

WORLD DRUG DAY 2026 CAMPAIGN REPORT

Colombo Plan Drug Advisory Programme (CPDAP)

26 JUNE
2026

WORLD
DRUG
DAY²⁰²⁶

**WORLD DRUG
PROBLEM:**

PERSISTING ISSUES,
NEW CHALLENGES,
INNOVATIVE RESPONSES

#CPDAPWorldDrugDay

INTERNATIONAL DAY
AGAINST DRUG ABUSE AND
ILLICIT TRAFFICKING

TABLE OF CONTENTS

1. Executive Summary.....	03
2. Campaign Overview	03
3. Campaign Objectives	04
4. Activities Implemented.....	04
5. Social Media Performance and Analytics	09
6. Key Outcomes.....	12
7. Lessons Learned and Way Forward	12
8. Conclusion.....	13

1.

EXECUTIVE SUMMARY

The Colombo Plan Drug Advisory Programme (CPDAP), under the guidance of the Director of the Drug Advisory Programme, successfully commemorated the annual CPDAP International Day Against Drug Abuse and Illicit Trafficking (World Drug Day) on **26 June 2026**. The campaign was implemented in alignment with the United Nations Office on Drugs and Crime (UNODC) global theme, **“World Drug Problem: Persisting Issues, New Challenges, Innovative Responses.”**



<https://www.unodc.org/unodc/en/drugs/index-new.html>

The campaign adopted a multi-platform communication approach that combined leadership advocacy, public awareness, and staff engagement to maximize visibility and reinforce the Programme’s commitment to drug prevention. Key activities included official video messages from the Secretary-General and the Director of the Drug Advisory Programme, the dissemination of a thematic awareness video through social media and digital LED displays at strategic public locations across Sri Lanka, and a staff photo campaign that promoted organizational solidarity and public engagement.

The campaign generated significant online visibility, positive public engagement, and strengthened the institutional profile of CPDAP while reinforcing its commitment to evidence-based drug prevention and awareness.

2.

CAMPAIGN OVERVIEW



Campaign Theme

World Drug Problem: Persisting Issues, New Challenges, Innovative Responses



Official Campaign Hashtag

#CPDAPWorldDrugDay



Campaign Period

15–30 June 2026

Key activity held on Friday, 26 June 2026

3.

CAMPAIGN OBJECTIVES

This campaign was designed to support the global observance of the International Day Against Drug Abuse and Illicit Trafficking while advancing the communication and awareness objectives of CPDAP. Specifically, the campaign aimed to:

- **Commemorate World Drug Day 2026** in alignment with the United Nations Office on Drugs and Crime (UNODC) global campaign and its 2026 theme.
- **Raise public awareness of the world drug problem** by promoting messages and encouraging greater public understanding of emerging drug-related challenges.
- **Strengthen the visibility of CPDAP's role as a leader** in regional drug control initiatives.
- **Enhance public engagement** through strategic digital communications
- **Promote organizational unity and institutional identity** by encouraging active staff participation and demonstrating CPDAP's collective commitment to supporting World Drug Day.

4.

ACTIVITIES IMPLEMENTED

4.1 Leadership Messages

Official video messages were produced and disseminated through The Colombo Plan's social media platforms on 26 June 2026.

Activities included:

- Official message on the International Day Against Drug Abuse and Illicit Trafficking (World Drug Day) by the Secretary-General on 26 June 2026.



<https://web.facebook.com/reel/1536505211221929>

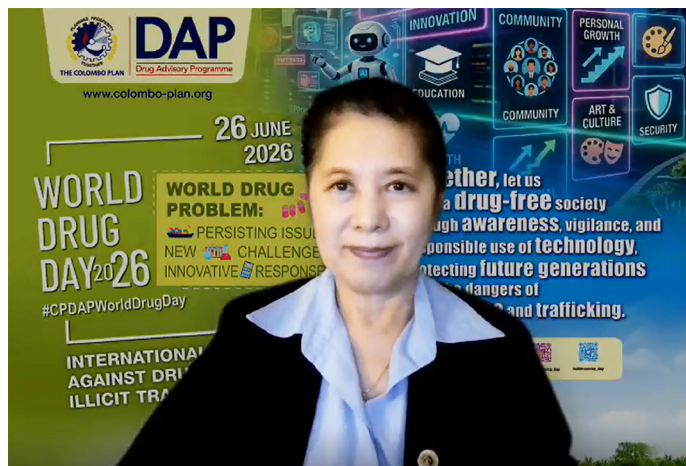


4.

