



REPUBLIC OF KENYA



**NACADA**  
FOR A NATION FREE FROM ALCOHOL AND DRUG ABUSE

# NACADA QUARTERLY

A PUBLICATION OF THE NATIONAL AUTHORITY FOR THE CAMPAIGN AGAINST ALCOHOL AND DRUG ABUSE



## STATUS OF DRUGS AND SUBSTANCE USE AMONG UNIVERSITY STUDENTS IN KENYA

**THE HIDDEN RISKS OF KENYA'S NIGHTLIFE ECONOMY**

**KENYA CHAMPIONS GENDER-SENSITIVE DRUG POLICIES AT GLOBAL FORUM**

**IF YOUR BRAIN HAD A VOICE, THIS IS WHAT IT WOULD TELL YOU ABOUT DRUGS**

- 3** STATUS OF DRUGS AND SUBSTANCE USE AMONG UNIVERSITY STUDENTS IN KENYA
- 4** KENYA CHAMPIONS GENDER-SENSITIVE DRUG POLICIES AT GLOBAL FORUM
- 5** GRASSROOTS: THE FRONTLINE IN THE WAR ON DRUGS
- 7** AUTHORITY SHINES AT EMBU ASK SHOW, WINS AWARD FOR YOUTH EMPOWERMENT AND CAPACITY BUILDING
- 8** HIGH SCHOOL NATIONAL ESSAY WRITING COMPETITION WINNERS FETED
- 9** THE HIDDEN RISKS OF KENYA'S NIGHTLIFE ECONOMY
- 10** ROLE OF LEADERSHIP IN QUALITY SERVICE MANAGEMENT
- 11** STRENGTHENING GOVERNANCE FOR ENHANCED FIGHT AGAINST DRUG ABUSE
- 12** WHAT IF WE TREATED SOBRIETY LIKE A FLEX?
- 13** COLLABORATION WITH UNODC FOR A DRUG-FREE FUTURE
- 14** IF YOUR BRAIN HAD A VOICE, THIS IS WHAT IT WOULD TELL YOU ABOUT DRUGS
- 16** JOINING FORCES TO ENHANCE COMPLIANCE AND RESPONSIBLE ALCOHOL REGULATION
- 17** ENFORCEMENT CRACKDOWNS
- 19** CELEBRATING EXCELLENCE: NACADA'S HEAD OF ENFORCEMENT PROMOTED TO SSP!

# TABLE OF CONTENTS



## STATUS OF DRUGS AND SUBSTANCE USE AMONG UNIVERSITY STUDENTS IN KENYA



*The Cabinet Secretary, Ministry of Interior & National Administration, Hon. Kipchumba Murkomen, EGH, together with the Authority's Board Chair, Rev. Dr. Stephen Mairori, EBS, clap on as the report is launched*

### By Simon Mwangi

The launched Status of Drugs and Substance Use Among University Students in Kenya revealed that alcohol continues to be the most commonly used substance among university students.

The data released in February 2025, highlights the widespread use of alcohol, with 87.3 per cent of students reporting alcohol consumption, followed by cigarettes at 64.4 per cent, and shisha at 41.2 per cent.

The study, which surveyed undergraduate students from both public and private universities in Kenya, also revealed that friends are the leading source of drugs and substances for students.

A staggering 66.4 per cent of respondents said they get drugs or substances from their friends, while 59.3 per cent said they source them from neighbourhood canteens and bars.

Fellow students also accounted for 56 per cent of the sources, while lecturers were noted as a source for 39.4 per cent of students.

Other sources included online platforms and institutional canteens or shops, both at 39.4 per cent. In addition to alcohol, other substances used by students include vapes at 31 per cent, nicotine pouches at 30.7 per cent, kuber at 23 per cent, and snuff/chewed tobacco at 22.1 per cent.

The study also showed that about one in every five university students (20 per cent) has used alcohol in the past month, while one in every eight has used at least one type of tobacco.

Other substances like shisha, e-cigarettes, cigarettes, and cannabis are also regularly used by students, with one in every 22, 17, 14, and nine students, respectively, reporting use in the last 30 days preceding the study.

The study also noted the concerning use of harder substances, with one in every 24 students using inhalants, and smaller numbers using cocaine (one in 63) and heroin (one in 59).

The data was collected from a sample of 15,678 students, providing a 99.7 per cent response rate. Of these, 61.5 per cent were from public universities, while 38.5 per cent were from private institutions.

The study also found that there were more male respondents, accounting for 54.2 per cent of the total, compared to 45.2 per cent of female respondents.

## KENYA CHAMPIONS GENDER-SENSITIVE DRUG POLICIES AT GLOBAL FORUM



*The Authority's Board Chair, Rev. Dr. Stephen Mairori, EBS, represents Kenya at the 68th session of the Commission on Narcotic Drugs in Vienna, Austria and with him is Kenya's Deputy Head of Mission in Vienna, Ambassador Valerie Rugene*

### By Simon Mwangi

Kenya took a bold stand for inclusive and gender-sensitive drug policies at the 2025 Commission on Narcotic Drugs (CND) side event on Building Effective Partnerships on Gender and Drug Policy, reaffirming its commitment to ensuring no gender is left behind in the fight against substance abuse.

Speaking during the forum, the Chairperson of the NACADA Board, Dr. Stephen Mairori, EBS, emphasized the unique vulnerabilities faced by women in the context of substance abuse, despite men being more likely to use drugs.

"While men are more likely to use drugs, the impact on women is often greater due to biological, social, and economic factors. Our policies must be sensitive, targeted, and inclusive," said Dr. Mairori.

Kenya outlined several progressive interventions currently underway, including the provision of free rehabilitation services for women at the Miritini Drug Rehabilitation Centre in Mombasa. Additionally, the country has embedded gender-specific interventions in its revised National Drug Control Policy, which guides a holistic response to substance use disorders.

Dr. Mairori also highlighted the importance of partnerships, noting that Kenya is deepening collaboration with county governments, civil society, and international stakeholders to implement sustainable, gender-responsive prevention and recovery programs.

"The fight against drugs is global, but the solutions must be local and inclusive. Gender equity in policy design and service delivery is not optional—it is essential to achieving real impact," he added.

Kenya's participation at CND2025 underscores the nation's leadership in advocating for a people-centered, inclusive approach to drug control. As the country strengthens its frameworks, NACADA remains committed to ensuring that women and girls receive the support and opportunities they need to live healthy, drug-free lives.



## GRASSROOTS: THE FRONTLINE IN THE WAR ON DRUGS



*A transformative Training of Homa Bay County Community Workgroup at the Homa Bay Vocational Training Centre - NACADA X*

### By Maawiya Mohmmed

Across Kenya, the fight against drugs and drug abuse is gaining new strength, thanks to the Authority. Over the past year, NACADA has intensified its community engagement activities, reaching deep into the grassroots where the real battle must be fought.

