

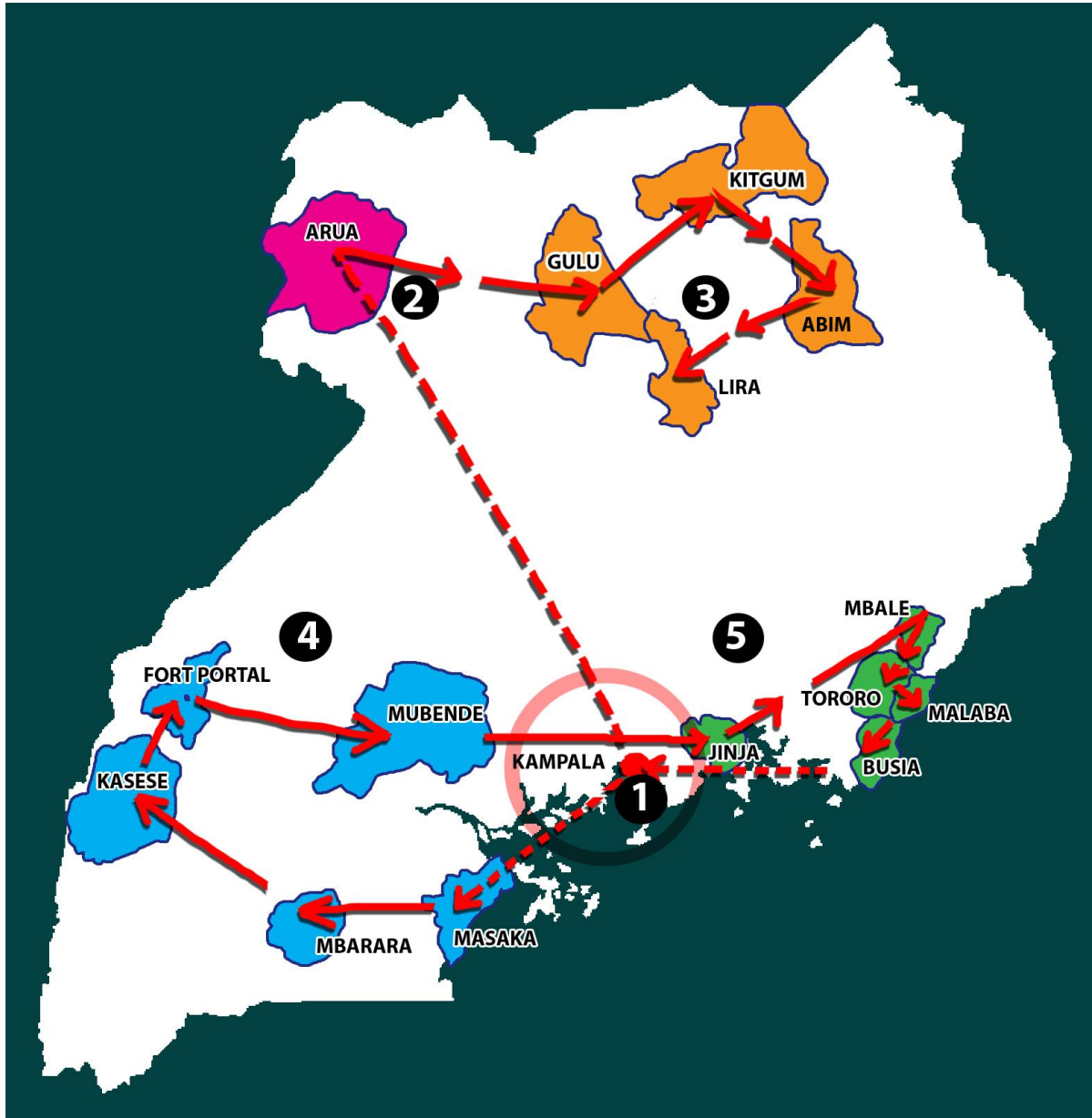
HOOKED

ADDICTION DOCUMENTARY SERIES

CAMPAIGN TRAIL

2015

CAMPAIGN TRAIL MAP



KEY	REGION	TOWNS
	WEST NILE	ARUA
	NORTH / ACHOLI	GULU, KITGUM, ABIM, LIRA
	WESTERN	MASAKA, MBARARA, KASESE, FORT PORTA AND MUBENDE
	EASTERN	JINJA, MBALE, TORORO, MALABA AND BUSIA