ACTIVITIES IMPLEMENTED

Cont.

- Short video message the International Day Against Drug Abuse and Illicit Trafficking (World Drug Day) by the Director of the Drug Advisory Programme on 26 June 2026



<https://web.facebook.com/reel/1701814044366257>



4.2 Digital Awareness Campaign

A 20-second awareness video highlighting the World Drug Day 2026 theme was published on The Colombo Plan's official social media platforms from 22 to 25 June 2026.

To further expand public outreach, the same awareness video was broadcast on digital LED displays at strategic locations across Sri Lanka from 15 to 30 June 2026 on a complimentary basis, through the generous support of Rev. Fr. S. C. Thotawattage. This valuable in-kind contribution significantly enhanced the campaign's visibility and extended its reach to a wider public audience. The Colombo Plan Drug Advisory Programme also gratefully acknowledges the coordination support provided by Mr. Tharindu Nawarathne, former CPDAP staff member, in facilitating this initiative.

Broadcast locations included:

- Arcade Independence Square** – Arcade Independence Square is one of Colombo's most prominent landmarks and a popular shopping and lifestyle destination. The complex attracts a large number of visitors every day, particularly young people, who gather to shop, dine, socialize, and spend their leisure time.



Independence Arcade LED Screen

4.

ACTIVITIES IMPLEMENTED

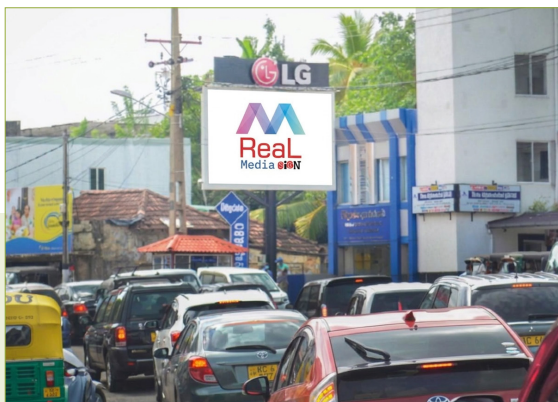
Cont.

Kiribathgoda – a suburb of Gampaha, situated on A1 highway, between Kelaniya and Kadawatha. It is the first commercial E-Suburb in Sri Lanka, 12 km away from Colombo Fort centre



Kiribathgoda LED Screen

Nugegoda – a large, densely populated suburb of Colombo, in the south of Sri Jayawardenapura Kotte and north-east of Dehiwela Mt. Lavinia



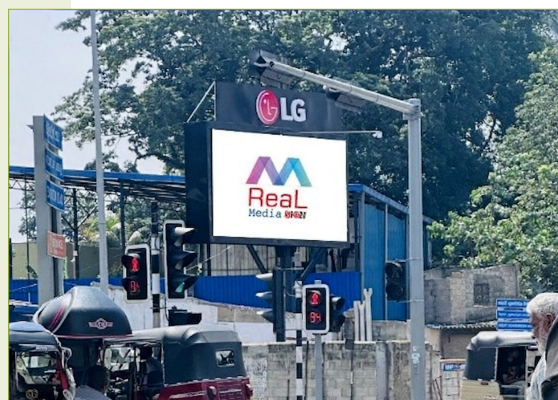
Nugegoda LED Screen

Wattala – a large suburb of Gampaha district, in Western Province, Sri Lanka, situated around 9 km from Colombo city centre. Around Wattala, there are many villages and towns



Wattala LED Screen

Kirulapone – a suburb in Colombo, Sri Lanka which is also known as Colombo 5



Kirulapone LED Screen

4.

ACTIVITIES IMPLEMENTED

Cont.

Kurunegala - a major city in Sri Lanka. It is the capital city of the Northwestern Province and the Kurunegala District. Kurunegala was an ancient royal capital for 50 years



Kurunegala LED Screen

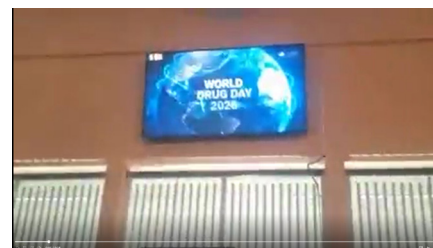
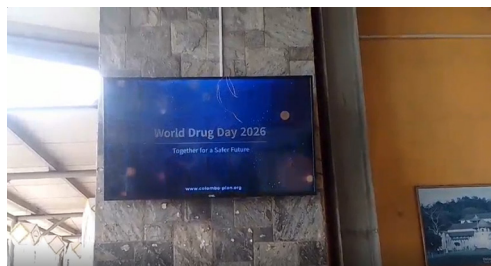


