



# WWCTU PLAN OF ACTION FOR 2022-2026

## Our Purpose

The World Woman's Christian Temperance Union (WWCTU) is a Christian women's organization working to prevent alcohol and substance abuse, protect the family, engage women in temperance work, and promote gender equality, interpersonal peace and understanding. Our badge is the White Ribbon and some unions use this as their name.

## Our Promise

With God's help, I will advocate and follow a drug-free lifestyle by abstaining from all alcohol, tobacco and illegal drugs.

## Our Objectives

1. To develop and implement alcohol and drug prevention projects while continuing existing projects.
2. To make the White Ribbon an active organization within the drug prevention field.
3. To be informed and up-to-date on international research on drugs and drug abuse.
4. To focus on the connection between drugs and partner violence through campaigns, information and preventative measures.
5. To promote cooperation with other organizations who share the same vision as us.
6. To maintain work for clean drinking water and sanitation. (International project)
7. To maintain and strengthen our work with children and youth
8. To focus on the value of creating a drug-free zone when spending time with children and the family, especially during the holidays
9. To strengthen and develop work in the local branches
10. To take good care of the members and continue membership recruitment.

## The WOW Factor

As we set out on projects to achieve these objectives, we keep in mind the WOW factor, meaning "Worth Our Work". There is no limit to the value of the work that is done to prevent harm from alcohol and other drugs. You can make a difference in someone's life!

### ***Objective 1. To develop and implement alcohol and drug prevention projects while continuing with the existing ones***

We must continue to develop our temperance work in line with signals from the Directorate of Health about increasing support to voluntary organization projects in the drug prevention field.

## Policy Options:

- Start by **promoting and protecting your own health** and the health of those around you, by making well-informed choices.
- Emphasize **drug prevention work** among **children, young people and families**. School, sports and family activities are good arenas for drug prevention.

- **Take action through schools, clubs, teams and organizations** to promote better health for all, especially for the most vulnerable such as women and children. It cannot be stressed strongly enough that only serious organizations should do this kind of work.
- **Social Work:** Flower mission, visiting service, regular open meetings, telephone contact, prison visits, etc.
- **Community-based action:** raise awareness in your community about the importance of good health, healthy lifestyles as well as people's right to quality health care services.
- Emphasize the use of the **Bible and prayer:** God's word is the foundation of all our work. We never know when we'll connect with people who are not saved. Therefore, it is important to bring God's message in words and action.
- **Children's meetings at home:** Be bold! Invite children into the warmth of your home. The content must be in the spirit of the WCTU and in agreement with parents
- **Hold your government, local leaders and other decision makers accountable** to their commitments to improve people's access to health and health care.
- **Oppose** targeted marketing of alcohol and other drugs to girls and women
- Raise awareness of the correlation between alcohol and cancer
- Raise awareness of elderly women as a risk group for the use of alcohol and pills.

***Objective 2. To make the White Ribbon an active organization within the drug prevention field***

We must initiate projects, campaigns and other measures, to promote a drug free lifestyle, strengthen the family, and women's rights, work together (co-operate) with the National Board, the National Office and the local branches.

This is important, since the alcohol and drug industry is now more than ever targeting women of all ages to capitalize on the growing movement of women who are today financially independent and able to purchase their own addictive substances. Early intervention and treatment can be helpful, but the most effective is prevention.

By channelling our energy and drive towards professional ways of working and effective, high-impact projects, we can become an active organization within the prevention field. Initiate projects that cater to the following four roles: protection, prevention, promotion, and transformation.

**Protection:** providing relief to victims of alcohol/substance abuse, violence, bullying etc.

**Prevention:** reducing people's vulnerability to alcohol/substance-related harms like non-communicable diseases, accidents, and injuries.

**Promotion:** increasing people's awareness about these issues, and their chances and opportunities to recover from any related harms.

**Transformation:** redressing social, political, and economic norms to reflect our values.

***Objective 3. To be informed and up-to-date on international research in the field of drugs and drug abuse:***

We should actively pursue academic developments and social/political changes in the abuse field and in society as a whole, through professional articles, participation in conferences, seminars, lectures, the White Ribbon magazine, and so on.

