a powerful incentive to give up drugs.

Education also promotes the development of critical thinking, which is important for the formation of a sustainable attitude towards drugs. Students should be able to analyze drug information, distinguish facts from myths, and make informed decisions. Providing information about the dangers of drugs in the context of health and social adaptation helps to form sustainable values. Schools and universities can also play an important role in shaping alternative development paths for young people[4]. The development of creative and sporting interests, involvement in public organizations, the creation of conditions for self-realization - all these measures help to provide alternatives that do not require leaving the world of drugs.

Large-scale educational work in society is an additional important element of the fight against drug addiction. Media campaigns, lectures, seminars and other forms of public discussion of the problem can help spread information about the dangers of drugs and mobilize public opinion against their use. Education should be linked to family and community efforts to prevent drug addiction. Parents, educators, doctors, and law enforcement officials must work together to create an environment that supports a healthy lifestyle and discourages drug use.

## CONCLUSION

Education and awareness-raising play an integral role in creating an informed, responsible and sustainable society. The fight against drug addiction begins with education, and investing in knowledge and education today can save many lives in the future. Education and awareness-raising activities are an integral part of the fight against drug addiction. By forming an informed attitude to health, teaching effective methods of confrontation and creating a supportive environment, the spread of this social disease can be significantly reduced. These efforts should be directed at all levels of society, from children and adolescents to adults, creating a solid foundation for a healthier future.

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