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TOBACCO AND SUBSTANCE OF ABUSE
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FDA TO RELEASE AN ALL-STAR DRUG ABUSE CAMPAIGN MUSIC VIDEO

The Food and Drugs Authority (FDA) has partnered with MUSIGA to mitigate the canker of substance abuse predominantly among the youth in Ghana. The partnership which takes the form of a music video, features some key industry players such as Kwame Eugene, Article Wan, Bogo Blay, Eno Barony, Amrado and Yaa Yaa.

The video, which is set for release on Monday 20th December, is staged in a mixed urban setting and depicts different scenes of substance misuse peculiar to communities in Ghana. Emphasis is placed on the use of tobacco, recreational use of tramadol and the corresponding social enablers.

The adverse effects of drug abuse are dire and include a diminished immune system, infectious diseases, cardiovascular, respiratory, and gastrointestinal issues and ultimately death.

The music video is part of the FDA's comprehensive strategy to sensitize the public on substance abuse. The official launch kick starts an FDA led nationwide campaign in collaboration with the entertainment industry, media, other stakeholders and the public. This adds to the FDA's vast interventions and regulatory actions aimed at extenuating drug misuse and tobacco use to ensure the responsible use of controlled medicines.

The music video is an innovative strategy by the FDA targeted predominantly at the youthful population in Ghana and intent on creating a more acceptable and assessable means of public sensitization to prevent abuse and diversion from licit to illicit use.

All concerns and communication on the above press release as well as any FDA related issue should be channelled through the following contacts.



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