BACKGROUND

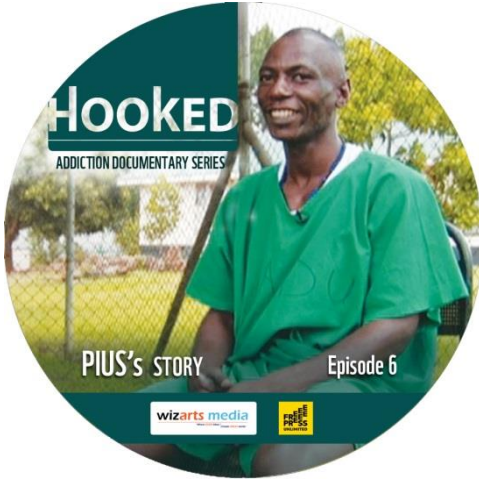
Wizarts Foundations through its documentary series HOOKED, started with an aim of creating awareness of the drug abuse problem among the youth in Uganda. With the broadcasts made on UBC TV, Urban Television and the screenings in the North and Central Uganda, many lives were positively impacted.

However the problem of drug abuse reaches in all parts of Uganda and demands for information and education on the matter is still high. This was evident from the number of callbacks we got from the places we screened the films while in Northern and Central Uganda. It is with this background that went on to carry more screenings in the Western and Eastern region of Uganda.

NB

It should be noted that the Anti- Narcotics Law in Uganda that was finally passed this year penalizes possession of illicit drugs with 10 to 25 years in prison. However there has been no sensitization of the public on this law as Police lack the funds to do a similar campaign around the country themselves. So at the moment, Uganda's law is still impotent in helping the drug abuse problem in Uganda

Below are Briefs of the HOOKED episodes we showed on this campaign trail

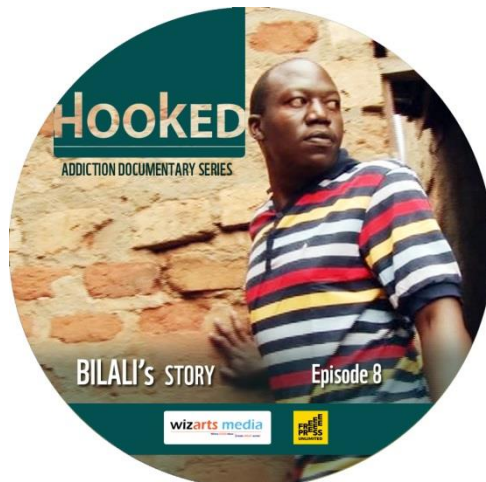
EPISODE TITLE	IMAGE	SYNOPSIS
PIUS' STORY		<p>Pius is a 32 year old man whose end in drugs started with a fearsome addiction to alcohol.</p> <p>While still in primary seven, Kinobe was introduced to alcohol and carried on thereafter in a drinking spree that would later see him loose countless opportunities and relationships, including a chance to study robots in Italy.</p>

JOE'S STORY
(The Luganda Version)



Joe Ibale is a 45 year old man, who still stays at home with his widowed mother. Joe has had constant run-ins with the law because of his use and abuse of narcotic substances. Joe lets us in on his 25 year dance with marijuana and the scars he now has to live with

BILALI'S STORY



Bilali Okello Athmani is 27 years old and has been abusing a cocktail of Mira, Marijuana, Alcohol and Cigarettes. Born into a staunch Muslim family, his life took a dramatic turn after he wandered in the deep dark domain of substance abuse. Bilali started taking alcohol in his senior one and his parents did not believe that he was abusing any substance or drug for years because he managed to remain clean at home. However, Bilali could not hide the truth forever. He is now a father of one and on the journey to recovery

ACTIVITIES

Outdoor Screenings

There were 12 screenings done in the West region of Uganda, 10 in the Eastern region, and 8 in the northern region. In all a total of 30 screenings were done not counting the one's earlier done in the central region while the production was on going.

On each of the screening tours the team travelled with a recovering or recovered addict to share testimonies with the communities and students.

On the Western route we traveled with Pius Kinobe who is still recovering but has already managed to make tremendous strides in his recovery. Pius has a steady Job with Coca-Cola in Mbarara as an electrician and is slowly rebuilding his relationship with loved ones

On the Eastern route we traveled with Ivan Mpire a former drug addict and current counselor at Teen Challenge Uganda. His story was among the very first ones identified for the hooked series, but was but was never completed.

On the northern route the team travelled with Bilali Athamani, a recovered addict that is now a student at the Makerere University law School.