Research on the consumption of substances, their harms, and related risk factors help inform us to prioritize our actions, interventions, and steer the direction of our organization. Pursuing knowledge on the eight most common psychoactive substances (alcohol, nicotine, cannabis, stimulants, opioids, depressants, hallucinogens, inhalants) is encouraged.

***Objective 4. To focus on the connection between drugs and partner violence through campaigns, information and preventative measures:***

We should initiate projects based on, among other things, the prevention of violence and bullying. By increasing efforts for a drug-free and bullying-free world, we can prevent acts of violence against adults and bullying among children and adolescents.

**Policy Options for Alcohol-related Partner Violence (WHO, 2006):**

- **Collect and disseminate information** on the prevalence of intimate partner violence, alcohol consumption levels and drinking patterns in the population.
- **Promote, conduct and evaluate research** on the links between alcohol consumption and intimate partner violence, both by victims and perpetrators that improve understanding of risk and protective factors.
- **Increase awareness and routine enquiry** regarding intimate partner violence in services addressing alcohol abuse.
- Advocate for **policy and legal changes** to protect victims of intimate partner violence, to reduce problematic drinking, and to exclude alcohol as a mitigating factor for violent acts.
- Ensure close links between intimate partner violence and **alcohol support services**, allowing those presenting at one to receive screening and referral to the other.

***Objective 5. To promote cooperation with other organizations:***

No organization can be entirely efficient on its own. Given the complexity and challenges in relation to prevention of alcohol and substance-related harms, we must collaborate and work together with several organizations. Our visions align with many international organizations that have international frameworks for monitoring and surveillance of alcohol use like the World Health Organization (WHO), United Nations (UN), and International Organization of Good Templars (IOGT).

The White Ribbon's activity framework benefits many of the UN's Sustainable Development Goals (SDGs), including 13 of the 17 SDGs associated with alcohol (IOGT, 2016).

Alcohol is specifically mentioned in SDG 3 on health and well-being. Target 3.5 reads “Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.” By following this framework and cooperating with other organizations, we can achieve our goals and vision more effectively and efficiently.

***Objective 6. To maintain the work for clean drinking water and sanitation***

Increase efforts to maintain and provide clean drinking water and sanitation around the world. Lack of clean water leads people to produce, sell and drink strong alcoholic beverages. The water that many people have access to is highly contaminated and leads to disease and death, especially among young children. Clean drinking water is a human right and is one of the goals of the UN.

**Policy Options:**

- **Promote** good water governance by encouraging them to place water higher on global and regional agendas
- **Ensure** that freshwater ecosystem integrity is considered in the government decision making process
- **Protect** freshwater ecosystems by supporting responsible water use and infrastructure
- **Manage** water resources in a changing climate

***Objective 7. To maintain and strengthen our work with children and youth:***

Evidence shows that parenting programmes are effective in significantly reducing the use of alcohol in preteen and early adolescent children. By creating educational materials that are directed towards children and youth, responsible adults, like parents, teachers, and other parties can communicate appropriately to prevent underage drinking or substance abuse.

**Policy Options:**

- **Organize** children’s’ camps.
- **Inform** and participate in **raising awareness** e.g. schools, confirmation groups, high schools and various children and youth groups.
- **Participate** in youth festivals and other outward work among youth.
- **Create and/or share educational materials** that help parents, teachers, and responsible adults talk to children and youth about issues like underage drinking, poverty, and drug addiction.
- Encourage abuse prevention efforts in **schools, churches and communities** that focus on the following goals:

I. Increase communication between parents and children/youth

II. Teach resistance skills

III. Provide information to correct misperceptions about alcohol, cigarettes, and other drugs

IV. Develop, through education and media, **an environment of social disapproval** of alcohol and drug use from peers

***Objective 8. To focus on the value of creating a drug free zone when spending time with children and the family, especially during the holidays:***

Creating and providing positive, drug and alcohol-free activities with children and adolescents are simple and do-able measures that make a difference. The environment, especially the family, can increase or decrease the risk of substance use among young people. Promoting safe and supportive environments is crucial for reinforcing protective factors. Parental skills can be strengthened through family skills training, parent support/peer groups, and the church.