Through sports competitions, public barazas, youth forums, and community outreach programs, NACADA has taken bold steps to connect directly with the people most affected. These initiatives show a clear understanding that true prevention of drug abuse starts at the local level — in homes, schools, religious centers, and community groups.

Communities form the first line of defense against drugs. It is within the family unit, school environment, and social structures that early signs of drug use often appear. By focusing on grassroots mobilization, the Authority is empowering people to act early — before experimentation turns into addiction.

Sports competitions, for example, provide young people with healthy alternatives to substance use. By promoting positive activities like football tournaments and athletics events, the Authority is creating safe spaces that steer the youth away from drugs. These programs also serve as platforms to deliver vital messages about drug abuse prevention, resilience, and making the right choices.

In many counties, public barazas have become critical spaces where communities discuss the growing challenges of drug and alcohol abuse. Through these open forums, people are able to share their experiences, learn about the dangers of drugs, and understand available rehabilitation options.

NACADA's collaboration with faith-based organizations, schools, local administrators, and youth groups is building a powerful network for prevention and early intervention.

Awareness campaigns, school sensitization programs, and training for community leaders are equipping Kenyans with the skills needed to recognize and respond to drug-related issues before they escalate.

Equally important, is the Authority's emphasis on rehabilitation and recovery. Prevention is the first step, but for those already struggling with addiction, accessible support services are critical. By linking grassroots communities with rehabilitation centers and offering guidance on how to seek help, NACADA is reinforcing a full-circle approach: prevention, intervention, and recovery.

Communities play a major role in supporting individuals in recovery by reducing stigma, offering encouragement, and fostering environments where people feel empowered to rebuild their lives.

The fight against drugs and drug abuse is complex, but NACADA's community-centered model offers hope. By engaging directly with the grassroots, the Authority is ensuring that prevention efforts are stronger, rehabilitation options are more visible, and communities are more resilient.

As Kenya continues to work towards a drug-free society, strengthening grassroots interventions remains crucial. With communities at the forefront, victory over drug abuse is not just possible — it is within reach.

**So to the Authority, hats off! Let's continue that way.**



# FACTSHEET

## Substance Use Disorders



**MYTH: Substance Use Disorder (SUD) is a choice or lack of morals**

**FACT:** Substance Use Disorder (SUD) is a chronic brain disease that affects behavior, making it difficult for individuals to control their use of alcohol or drugs. Alcohol and drug addiction is now classified as Substance Use Disorders



**MYTH: People with Substance Use Disorders (SUD) lack self-control and willpower**

**FACT:** Alcohol and drugs take control of the brain's reward system, leading to uncontrollable behaviors. It is not about self-control; it is about the complex interplay of biology and the environment.



**MYTH: Substance Use Disorders (SUD) treatment is unsuccessful; relapse is unavoidable**

**FACT:** Evidence-based treatments and ongoing support considerably increase the chances of long-term recovery.



**MYTH: People with Substance Use Disorders (SUDs) cannot lead successful lives**

**FACT:** Countless individuals have overcome SUDs, rebuilt their lives, and made substantial contributions to society. Recovery is a journey towards self-discovery and resilience.



**MYTH: Substance Use Disorders (SUDs) only affects the individual**

**FACT:** Substance Use Disorders (SUDs) not only impact the individual but also affect families and communities. Building a supportive network is crucial for sustained recovery.



**MYTH: If addiction runs in the family, it is inevitable for me too**

**FACT:** While genetics contribute to addiction risk, they don't guarantee it. Environmental factors, personal choices, and access to support play crucial roles in shaping an individual's risk of developing addiction.



**MYTH: Addiction only affects certain groups of people**

**FACT:** Addiction knows no boundaries and can impact anyone, regardless of age, gender, race, or status. It is important to eliminate stigmatizing labels and recognize the universality of addiction.



**MYTH: You cannot be addicted if you have a successful career or stable family life**

**FACT:** Substance Use Disorders can affect individuals from all walks of life, including those with successful careers or stable family situations.



**MYTH: One type of substance use disorder treatment works for everyone**

**FACT:** There is no one-size-fits-all approach to treatment. Treatment plans and recovery are as unique as the individual.



**MYTH: You cannot help someone with addiction unless they want help**

**FACT:** Interventions and support from loved ones can motivate individuals to seek help. Offering resources, understanding, and encouragement can be instrumental in someone's decision to start their recovery journey.

For counseling and drug addiction referral services, **Call our 24Hrs Toll Free Helpline 1192**

[@NACADAKenya](https://www.facebook.com/NACADAKenya)
[+254 202721997](tel:+254202721997)
[info@nacada.go.ke](mailto:info@nacada.go.ke)
[www.nacada.go.ke](http://www.nacada.go.ke)



## AUTHORITY SHINES AT EMBU ASK SHOW, WINS AWARD FOR YOUTH EMPOWERMENT AND CAPACITY BUILDING



*The Authority's stand at the EMBU ASK SHOW*

**By Simon Mwangi**

The Authority made a significant impact at this year's Agricultural Society of Kenya (ASK) Embu Show, winning the award for Best Stand in Youth Activities, Empowerment, and Capacity Building.

NACADA's interactive and educational exhibition attracted hundreds of visitors daily, offering invaluable insights into alcohol and drug prevention, mental wellness, and 'community-based solutions. The Authority's stand became a hub for conversations on protecting families, guiding the youth, and building safer communities.

"This recognition affirms our commitment to equipping young people and communities with the knowledge and tools they need to resist drugs and make healthy choices," said Amos Warui, the Embu County Coordinator. "Through awareness, empowerment, and open dialogue, we are creating a strong foundation for a drug-free Kenya."

Visitors to the stand engaged in fun and informative activities, including quizzes, discussions, and games. They also received free educational materials and had the opportunity to consult directly with NACADA officers on issues affecting their families and communities.

The win reflects NACADA's dedication to working with stakeholders, especially the youth, to champion drug prevention and wellness. The award was presented in recognition of NACADA's exceptional efforts in promoting youth engagement, offering capacity-building tools, and inspiring the next generation to take charge of their future.

"We are not just here to create awareness; we are here to transform lives," NACADA CEO Dr. Anthony Omerikwa. "This award is for every young person who visited our stand and left empowered."

The ASK Embu Show continues to be an important platform for community engagement, and NACADA remains committed to scaling up such outreach efforts across the country.

## HIGH SCHOOL NATIONAL ESSAY WRITING COMPETITION WINNERS FETED



*Ivanka Blessing Odera, Moi Girls Isinya (Right) and Rhoda Kanoti, Former student, St. Mary's Girls Igoji (left) are awarded the winner's prize in the English and Kiswahili categories respectively*

**By Simon Mwangi**

The Authority announced the winners of the National Essay Writing Competition for High Schools, an initiative to engage students in critical discussion on substance use prevention. The competition, which attracted 410 participants from 30 counties, saw 301 girls and 109 boys submit essays exploring various thematic areas related to drug and alcohol abuse prevention.