In the west and East, Joe's story was majorly screened in the Luganda Translation for the locals to better understand the story and message. Translations from English to Ateso and Ludama (Japadhola) were made in some of the regions in the East that couldn't understand both English and Luganda. Bilali's Story was screened in Luo and English in the northern region.

Places screenings were done in every district the HOOKED team visited

WESTERN REGION	SCHOOL	COMMUNITY
Masaka	<ul style="list-style-type: none">Nile Vocational Institute-Kalagala ParishSt Joseph Senior Secondary School-Nkoni	<ul style="list-style-type: none">Mukungwe
Mbarara	<ul style="list-style-type: none">Global Institute	<ul style="list-style-type: none">Community Hall-Biharwe
Kasese		<ul style="list-style-type: none">Mubuku government prisonNyabirongo Prison-Kisinga

		<ul style="list-style-type: none"> ▪ Kizungu ghetto
Fort Portal	<ul style="list-style-type: none"> ▪ Mpanga Secondary School ▪ Fort Portal Senior Secondary School 	
Mubende	<ul style="list-style-type: none"> ▪ Engineering School 	<ul style="list-style-type: none"> ▪ Ghetto
EASTERN REGION		
Jinja	<ul style="list-style-type: none"> • St. Florence Secondary School (Day & Boarding) • International Institute of Health 	<ul style="list-style-type: none"> • Bugemba Town Council Wanyama ward West • Bugemba Cathedral Road Katende village
Mbale	<ul style="list-style-type: none"> • Uganda Martyrs University • United Media Consultants & Trainers (UMCAT) 	<ul style="list-style-type: none"> • Namatala Sub county Nyanza Cell
Tororo		<ul style="list-style-type: none"> • Mella Sub county Kinyiti North • Mukuju Catholic Church
Malaba		<ul style="list-style-type: none"> • Octopus Video Hall
Busia		<ul style="list-style-type: none"> • Savana Video Hall • Mbale Kidongo Video Hall
NORTHERN REGION		
Arua	<ul style="list-style-type: none"> • Ushindi Secondary School 	<ul style="list-style-type: none"> • Video Hall in Drug infested part of town
Gulu	<ul style="list-style-type: none"> • Sacred Heart Secondary School 	
Kitgum	<ul style="list-style-type: none"> • Kitgum Comprehensive Secondary School 	<ul style="list-style-type: none"> • Dance club, on night without dance

Abim	<ul style="list-style-type: none"> • Abim Secondary School 	
Lira		<ul style="list-style-type: none"> • Born Again Church
Lira		<ul style="list-style-type: none"> • Street show

WESTERN REGION

MASAKA DISTRICT (20TH NOVEMBER 2015)

Nile Vocational Institute-Kalagala Parish

At Nile Vocational Institute, Many of the students were left in awe with Pius Kinobe's story of getting hooked in his primary seven vacation, our focus here in showing Pius story was to show the devastating effects of addiction on a person's future but also to give hope to those who might already be down that road that they can recover and make something of their lives as Pius had done



Mukungwe

While still in Masaka we chanced upon a community leader's meeting in Mukungwe. Here we decided to show Joe's story. (The Luganda version) Many of the leaders identified with Joe's story, in their words "we all have many people in our community who are like Joe" so Pius focused on addressing the stigma that addiction patients face and how the leaders can approach these persons peacefully and help them to different treatment options



St Joseph Senior Secondary School-Nkoni

Our final stop in Masaka was at ST Joseph Senior Secondary School, here we screened Pius' story and addressed the impact bad peer groups can have on a young person's future, advising the students to be watchful of the friends they keep. Many of the students showed ignorance in the effects of alcohol abuse by asking questions like 'If Jesus turned water into wine, how can alcohol be bad' and 'How about if I just take a little'. Here we also discovered that many teachers indulge in alcohol and this might be a contributing factor to the students abusing it themselves



MBARARA DISTRICT (20TH -21ST NOVEMBER 2015)

Global Institute

We arrived in Mbarara in the evening of 20th November and were privileged to be given audience at an overnight held at Global Institute. This overnight had in attendance about six other schools and institutions. At around 11pm we were given just enough time to show Joe's Story. We directed people to treatment options like the Alcohol Anonymous center in Bushenyi and informed them of the alarming spread all over the country as summarized in the documentaries. The addiction problem was taken in as a prayer point and all subsequent preaching after that were directed to the same. We left immediately after our presentation to prepare for the next day's journey, however in the days following, the organizers informed us that many people came out to confess their struggle with addiction and were counseled