Also, setting an example for your children is crucial. Teens who have seen their parent(s) drunk are more than twice as likely to get drunk in a typical month, and three times more likely to use marijuana and smoke cigarettes (Bloomington Public Health, 2019).

**Measures for a drug free zone within the family home (Bloomington Public Health, 2019):**

- Emphasize what drug use can do. Discuss how drug use can ruin chances of getting into college or landing the perfect job.
- Encourage children and teens to volunteer where they can see the impact of drugs on the community e.g. local homeless shelters, hospitals or victim services centers.
- Share news reports as discussion openers.

***Objective 9. To strengthen and develop work in the local branches***

Strengthen and develop work in local branches through the national White Ribbon Bulletin which is the link to the central office. It has 40 pages and has three issues a year. Community awareness of a public health issue can empower the general public with the knowledge and skills necessary to address alcohol and drug-related harms.

**Policy Options:**

- Attend relevant courses and seminars to keep up-to-date on the development within the field of substance abuse.
- Encourage and support each other and pray for the work we do. Remember the 12-o'clock (noontide) prayer.
- Encourage community-based prevention programs to raise awareness of local problems e.g. alcohol sales to minors and intoxicated people.

***Objective 10. To take good care of members and continue membership recruitment***

It is important for us to take good care of all our members. Maturing members of the organization should always have a sense of belonging and being needed. All members are encouraged to attend meetings etc., to experience fellowship, gain professional knowledge and inspiration. For the future of the WWCTU it is important to actively recruit new members. Flyers may be used for distribution, as well as updated brochures. The WCTU National Offices encourage and support members to receive organizational training and assistance.

## **Another way of approaching our goals is using our traditional Department model:**

Our organization is divided into the following departments, each with specific focus.

### **Christian Outreach**

The purpose of the Christian Outreach Department is to encourage the Christian walk of the members, emphasizing "Ye are the salt of the earth . . . Ye are the light of the world" (Matthew 5:13a, 14a) and to reach out to the faith community with the WCTU total abstinence message. In accordance with the Sustainable Development Goals, the Christian Outreach department focuses on various projects that cater to both environmental and spiritual sustainability. Because the things of this world are uncertain, individuals are always encouraged to nourish their spiritual well-being by staying positive, following God's word, and leaving a legacy for future generations. Individuals are also encouraged to pray with the family, read the word of God every day, and raise children who are concerned and sensitive about the problems of this world in order to not waste water or electricity, and love/respect their neighbours.

### **Education**

The Education Department makes the facts about alcohol, tobacco and illegal drugs known to everyone and offers contests to further this effort. Main goals of this department range from holding governments accountable for their actions, to raising awareness about the health risks related to alcohol and substance abuse among churches, communities, and schools. Following the WHO's statement regarding alcohol, the Education Department aims to create a global culture where it is easier and more acceptable for individuals to not drink or use drugs. The Education Department aims to make the following concepts known to as many people as possible:

- All people have the right to a family, social and work life sheltered from accidents, violence and other negative consequences of alcohol use
- From an early age, all people have the right to objective and accurate information and training on the consequences of alcohol use for health, family and society
- All children and adolescents have the right to grow up in environments where they are sheltered from the negative consequences of alcohol use and, as far as possible, to be shielded from advertising for alcoholic beverages
- All people with risky or harmful alcohol use, and their family members, are entitled to available treatment and care
- Anyone who does not want to drink alcohol or who cannot do so for health or other reasons, has the right to be protected against drinking and to receive support for their abstinence standpoint.

## **Home Protection**

The Home Protection Department strengthens Christian family values, encourages family members to help toddlers and pre-schoolers to develop a lifetime commitment to total abstinence through the WCTU program and promotes non-alcoholic drinks for entertainment. Just as Jesus, in the Bible stories, give us good examples about living simple, not selfish lives, the Home Protection Department seeks to share Jesus' love within families and communities by following Jesus' Godly example. Projects range from taking care of the environment by recycling plastic, glass, and home wastes, to teaching children and youngsters how to save electricity, and respect resources like food in order to avoid excessive waste.