The competition provided a platform for students to share their insights and recommendations on tackling drug abuse in schools. The thematic areas included strategies for avoiding alcohol and drug abuse, the influence of social media on substance use, youth empowerment, the role of parents in prevention, creating safe school environments, supporting peers struggling with addiction, and Kiswahili essays.

Ivanka Blessing Odera from Moi Girls Isinya School emerged as the overall winner in the English category, with Vallary Racheal from St. Mary's Mumias Girls High School and Wesley Lambaric Mmbaya from Njiiri School securing second and third positions, respectively. In the Kiswahili category, Rhoda Kanoti from St. Mary's Girls Igoji took the top spot, followed by Maryanne Wangeci Wambugu from BIRTHIA Girls Secondary School and Joy Chepchumba from Kipsigis Girls High School.

The competition also featured a special category for students with disabilities, with Odiero Dancan Ochieng from Joyland Special Secondary School in Kisumu emerging as the best, while Okumu Sarah Mical came in second.

NACADA CEO, Dr. Anthony Omerikwa, commended the participants for their thought-provoking essays, which he described as a testament to the power of youth in driving change. "These young visionaries have penned essays that challenge norms, inspire action, and ignite hope for a drug-free Kenya.

challenge norms, inspire action, and ignite hope for a drug-free Kenya. Their creativity and dedication remind us that prevention is power, and that young people are key to achieving a healthier, safer society," said Dr. Omerikwa.

The competition also yielded valuable recommendations from students on how to address drug use in schools. These included introducing trained sniffer dogs and random checks in dormitories, investing in security and surveillance cameras, enforcing strict expulsion policies for students found with drugs, utilizing advanced detection machines, integrating drug prevention initiatives into extracurricular activities, and using branded merchandise as advocacy tools.

NACADA reiterated its commitment to empowering young people to be ambassadors of change in the fight against drug and substance abuse. "This competition is not just about recognizing talent but also about equipping our youth with the knowledge and skills to lead the charge in creating a drug-free Kenya. We encourage all students to participate in future editions and join us in this noble cause," added Dr. Omerikwa.

The Authority expressed gratitude to all participants, teachers, and stakeholders for their support and urged continued collaboration in addressing the challenge of drug abuse among young people. Winners of the competition, together with their teachers were recognized during the just concluded National Substance Use Prevention Week which was held in Nairobi.



## THE HIDDEN RISKS OF KENYA'S NIGHTLIFE ECONOMY



*Image Courtesy/ Freepik*

**By Maawiya Mohmmed**

The heartbeat of Kenya's cities often pulses loudest after dark. Nairobi, Mombasa, Kisumu, and even smaller towns boast a thriving nightlife economy, with clubs, bars, lounges, and entertainment venues becoming a major source of revenue and employment. Yet behind the glimmer of neon lights and the booming speakers lies a serious and growing concern: the role of nightlife in fueling drug addiction.

Nightlife environments, by their very nature, present high-risk settings for drug and substance addiction. Easy access to alcohol, exposure to illegal drugs, peer pressure, and a culture that glamorizes excess create the perfect storm for addiction to take root. For many young Kenyans, what begins as casual indulgence at a weekend party quickly spirals into a deeper struggle with drugs — often unnoticed until it becomes a crisis.

The growth of the entertainment sector has brought many benefits, including job creation and increased urban vibrancy. However, it has also introduced new challenges, particularly around drug dependency among young people. In environments where alcohol is easily accessible and recreational drug use is normalized, patterns of binge drinking and substance use can quietly take root. Without strong regulation and consistent prevention efforts, the risks can deepen, making it harder to support those vulnerable to addiction.

The Authority has already made significant strides in addressing drug addiction within the nightlife sector to create safer environments. However, the conversation around drug addiction prevention needs to continue evolving and involve even more collaborative efforts. While NACADA has set the tone for regulations and interventions, further engagement with stakeholders in the nightlife economy is crucial.

One major opportunity lies in creating stronger partnerships between regulatory bodies, entertainment venues, and organizations like NACADA. Clubs and bars can be encouraged — or even mandated — to adopt preventive measures: awareness campaigns inside venues, strict policies against drug peddling, support for sober events, and training staff to recognize signs of drug misuse.

Moreover, the rehabilitation conversation must also target those trapped in cycles of nightlife-driven addiction. Many users do not recognize they have crossed into dependency until their health, careers, or families begin to suffer. Early intervention strategies, such as mobile counseling units near entertainment zones, could offer discreet pathways to help before problems escalate.

Kenya's nightlife economy is here to stay. However, a sustainable nightlife must also be a safe nightlife. Prevention, awareness, and responsibility must become as much a part of the culture as music and dance. Without serious attention to this link, the war against drug addiction risks being fought with one hand tied behind our backs.

NACADA's continued leadership in prevention and rehabilitation offers a strong foundation. The next frontier is bold collaboration with nightlife stakeholders — ensuring that even as our cities light up after dark, they do not become breeding grounds for a new generation lost to addiction.

## ROLE OF LEADERSHIP IN QUALITY SERVICE MANAGEMENT

The Authority participated in the 4th Regional Quality Conference hosted by the Kenya Bureau of Standards (KEBS), focusing on “Leadership & Governance for Quality: Top Management Perspective.”

Invited as one of the presenters, NACADA CEO Dr. Anthony Omerikwa delivered a compelling presentation which served to highlight the pivotal role top management plays in driving quality service in organizations.

In his address, Dr. Omerikwa emphasized that quality is not just a technical process but a leadership-driven culture that must be embraced across all levels of an organization. “Visionary leadership is the bedrock upon which quality is built. Without strong governance structures, achieving sustainable impact becomes elusive,” he noted.

Highlighting NACADA’s experience, Dr. Omerikwa pointed out that accountable governance and consistent performance monitoring have been central to the Authority’s success in alcohol and drug abuse prevention and enforcement. He stressed the need for institutions to integrate quality into their strategic objectives to enhance public service delivery and achieve measurable outcomes.

The CEO also called for increased collaboration among public and private sector actors to build a quality-conscious nation, adding that effective leadership can transform systems and positively impact communities. The conference brought together top managers and quality experts from the region, fostering dialogue on innovative solutions to governance and service excellence challenges in Africa.



*The Authority’s CEO, Dr. Anthony Omerikwa, MBS, speaks during the conference*



## STRENGTHENING GOVERNANCE FOR ENHANCED FIGHT AGAINST DRUG ABUSE



*The Authority's Management together with the Ministerial Standing Committee on Revitalization and Re-invigoration of Authorities and Agencies (RAAS) during the meeting*

### By Simon Mwangi

The Authority took a significant step in its institutional transformation during a high-level meeting with the Ministerial Standing Committee on Revitalization and Re-invigoration of Authorities and Agencies (RAAS).