Video Hall

Later that day in Mbarara we gathered a group of unemployed youth and screened Joe's story, here we focused the message on getting out of addiction as a way to better one's opportunities in the Job market. Many of the youth confessed that they are daily alcohol consumers and knew many who would not live without the intoxicating liquid. Pius shared his slow climb in ranks in the CocaCola factory branch in Mbarara and attributed it among other things, to being able to stay sober. In fact for Pius, it was the condition he was given upon getting the Job



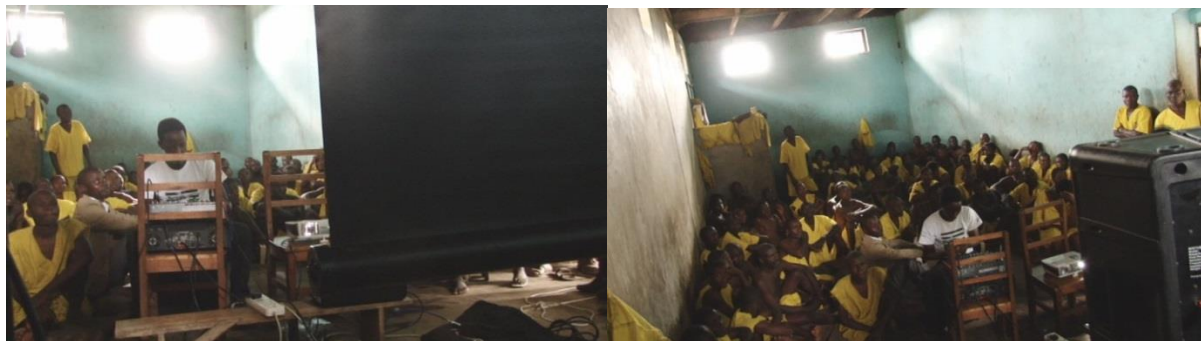
KASESE DISTRICT (22ND NOVEMBER 2015)

Mubuku Government Prison and Nyabirongo Prison-Kisinga

In Kasese, we had no schools lined up but had the rare opportunity of being allowed into two prisons. (We were not allowed to take pictures in Mubuku prison)

In the prisons, we showed Joe's Story and focused the message on the fact that addiction is a more devastating prison than any physical prison present. The fact that addiction takes over one's mind and enslaves them to do anything needed to satisfy it. One of the men boldly confessed their struggle with addiction and said that they had tried several times to break free but failed. Pius was then able to point out the need of medical help during recovery and the change in environment needed. Being a Sunday, we travelled with a pastor who after our presentation took those willing through the sinner's prayer.

Mr Kiwede Godfrey, the Executive director for Centre for Hope and Life in and After Prison (Our contact person and fixer in Kasese) was very impressed with the campaign message and mode of delivery, he quickly after got from us a list of what he would need to continue the campaign and immediately got working to get them



Video Hall in Kizungu ghetto

We also went down in the ghettos of Kizungu where though the turn up was low, we managed to get a few youth in attendance. We informed them of the many treatment options and the glaring threat addiction poses to children as the future generation. Pictures of the damage addiction has on our internal organs was particularly enlightening to many



FORT PORTAL (23RD NOVEMBER 2015)

Mpanga Secondary

Mpanga is one of the most notorious schools in Fort Portal and so we decided to show Bilali's Story. Here the message was focused on addressing the allure of drugs, telling the students that no matter how 'cool' it may seem at present, the effects after on your loved ones and your future is dire.



Fort Portal Sencodary School

A more 'well behaved' school, we choose to show Joe's Story and dither any aspiring addicts from the vice. One of the students asked if he just took a little once in a while if he too would become an addict, with this we quickly addressed the progressive nature of alcohol and how persons eventually get HOOKED



MUBENDE (24TH NOVEMBER 2015)

Engineer school

Here we showed Bilali's story. Being a school training electricians, Pius was able to quickly identify with the students and emphasized the need to stay sober and addiction free in order to avoid any accidents on the Job as he had suffered before. One of the students approached the team and shared their plans of premiering a film on the subject. The Guild president was also very interested in the subject presenting different cases and asking how he can intervene to help. One case was that of a parent who is addicted and the Child is helpless



Ghetto

We went down to one of the notorious ghettos in the area and gathered a couple of drug users and abusers. We showed Joe's story (Luganda version) which they quickly identified with after an earnest question and answer session with Pius about the lethal effects of drugs, one man confessed to having gotten help for a time at Butabika hospital ADU but it was too expensive for him (we presume he went to the private wing as the public is free and Pius said as much having been there himself) we left them with numbers of the Psychiatrists from the ADU unit who we have been working with and would be able to help them to recover if they choose as much



EASTERN REGION

JINJA

St. Florence Secondary School

Here we showed Bilali's story. It is a mixed school with both boys and girls. Elijah Tusubira, the Head Teacher of this school, informed us that three students (one girl and two boys) had been expelled due to drug abuse. The teachers of these students observed that the class attendance and concentration had changed and therefore decided to confront some of the students who revealed that they had learnt taking drugs (jet fuel, kuba and marijuana) from their neighborhoods.