Milano Cineplex - Kegalle

Kegalle - a large town in Sabaragamuwa Province of Sri Lanka, located on the Colombo-Kandy Road, approximately 78 km from Colombo, 40 km from Kandy, 32 km from Kurunegala and 46 km from Avissavella



- Colombo Fort Railway Station
- Maradana Railway Station
- Gampaha Railway Station
- Ragama Railway Station
- Polgahawela Railway Station
- Galle Railway Station



4.3 Staff Engagement

CPDAP staff commemorated World Drug Day 2026 by wearing specially designed campaign T-shirts featuring the official theme, demonstrating collective commitment and solidarity in addressing the global drug challenge. A dedicated staff photo campaign was conducted and shared across CPDAP's official social media platforms to enhance visibility, promote organizational unity, and highlight staff members' active support for collective efforts in the fight against drugs.



<https://web.facebook.com/photo?fbid=1023939226843843&set=a.201079909129783>



4.4 Campaign Visibility

A **World Drug Day 2026** campaign backdrop was prominently displayed during the **Colombo Plan Anniversary Debate Day** on **24 June 2026**, enhancing the visibility of the campaign among **academics, students, and media representatives**. The backdrop served as a promotional feature, raising awareness of the World Drug Day theme and reinforcing CPDAP's commitment to drug prevention and public awareness.

5.

SOCIAL MEDIA PERFORMANCE AND ANALYTICS

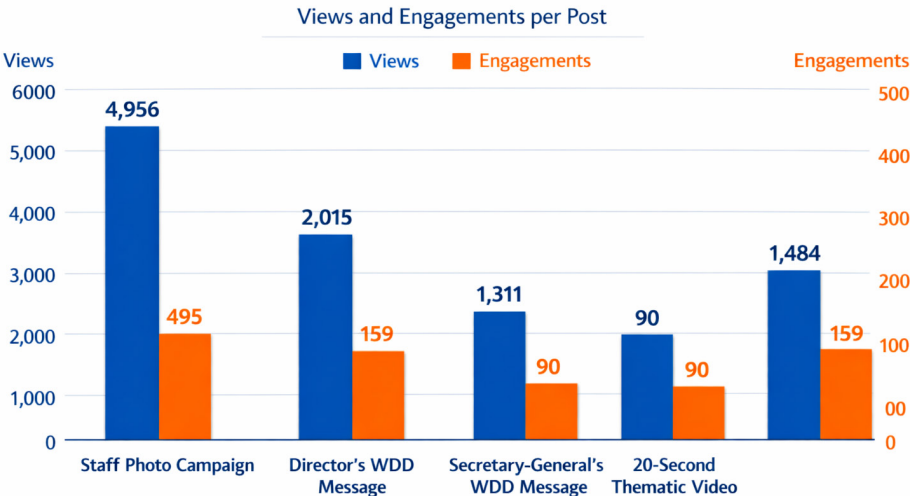
The World Drug Day 2026 campaign achieved encouraging results across The Colombo Plan’s official social media platforms, successfully increasing public awareness and engagement through a combination of leadership messages, a thematic awareness video, and staff participation. Campaign performance was monitored using Meta Insights, which demonstrated consistent audience engagement throughout the campaign period, with the highest interaction recorded on **26 June 2026**, the official World Drug Day.

5.1 Performance of Campaign Activities

Four key social media posts were published as part of the campaign:

Campaign Activity	Key Performance Highlights
Staff Photo Campaign	4,956 Facebook views, 495 total engagements , including 125 reactions, 276 clicks, 11 comments, and 11 shares . The post also attracted 20 Instagram likes and generated 14 new followers .
Director’s World Drug Day Message	2,015 views, 159 engagements , comprising 52 reactions, 34 clicks, 23 shares, and 1 comment . The video accumulated 31 minutes and 2 seconds of watch time with 608 three-second views .
Secretary-General’s World Drug Day Message	1,311 views, 90 engagements , including 49 reactions, 15 clicks, and 15 shares . The video generated 22 minutes and 26 seconds of watch time and 329 three-second views .
20-Second Thematic Awareness Video	1,484 Facebook views, 159 engagements , including 49 reactions, 45 clicks, 13 shares, and 5 comments . The video achieved an average watch percentage of 16% , indicating good initial audience attention for a short awareness message.

Performance of Campaign Activities



Source: Meta Insights; analytics captured as of 06 July 2026

5.