The engagement focused on reviewing NACADA's progress in implementing critical reforms aimed at enhancing its capacity to deliver effective services in the fight against drug and substance abuse. This follows comprehensive self-assessment exercises conducted earlier in 2024, which identified key operational gaps affecting the agency's performance.

#### **Commitment to Institutional Excellence**

During the meeting, NACADA leadership presented its roadmap for addressing the identified challenges, including:

- Strengthening policy enforcement mechanisms
- Optimizing resource allocation for maximum impact
- Enhancing inter-agency collaboration
- Improving service delivery frameworks

The RAAS Committee commended NACADA's proactive approach to institutional improvement while providing additional recommendations to accelerate the reform process.

#### **Building a More Effective NACADA**

"We are committed to implementing all recommended measures to ensure NACADA becomes more efficient and impactful in its mandate," said the NACADA Chief Executive Officer, Dr. Anthony Omerikwa. "These reforms will directly translate to better services for Kenyans and more effective interventions against substance abuse."

The Standing Committee Chair emphasized that the revitalization process aligns with the government's broader agenda of enhancing public sector performance. "A strengthened NACADA is crucial for achieving a drug-free Kenya," the Chair noted.

#### **Looking Ahead**

As NACADA implements these reforms, Kenyans can expect:

- More robust enforcement against illicit drugs and alcohol
- Enhanced prevention and rehabilitation programs
- Greater community engagement in anti-drug initiatives

This institutional strengthening comes at a critical time when the country is facing emerging challenges in substance abuse, particularly among youth. NACADA remains committed to being at the forefront of Kenya's fight against the drug menace through continuous improvement and innovation in its approaches.

## WHAT IF WE TREATED SOBRIETY LIKE A FLEX?



*Image Courtesy/ Freepik*

### By Maawiya Mohmmed

In today's world, where everything seems to be about flaunting material success—whether it's the latest phone, the flashiest car, or the dream vacation—what if the ultimate flex wasn't what you own, but rather, what you don't need to feel good about yourself? What if staying sober became the ultimate sign of strength and success?

Sobriety isn't just about saying “no” to alcohol or drugs; it's about being in control of your life, your mind, and your future. In a society that often celebrates the temporary highs of partying and indulgence, it's easy to overlook the quiet power of a clear mind and focused decision-making. Choosing to stay sober isn't about restriction; it's about self-empowerment and taking charge of your choices.

Imagine if we started viewing sobriety as a symbol of strength rather than a sign of weakness. What if, instead of seeing sobriety as something to be ashamed of or as a “boring” way of living, we treated it as a badge of honor? The ability to say no to instant gratification for long-term success is a flex that not many people talk about—but it should be.

When you're sober, you're fully present in your life. You're able to engage with your goals and dreams without the fog of alcohol or drugs clouding your mind. You're able to make decisions with clarity, pursue your passions, and achieve things that others might miss while they're chasing the next high. That's the real power.

Sobriety also means resilience. It means choosing your future over a fleeting moment of pleasure. In a world where the next party or the next drink is always advertised as the key to having fun, being sober is a bold declaration that you can enjoy life without needing an artificial boost.

The reality is, while substances may promise a quick escape or a temporary high, they often end up draining your energy, diminishing your focus, and ultimately holding you back from reaching your potential. And when you break free from that cycle, you find that life is far more vibrant and fulfilling when you're in control of your decisions.

So, what if we started to view sobriety not as something that sets us apart in a negative way, but as a real flex? Instead of seeing it as something people do because they have to, let's treat it as something people do because they want to. Sobriety means being confident in your ability to have fun, experience life, and make your own decisions without being dependent on external substances.

It's time to shift the narrative. Let's start celebrating the power of being sober, the strength it takes to stay focused and disciplined in a world that glorifies distractions. Sobriety doesn't mean missing out. It means being present, being your best self, and living fully. Sobriety isn't a sacrifice—it's the ultimate investment in your own future.

So next time someone asks you to “let loose” or “take it easy,” remind them that you're already living your best life—clear, focused, and in control. Sobriety is the flex that lasts, the one that keeps giving long after the party ends.



## COLLABORATION WITH UNODC FOR A DRUG-FREE FUTURE

In a major boost to Kenya's war on drugs, the Authority CEO, Dr. Anthony Omerikwa, met with Ms. Ashita Mittal, the United Nations Office on Drugs and Crime (UNODC) Regional Representative for Eastern Africa, to explore enhanced collaboration on substance abuse prevention and drug control.

The high-level meeting, held in Nairobi, focused on key areas including emerging trends in drug use across the region, the need for strengthened research, and the enhancement of drug observatories for informed decision-making. Cross-border cooperation also featured prominently, with both parties acknowledging the growing challenges of illicit trafficking across the region.

"We are committed to leveraging partnerships with global institutions like UNODC to build evidence-based interventions that protect our people, especially the youth, from the scourge of drugs," said Dr. Omerikwa.

Ms. Mittal echoed the sentiment, noting, "UNODC stands ready to support Kenya through technical expertise, data-sharing, and capacity-building to ensure our strategies are both effective and sustainable." The partnership underscores a shared vision for a safer and healthier Eastern Africa, with both institutions pledging continued collaboration in pursuit of a drug-free society.



*The Authority's CEO Dr. Anthony Omerikwa, MBS, chairs the meeting with Ms. Ashita Mittal, the United Nations Office on Drugs and Crime Regional Representative for Eastern Africa, and her entourage*

## IF YOUR BRAIN HAD A VOICE, THIS IS WHAT IT WOULD TELL YOU ABOUT DRUGS

"I am your brain.

I am your ambition, your memory, your dreams, and your hustle.

Every great idea you have ever had started with me.

Every future you imagine depends on me staying strong.

But every time you use drugs, you silence me bit by bit."

Drug addiction does not start with one dramatic moment — it begins quietly. A single night of "fun." A few pills to "take the edge off." A little habit that seems harmless, until it isn't. What many young people don't realize is that drugs are not just affecting the body — they are attacking me - the brain, the very engine of everything they hope to become.

I am built to learn, to remember, to create, and to solve problems. When drugs enter the system, they hijack these natural processes. Decision-making slows down. Focus becomes foggy. Motivation fades. Over time, drugs change the my structure, making it harder to feel joy without them — and even harder to resist using again.

Ask yourself:

How can you chase the hustle if the very part of you that dreams and plans is under attack?

How can you win in life if you are fighting battles inside your own mind?

Research shows that young brains, especially those still developing into the mid-twenties, are more vulnerable to the effects of drug abuse. What feels like "just a weekend vibe" can lead to long-term struggles with concentration, mood swings, poor judgement, and mental health challenges that take years to heal.

I know prevention is not just about saying "no." It's about understanding the full picture. It's about recognizing that every small decision today builds — or breaks — the future you are working so hard to create.