## **Social Service**

The Social Service Department reaches out to the community and individuals who are neglected, suffering or in need, without any prejudice of race, religion, age or gender by sharing the love of Jesus Christ through giving our love and support. Increasingly, projects are focusing on climate change, and SDGS 12, 13, 14, and 15 which focus on 'Saving the Earth' via responsible consumption, production, and reducing the use of harsh chemicals within homes and businesses.

## **Children**

The Children's Department promotes Christian values and encourages children to make choices that will lead to a drug-free lifestyle. With the recent COVID lockdown, the Children's department has focused on teaching children about specific themes related to the Sustainable Development Goals, including keeping healthy, washing our hands, taking good care of our bodies, looking after one's emotions, and having daily routines that increase our wellbeing and mental health.

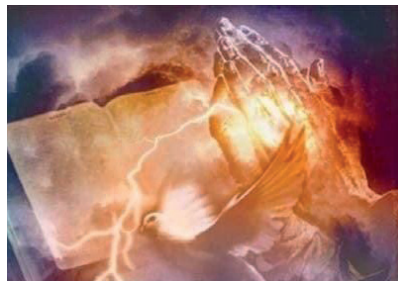
## **Youth**

The Youth Department encourages Christian living and promotes a healthy lifestyle free of harmful drugs to the youth. During this turbulent time of an unprecedented pandemic, it has been a challenge for youth to continue their work and faith with the same motivation as before. Many have had sudden changes in their daily lifestyles with online education and lockdown restrictions during the pandemic. The Youth Department focuses on the stable development of the next generation by preparing youth for their futures with strong Christian foundations and renewal within the Lord.

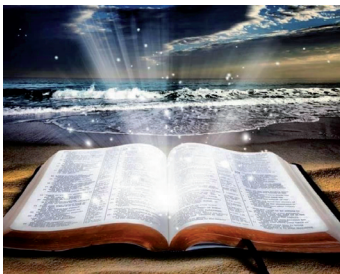
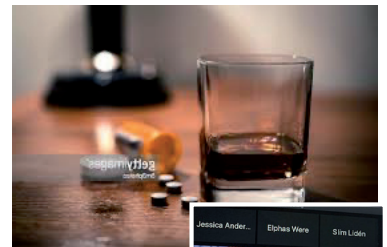
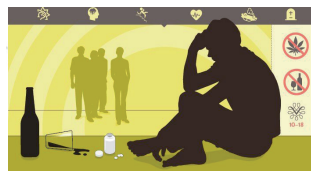
The Youth Department of the Woman's Christian Temperance Union encourages Christian living and promotes a healthy lifestyle free of harmful drugs. In addition, they explore ways in which youth can care for this earth that God to better understand the devastating problems our climate and environment are facing. This direction works well with the value of temperance - a lifestyle of conscious decisions in consumption and habits - to minimise the excessive waste that causes strain on our planet's resources.

## Some key facts to motivate us:

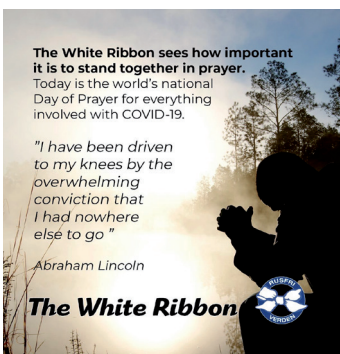
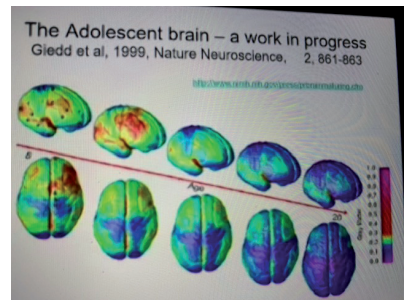
- Worldwide, 3 million deaths every year result from harmful use of alcohol, this represents 5.3 % of all deaths.
- The harmful use of alcohol is a causal factor in more than 200 disease and injury conditions.
- Overall 5.1 % of the global burden of disease and injury is attributable to alcohol, as measured in disability-adjusted life years (DALYs).
- Alcohol consumption causes death and disability relatively early in life. In the age group 20–39 years approximately 13.5 % of the total deaths are alcohol-attributable.



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## SUSTAINABLE DEVELOPMENT GOALS



## What we can do together