SOCIAL MEDIA PERFORMANCE AND ANALYTICS

Cont.

5.2 Overall Engagement

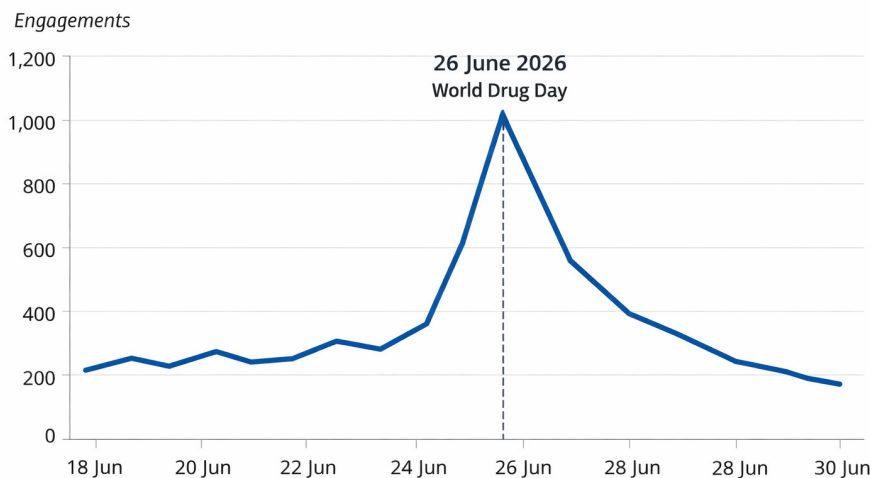
The campaign generated a total of **1,041 engagements** during the reporting period, representing a **66.1% increase** compared to the previous reporting period. Overall audience interaction included:

- **525 reactions**
- **61 shares**
- **30 comments**

The engagement trend shows a significant peak on **26 June 2026**, demonstrating that the campaign successfully concentrated audience attention on World Drug Day through coordinated communication activities.

Analysis by interaction type indicates that **reactions accounted for 85.2%** of total interactions, followed by **shares (9.9%)** and **comments (4.9%)**, reflecting strong audience appreciation and willingness to engage with campaign content.

Engagement Trend



Source: Meta Insights; analytics captured as of 06 July 2026

5.

SOCIAL MEDIA
PERFORMANCE
AND
ANALYTICS

Cont.

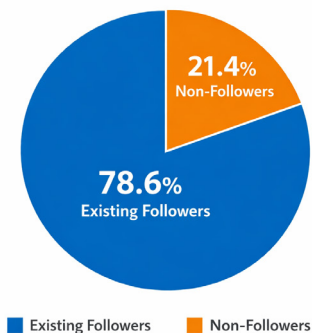
5.3 Audience Insights

Campaign analytics indicate that **78.6%** of engagement originated from existing followers, while **21.4%** came from non-followers, demonstrating that the campaign not only maintained strong engagement with CPDAP's existing audience but also extended its reach to new users.

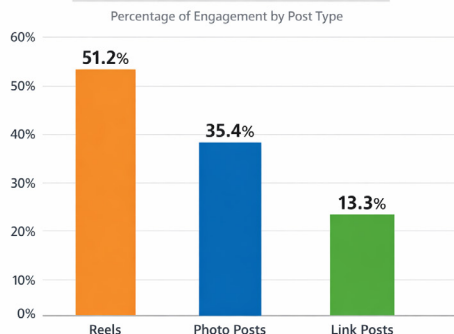
Content performance analysis showed that **Reels accounted for 51.2%** of engagement, followed by **photo posts (35.4%)** and **link posts (13.3%)**. This suggests that visual and short-form video content was the most effective format for communicating campaign messages.

Demographic insights further indicate that the largest audience segment consisted of individuals aged **35-44 years**, followed by the **25-34** and **45-54** age groups, reflecting strong engagement among working professionals and mid-career audiences.

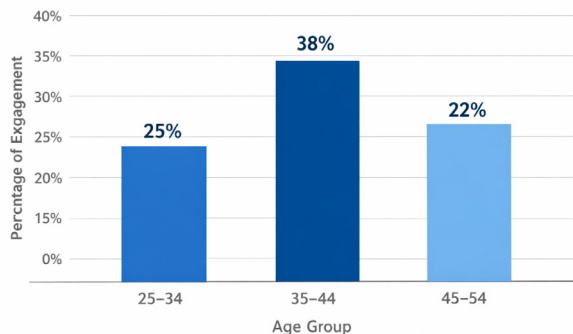
Audience Source of Engagement



Content Format Effectiveness



Audience Demographic Insights



Source: Meta Insights; analytics captured as of 06 July 2026

6.