Rehabilitation is possible, and countless young people have turned their lives around after addiction. But the truth is: prevention is easier, faster, and less painful than recovery.

"I am your brain.

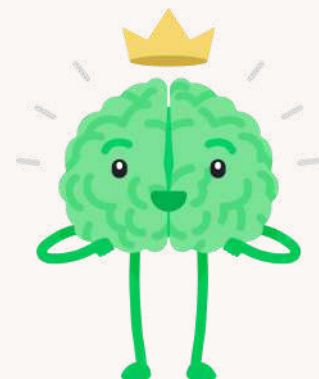
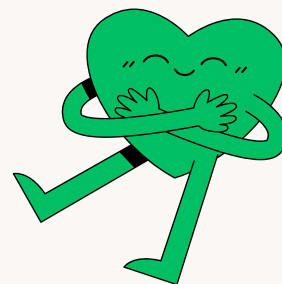
Protect me.

Fuel me with dreams, not destruction.

Choose the high of purpose, not the low of regret."

In a world full of noise, pressures, and endless distractions, protecting me might just be the greatest rebellion — and the biggest flex — of all.

*Maawiyah Mohammed  
for  
Your Brain*







# Addiction

## MYTHS VS. FACTS



**MYTH:** Addiction is a choice or lack of morals

**FACT:** Addiction is a chronic brain disease that affects behavior, making it difficult for individuals to control their use of alcohol or drugs. It affects judgment, decision-making, and self-control.



**MYTH:** People with addiction lack self-control

**FACT:** Alcohol and drugs take control of the brain's reward system, leading to uncontrollable behaviors. It is not about self-control; it is about the complex interplay of biology and the environment.



**MYTH:** Addiction treatment is unsuccessful; relapse is unavoidable

**FACT:** Evidence-based treatments and ongoing support considerably increase the chances of long-term recovery.



**MYTH:** People with addiction cannot lead successful lives

**FACT:** Countless individuals have overcome addiction, rebuilt their lives, and made substantial contributions to society. Recovery is a journey towards self-discovery and resilience.



**MYTH:** Addiction is solely a result of poor choices or a weak will

**FACT:** Genetics plays a significant role in determining vulnerability to addiction. Certain genetic factors can make individuals more vulnerable to substance use disorders.



**MYTH:** Addiction only affects the individual

**FACT:** Addiction not only impacts the individual but also affects families and communities. Building a supportive network is crucial for sustained recovery.



**MYTH:** If addiction runs in the family, it is inevitable for me too

**FACT:** While genetics contribute to addiction risk, they don't guarantee it. Environmental factors, personal choices, and access to support play crucial roles in shaping an individual's risk of developing addiction.



**MYTH:** Addiction only affects certain groups of people

**FACT:** Addiction knows no boundaries and can impact anyone, regardless of age, gender, race, or status. It is important to eliminate stigmatizing labels and recognize the universality of addiction.



**MYTH:** You cannot be addicted if you have a successful career or stable family life

**FACT:** Addiction can affect individuals from all walks of life, including those with successful careers or stable family situations.



**MYTH:** You cannot help someone with addiction unless they want help

**FACT:** Interventions and support from loved ones can motivate individuals to seek help. Offering resources, understanding, and encouragement can be instrumental in someone's decision to start their recovery journey.

**For counseling and drug addiction referral services, Call our 24Hrs Toll Free Helpline 1192**

## JOINING FORCES TO ENHANCE COMPLIANCE AND RESPONSIBLE ALCOHOL REGULATION

In a significant step toward promoting responsible alcohol consumption and protecting public health, the Authority conducted a high-level meeting with the Alcohol Beverages Association of Kenya (ABAK) to discuss compliance and regulatory issues affecting the alcohol industry.

The consultative forum was chaired by the Secretary, National Administration at the Ministry of Interior and National Administration, Madam Beverly Opwora, and brought together key stakeholders, including representatives from the Office of the Deputy President, the Ministry of Interior and the Kenya Bureau of Standards (KEBS).

The meeting focused on strengthening regulatory frameworks, promoting responsible production and marketing of alcohol, and fostering industry collaboration in reducing harmful drinking practices. Both NACADA and ABAK acknowledged the growing concerns around the public health impact of irresponsible alcohol use and reiterated their shared commitment to upholding standards that protect the well-being of all Kenyans.

“We must ensure that alcohol is regulated in a way that prioritizes the health and safety of our people,” said NACADA CEO Anthony Omerikwa. “This partnership with industry players like ABAK demonstrates our commitment to collaborative governance and compliance enforcement.” The discussions also explored the implementation of the National Alcohol Control Policy, with emphasis on reducing the availability of illicit brews and ensuring that all alcoholic products meet the standards set by KEBS.



***The Secretary, National Administration in the Ministry of Interior, Madam Beverly Opwora chairs the meeting between the Authority and members from the Office of the Deputy President, the Kenya Bureau of Standards (KEBS) and Alcohol Beverages Association of Kenya (ABAK)***



## ENFORCEMENT CRACKDOWNS



#FBCiVetv digital

**KBC NEWS** | **NACADA intensifies crackdown on Shisha in Nanyuki, Laikipia County.**

www.kbc.co.ke | kbcchannel1 | 29<sup>TH</sup> MARCH 2025

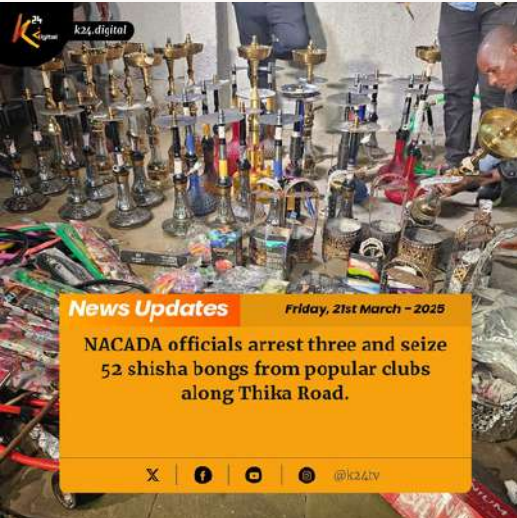


ktn

SMS 'NEWS' to 22840

**NACADA arrests three people, seizes 52 shisha bongs in raid at Alfakheer Lounge and Embassy Club in Nairobi; suspects to be arraigned.**

www.standardmedia.co.ke



k24 digital

**News Updates** | Friday, 21st March - 2025

**NACADA officials arrest three and seize 52 shisha bongs from popular clubs along Thika Road.**

@k24TV



thehubtv

**NEWS UPDATE**

**NACADA: Shisha Raid at Pulse Lounge along Langa'ta Road**

@thehubtv | @btgnews




#KBCniYetu digital

**KBC NEWS** | **NACADA arrests traffickers and seize drugs in Migori County.**

www.kbc.co.ke | kbcchannel1 | 7<sup>TH</sup> JANUARY 2024



## ENFORCEMENT CRACKDOWNS



**NACADA Kenya** @NACADAKenya

**BREAKING: NACADA Enforcement Strikes!**

In a bold move to combat drug abuse and criminal activities, our enforcement team together with officers from @NPSOfficial\_KE @ngaosKE and other security teams conducted successful operations Dagoretti, Nairobi County, and Ruiru, Kiambu County. Here's what went down:

**Dagoretti, Nairobi County:**

A notorious hideout harbouring dangerous criminals was flushed out and torched!