KEY OUTCOMES

The social media campaign effectively complemented CPDAP's broader World Drug Day awareness initiatives and achieved strong digital visibility. The staff awareness campaign emerged as the highest-performing post, generating the greatest number of views and engagements, while the leadership messages reinforced CPDAP's institutional credibility and commitment to addressing the global drug problem. The overall increase in engagement, together with the campaign's ability to reach both existing and new audiences, demonstrates the effectiveness of combining leadership advocacy, staff participation, and concise visual content to maximize public awareness.

7.

LESSONS LEARNED AND WAY FORWARD

The World Drug Day 2026 campaign successfully achieved its primary objective of raising awareness through coordinated leadership messaging, digital outreach, strategic partnerships, and staff engagement. The campaign demonstrated the effectiveness of combining digital communication with public visibility initiatives while highlighting several opportunities to further strengthen future awareness campaigns.

Based on the experience gained, the following key lessons and recommendations are proposed:

- **Develop multilingual campaign materials:** To better serve the diverse linguistic and cultural contexts of Colombo Plan member countries and local communities, future campaigns should incorporate multilingual communication materials. Providing key messages and awareness resources in multiple languages will enhance accessibility, encourage wider participation, and ensure that campaign messages reach a broader audience.
- **Broaden audience outreach:** While the campaign achieved strong visibility through social media and digital LED displays, future initiatives should further expand outreach to schools, universities, community-based organizations, and underserved communities to promote more inclusive public awareness.
- **Strengthen stakeholder collaboration:** Building stronger partnerships with Colombo Plan member countries, youth networks, educational institutions, national counterparts, civil society organizations, and local authorities will enhance regional participation, foster local ownership, and expand the overall impact and sustainability of future campaigns.
- **Enhance digital engagement:** Incorporating more interactive communication approaches, such as short educational videos, testimonials, interviews, quizzes, polls, and live discussions, can encourage greater audience participation and improve message retention across digital platforms.

7.

LESSONS LEARNED AND WAY FORWARD

- **Leverage strategic partnerships:** The successful collaboration that enabled nationwide digital LED broadcasts at no cost to the Programme demonstrated the value of strategic partnerships. Future campaigns should continue to explore similar opportunities to maximize outreach while ensuring the efficient use of programme resources.
- **Strengthen monitoring and evaluation:** Establishing a standardized monitoring and evaluation framework, supported by key performance indicators (KPIs), audience analytics, and year-on-year performance comparisons, will provide stronger evidence of campaign effectiveness and help guide future communication strategies.

The experience gained from the World Drug Day 2026 campaign provides a strong foundation for future awareness initiatives and reinforces CPDAP's commitment to delivering innovative, inclusive, and evidence-based communication campaigns that contribute to global efforts in addressing the world drug problem.

8.

KEY CONCLUSION

The World Drug Day 2026 campaign successfully commemorated the International Day Against Drug Abuse and Illicit Trafficking through a coordinated programme of leadership advocacy, public awareness, staff engagement, and strategic communications. The campaign achieved strong visibility across digital platforms and public spaces, reinforcing the Colombo Plan Drug Advisory Programme's commitment to promoting evidence-based drug prevention and supporting the global response to the world drug problem.



DAP
Drug Advisory Programme

www.colombo-plan.org

26 JUNE
2026

WORLD
DRUG
DAY 2026

**WORLD DRUG
PROBLEM:**

PERSISTING ISSUES,
NEW CHALLENGES,
INNOVATIVE RESPONSES



Together, let us
build a drug-free society
through awareness, vigilance,
responsible use of technology
and innovation



26 JUNE
2026

WORLD
DRUG
DAY 2026

**WORLD DRUG
PROBLEM:**
PERSISTING ISSUES,
NEW CHALLENGES,
INNOVATIVE RESPONSES

#CPDAPWorldDrugDay

INTERNATIONAL DAY
AGAINST DRUG ABUSE AND
ILLICIT TRAFFICKING



THE COLOMBO PLAN

THE COLOMBO PLAN SECRETARIAT

5th Floor, M2M Veranda Office, No. 34, W.A.D. Ramanayake Mawatha, Colombo 02, Sri Lanka

Tel: (94 11) 257 6322 | Fax: (94 11) 257 6311

E-mail: info@colombo-plan.org | Website: www.colombo-plan.org