Four shanty structures suspected to be drug dens were demolished, disrupting illegal activities in the area.

Crude weapons, including 10 knives and a machete, were recovered, exposing the criminal nature of the gang involved in narcotics trafficking.

The main suspect escaped, but authorities are hot on his trail!

### 2 Arrested After NACADA, DCI Raid Drug & Alcohol Trafficking Ring

During the operation, officers recovered 384 tariffs and 628 sticks of what is suspected to be marijuana

Virat Teo Ke Writer · Jan 7, 2025 · 10:05 Updated on Jan 7, 2025 · 10:13



**Ruiru, Kiambu County:**

Two suspects were arrested in possession of a green substance suspected to be marijuana.

The substance has been secured as an exhibit and will undergo weighing and valuation.

These operations are a testament to NACADA's unwavering commitment to creating safer, drug-free communities. We commend the enforcement teams for their bravery and dedication.

## CELEBRATING EXCELLENCE: NACADA'S HEAD OF ENFORCEMENT PROMOTED TO SSP!

The NACADA family is proud to congratulate Nicholas Kosgey, our Head of Enforcement, on his well-deserved promotion to the rank of Senior Superintendent of Police (SSP)!

This milestone reinforces NACADA's commitment to combating illicit alcohol and drug abuse through more vigorous enforcement, interagency collaboration, and regulatory compliance. SSP Kosgey's leadership has been instrumental in driving impactful crackdowns on drug trafficking, illicit brews, and substance abuse hotspots across Kenya.

Congratulating the officer, NACADA CEO, Dr. Anthony Omerikwa, remarked, "SSP Kosgey's dedication and expertise have been vital in safeguarding our communities. His promotion strengthens our resolve to achieve a drug-free Kenya."

SSP Nicholas Kosgey added, "This new rank is not just a personal achievement but a call to intensify our fight against substance abuse. Together with NACADA and law enforcement partners, we will uphold the law and protect vulnerable Kenyans." Congratulations Afande!!!







# Parents' Misconceptions on Children and Youth Drug Use

**01** **MYTH: It is normal for children to experiment with alcohol or drugs.**  
**FACT:** Experimenting with alcohol or drugs is not normal. Majority of the children are not using alcohol or drugs. USE can lead to ABUSE which can lead to ADDICTION therefore any use is not acceptable.

**02** **MYTH: My children do not care what I think.**  
**FACT:** Your children do listen to you even if they it does not seem so. They do care what you say but you have to tell them what you think and what you expect.

**03** **MYTH: My adolescent child does not listen to me.**  
**FACT:** You are the number one role model of your children. As a parent you have the power to shape their attitudes about alcohol and drugs. Children who learn risks about alcohol and drugs from their parents are less likely to use than those who do not.

**04** **MYTH: It is okay for me to use alcohol and drugs because I am an adult.**  
**FACT:** When you drink or smoke, your children think it is okay for them to do it too, no matter what you say. Show your beliefs about alcohol or drugs through your actions and your child is likely to believe you.

**05** **MYTH: I can teach my teenager 'responsible drinking' by providing alcohol and a place to consume it.**  
**FACT:** Allowing teenagers to drink may instill a sense of comfort in alcohol use which could increase their tendency to drink, with or without their parents present.

## What Should I do as a Parent/ Caregiver?

**1. Start Early:**

It is never too early to promote healthy attitudes, emotions and behavior. Starting at teenage is too late

**2. Know the Facts:**

Who are their friends? Teachers? What do they aspire to be? What are their challenges?

**3. Be a Good Model:**

Model safe, healthy attitudes and behavior. It is more about what you do than what you say

**4. Communicate Openly and Honestly:**

Your child should feel safe to come to you with any questions or problems

**5. Share Your Expectations:**

Set clear boundaries and limits

**6. Monitor their Behavior:**

Know where your children are, what they are doing and who they are doing it with

**7. Health not a Punitive Approach:**

Focus on support for healthy rather than punishing unhealthy or unsafe behavior

**8. Encourage Healthy Risk Taking and Emotion Regulation:**

Help your children face challenges and go beyond their comfort zone. Help them manage setbacks, failures, stress, anger and fear

**9. Use Positive Reinforcement:**

Give positive feedback when your child show effort; focus on desired attitudes and behavior

**10. Know your Children's Risk Level and Respond Accordingly:**

Be vigilant for and responsive to signs of risk and know when and how to seek help for them and your self







## COMPLAINT HANDLING PROCEDURE

### HOW TO COMPLAIN

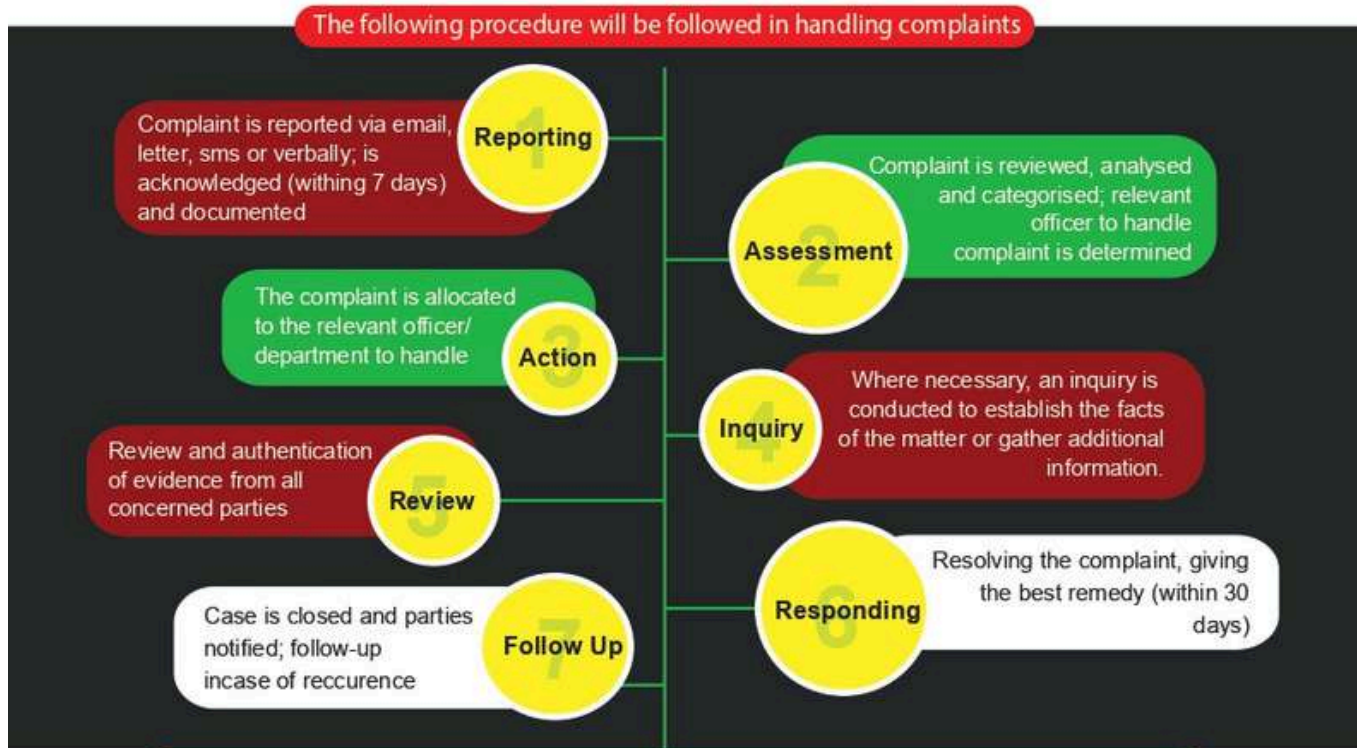
Where our services do not meet the standards that we have set, you may forward your complaint to us through the following channels:

- Verbally; you may ask to speak to the line manager for the service you are seeking.
- You may forward your complaint by email to [ceo@nacada.go.ke](mailto:ceo@nacada.go.ke) or [info@nacada.go.ke](mailto:info@nacada.go.ke)
- You may write a letter directly to the Chief Executive Officer.

### COMPLAINT HANDLING PROCESS

1. We will acknowledge complaints and enquiries within seven (7) days of receipt.
2. We will acknowledge receipt of other disputes and complaints received through email, letters and related communication within seven (7) days.
3. We will make our decision known on any matter brought before the Board within 30 working days following the conclusion of investigations.

Every effort will be made to treat your complaint with utmost confidentiality.



### COMPLAINT CHANNELS

All complaints should be forwarded to us through the following channels:

**CHIEF EXECUTIVE OFFICER**  
**National Authority for the Campaign Against Alcohol and Drug Abuse**  
 NSSF Building, Block A, 18th Floor  
 P.O. Box 10774-00100 GPO NAIROBI  
 Tel.: +254 020 272 1997, 2721993  
 Email: [complaints@nacada.go.ke](mailto:complaints@nacada.go.ke) / [info@nacada.go.ke](mailto:info@nacada.go.ke)  
 Website: [www.nacada.go.ke](http://www.nacada.go.ke)

**THE COMMISSION SECRETARY/CEO**  
**Commission on Administrative Justice**  
 2nd Floor, West End Towers, Waiyaki Way, Nairobi  
 P.O. Box 20414-00200 NAIROBI  
 Tel.: +254 020 2270000/ 2303000  
 Email: [complain@ombudsman.go.ke](mailto:complain@ombudsman.go.ke)  
 Website: [www.ombudsman.go.ke](http://www.ombudsman.go.ke)



## CUSTOMER SERVICE DELIVERY CHARTER

At the **National Authority for the Campaign Against Alcohol and Drug Abuse**, we are committed to serving you promptly with courtesy and efficiency. This is our promise to you.

SERVICE	REQUIREMENTS TO OBTAIN SERVICE	SERVICE FEE (KSHS*)	TIMELINE
Serving Customers	Courtesy and respect	Free	Within 7 minutes
<b>Access to Information</b>			
Face to Face Enquiries	None	Free	Immediate
Telephone Enquiries	None	Free	Up to 3 rings
Correspondences	None	Free	Acknowledgement within 7 days upon receipt
Suggestion box	None		
Website	None	Free	Immediate. Visit <a href="http://www.nacada.go.ke">www.nacada.go.ke</a>
Official email <a href="mailto:info@nacada.go.ke">info@nacada.go.ke</a>	None	Free	Acknowledgement within 48 hours upon receipt
Social media platforms	None	Free	
Publications/IEC materials	None	Free	Immediate. Visit <a href="http://www.nacada.go.ke">www.nacada.go.ke</a>
Resource Centre	None	Free	Weekdays during working hours (Mon-Fri 8.00am to 5.00pm) excluding public holidays
<b>Technical Services</b>			
Research on alcohol and drug abuse- Baseline/ follow-up surveys	Letter of Request or proposal	Subject to contract guidelines	Acknowledgement and response with 7 working days. Services offered weekdays during working hours (Mon-Fri 8.00am to 5.00pm) excluding public holidays
Advise on development and implementation of ADA Workplace policies (Public & private sector organizations)	Letter of Request or proposal	Subject to contract guidelines	
Trainings/Capacity-building on ADA prevention, counseling, treatment, rehabilitation and aftercare (Public & Private Sector)	Letter of Request or proposal	Depends on required resources & scope. Each case on its own merit	
Basic counselling and referrals on treatment, rehabilitation and aftercare	None	Free	45 Minutes to 1 Hour
<b>24-hour free Helpline service 1192:</b> Counseling and referral services on alcohol and drug abuse	None	Free	Immediate*
Accreditation, advise, and licensing of treatment and rehabilitation facilities	None	Free	Acknowledgement and response with 7 working days
Licensing Alcoholic Drinks Importers and Exporters	Application	Depends on scope of operations	
Certification Training Program for Addiction Professionals (Three Phases)	Application	Kshs25,000/- per phase	
Enforcement on compliance to the ADCA, 2010 on alcohol and drug abuse	None	N/A	
Job or Attachment Application	None	N/A	
Payments for goods and services rendered	Relevant documents to support payments	N/A	
Procurement of goods and services	Relevant documents	As per PPRA	

\*Depends on when a counselor concludes serving clients before an incoming call.

Any service that does not conform to the above standards or any officer who does not live up to the above commitment to courtesy and excellence in service delivery should be reported to:

**CHIEF EXECUTIVE OFFICER**  
**National Authority for the Campaign Against Alcohol and Drug Abuse**  
 NSSF Building, Bishops Road; Annex 9th Floor  
 P.O. Box 10774-00100 GPO NAIROBI  
 Tel.: +254 020 272 1997, 2721993  
 Email: [complaints@nacada.go.ke](mailto:complaints@nacada.go.ke) / [info@nacada.go.ke](mailto:info@nacada.go.ke)  
 Website: [www.nacada.go.ke](http://www.nacada.go.ke)

**THE COMMISSION SECRETARY/CEO**  
**Commission on Administrative Justice**  
 2nd Floor, West End Towers, Waiyaki Way, Nairobi  
 P.O. Box 20414-00200 NAIROBI  
 Tel.: +254 020 2270000/ 2303000  
 Email: [complain@ombudsman.go.ke](mailto:complain@ombudsman.go.ke)  
 Website: [www.ombudsman.go.ke](http://www.ombudsman.go.ke)

*NACADA endeavors to uphold our national values and principles of governance on human dignity; human rights; equality and equity; social justice and inclusiveness; non-discrimination and protection of the marginalized.*

[www.nacada.go.ke](http://www.nacada.go.ke) | [@NACADAKenya](https://www.facebook.com/NACADAKenya) | [NACADA](https://www.instagram.com/NACADAKenya)

NSSF Building Block A, 18<sup>th</sup> floor (Eastern Wing)  
 P.O Box 10774-00100  
 Nairobi Kenya

**Telephone:** +254 020 2721997  
**E-mail:** [info@nacada.go.ke](mailto:info@nacada.go.ke)

Need someone to talk to on drugs and alcohol?

**TOLL FREE HELPLINE 1192**





## MKATABA WA HUDUMA KWA WATEJA

Katika Halmashauri ya Kitaifa ya Kupambana na Matumizi Mabaya ya Pombe na Dawa za Kulevya, tumejitolea kukuhudumia kwa heshima, uaminifu na uadilifu. Hili ndilo ahadi letu.

HUDUMA/BIDHAA	MAHITAJI YA KUPATA HUDUMA/BIDHAA	GHARAMA ZA HUDUMA AU BIDHAA	RATIBA YA WAKATI MUDA
Kuhudumia wateja	Uadilifu na heshima	Bure	Ndani ya dakika saba
Kuuliza swali	Tumia vituo vinavostahili- Ziara ya kibinafsi	Bure	Ndani ya dakika saba
	Piga simu nambari 020-2721997	Bure	Kufikia mlio wa tatu
	Barua pepe <a href="mailto:info@nacada.go.ke">info@nacada.go.ke</a>	Bure	Kwa siku saba baada ya ombi
	Masanduku ya maoni	Bure	Kwa siku saba baada ya ombi
	Barua kupitia Afisa Mkuu Mtendaji	Bure	Kwa siku saba baada ya ombi
Vitabu na vifaa vya kuelimisha	Barua ya maombi	Bure	Kwa siku saba baada ya ombi
<b>HUDUMA ZA TAARIFA</b>			
Tovuti <a href="http://www.nacada.go.ke">www.nacada.go.ke</a>	Muunganisho wa mtandao	Bure	Papo hapo
Mitandao ya Kijamii	Muunganisho wa mtandao	Bure	Jibu kwa masaa 48 baada ya kupokea ombi
Kituo cha Rasimali za Kielimu	Hakuna	Bure	Jumatatu hadi juma kwa masaa za kazi
<b>HUDUMA ZA KITAALAMU</b>			
Utafiti kuhusu utumiaji mabaya wa pombe na dawa za kulevya	Barua ya maombi au pendekezo	Inategemea mahitaji na nafasi iliyoko. Kila jambo litashughulikiwa inavyostahili	Jumatatu hadi juma kwa masaa za kazi
Mafunzo maalum ya kudhibiti uraibu wa pombe na dawa za kulevya			
Ushauri na utungaji wa sera kazini kuhusu pombe na dawa za kulevya			
Ushauri kuhusu leseni ya vituo vya kurekebisha uraibu			
Kuhakikisha Utekelezaji wa Sheria za Uzuiaji wa Vileo, wa 2010 (ADCA, 2010)			
Kuhakiki na kutoa leseni kwa vituo vya kurekebisha uraibu			
Ushauri wa kimsingi unaohusu uraibu na maelezo kuhusu matibabu	Hakuna	Bure	Dakika 45 hadi saa 1
Mafunzo ya Kitaalamu kwa Wasomi wa Uraibu (Certification Training)	Barua ya maombi au pendekezo	Shilingi 25,000/- kila awamu	Majibu siku saba baada ya kupata ombi
Simu ya Msaada, 1192 (Hupatikana masaa 24)	Hakuna	Bure	Wakati huo huo*
Maombi ya Kazi	Hakuna	Bure	Kwa siku saba baada ya kupata ombi
Kutoa huduma na uuzaji bidhaa		Kulingana na Public Procurement & Disposal Act, 2005, and Regulations 2006	Kwa siku saba baada ya kupata ombi
Malipo ya bidhaa na huduma zilizotolewa	Kabithi hati ya malipo iliyotiwa sahihi	Kulingana na Public Procurement & Disposal Act, 2005, and Regulations 2006	Kwa siku saba baada ya kupata ombi

*\*Itategemea kupatikana kwa mshauri kukamilisha huduma kwa wateja waliotangula. Masaa za kazi: Jumatatu hadi juma, saa mbili asubuhi hadi saa kumi na mpja jioni. Iwapo bado hujaridhika, uliza uhudumiwe na msimamizi wake. Kwa maoni, malalamiko au mapendekezo, wasiliana nasi kupitia anwani zifwatazo.*

**Afisa Mkuu Mtendaji**  
 NACADA  
 Jengo la NSSF, Block "A", 18th Floor  
 S.L.P. 10774 - 0100 Nairobi  
 Simu: 020-2721997, 2721993  
 Barua Pepe: [info@nacada.go.ke](mailto:info@nacada.go.ke)  
 Tovuti: [www.nacada.go.ke](http://www.nacada.go.ke)

**Katibu Wa Tume/Afisa Mkuu Mtendaji**  
 Tume Ya Utawala Wa Haki  
 Jengo la West End Towers Gorofa ya 2, Barabara ya Waiyaki  
 S.L.P. 20414 - 00200 Nairobi.  
 Simu: +254 020 272 1997  
 Barua pepe: [complain@ombudsman.go.ke](mailto:complain@ombudsman.go.ke)  
 Tovuti: [www.ombudsman.go.ke](http://www.ombudsman.go.ke)

**NACADA inajitahidi kutekeleza maadili yetu ya Taifa na kanuni za utawala katika hadhi ya binadamu, haki za binadamu, usawa, haki za kijamii na kushirikisha mashirika yasiyo ya ubaguzi na ulinzi wa wanyonge.**

NSSF Building Block A, 18<sup>th</sup> floor (Eastern Wing)  
 P.O Box 10774-00100  
 Nairobi Kenya

Telephone: +254 020 2730889 | 2721994  
 E-mail: [ceo@nacada.go.ke](mailto:ceo@nacada.go.ke)  
 Website: [www.nacada.go.ke](http://www.nacada.go.ke)

Need someone to talk to on drugs and alcohol?  
 **TOLL FREE HELPLINE 1192**





**NACADA**  
FOR A NATION FREE FROM ALCOHOL AND DRUG ABUSE

**Need someone to talk to on drugs and alcohol?**

**Call NACADA's**



**TOLL FREE  
HELPLINE**

**1192**