One girl, Florence Naiga (a senior two student) asked the campaign team how addiction can be stopped yet there are people who still sell the illicit drugs. Another, Jane Monday Nabwire, asked the team whether her father can be helped to quit his alcohol addiction.



International Institute of Health

This institute has existed for 15 years training clinical officers, nurses and midwives, awarding a diploma and certificate at the end of the course. It has a population of 550 students. Joe's story (English version) was shown to these students and this story had notable impact on the medical students who initially thought that by taking a drug like kuba, they would be able to stay awake and revise their notes.

Rachael Mugisha a nursing student told the campaign team that she can't revise unless she has taken *kuba*

The team also spoke to Arthur Baleta an administrator at the school; he requested that emphasis be applied on sensitizing youth against sex addiction as well. Arthur added that the administration had to install CCTV cameras and also involve counselors to help curb the problem of drug and sex addiction that had become rampant in the school.



Bugemba Town Council Wanyama wardwest

Most Youth below 28years in Wanyama ward take marijuana, Kuba and jet fuel. We were told that About 5 ran mad this year and they were taken to Kyilinya prison. Swaib Ssekandi, a Local leader in Wanyama Ward says Butabika hospital is far from Jinja therefore having these addicts in prison is the only option they have to control this problem. Swaib added that unemployment has contributed to many using drugs in the area.



Bugemba Cathedral Road Katende village

Joe’s story (Luganda version) was reviewed in this area. This suburb was chosen by the campaign team because it is the most populated place in Jinja and it is located between two working towns of this district. Many of the male youth feel they need to be intoxicated to survive. These youth consume a lot of sachet alcohol and marijuana. Some can be found sleeping by-the road side after abusing a drug. According to the business owners in this suburb, drug addicts have increased in this area due to family breakups.



MBALE

Uganda Martyrs University

Joe's story (English version) was shown in this school and according to these students, the Hooked campaign team is the first group they have received in their school sensitizing them about drug abuse.

One of the students, Ben Owinyi said there are some students and lecturers who turn up for lectures drunk and that drinking alcohol is not looked at as an addiction like smoking is. He added that the institution does not have a counselor to enlighten the youth and that having had the Hooked team do the sensitization will create great impact.

Francis Omuru another student of Uganda Martyrs University requested the Hooked team that this sensitization to be pushed to the family/ household level.



United Media Consultants & Trainers (UMCAT)

UMCAT is a school of journalism, business and social sciences. When the students watched Joe's story they were stunned that it was a Ugandan production.

Pearl Akol, the student representative thanked the team for bringing such great work in their school, and also said that since the youth are the most productive, as journalism students and social workers they will extend this campaign to their communities, she further told the gathering that she is a victim of drug abuse because her cousin was arrested and sentenced to 25 years in Malaysia for drug trafficking.

Jackson Kamoti, a staff member said the school has been giving indefinite suspensions for the students caught using drugs, however it is a privilege to have the Hooked campaign team that has helped them learn that counseling or seeking medical attention for these addicts is the solution and not suspensions from school.



Jackson addressing the students

Nyanza Cell- Namatala

The campaign team then visited Namatala, a renowned suburb in Mbale with the biggest number of drug addicts in Mbale town. Joe's story (Luganda-Version) was shown to residents. However, in this area, one can observe that majority of addicts are parents

Evelyn Nakirya, a nurse in His Grace clinic revealed to the campaign team that some parents have contributed to misleading their children by abusing drugs in the presence of their children. Evelyn requested the team to return to this area and sensitize the community for at least two days.



TORORO

Mella Sub county Kinyiti North

This sub county was selected by the team because it is next to Malaba- Kenya boarder where there is a lot of trade going on. People in this area grow plenty of Marijuana and the youth have opted to selling the marijuana to make easy money rather than going to school.

This trade has no age limit or qualifications needed. After showing Joe's story (English version)the team got to find out that the community has a large number of youth who are addicted to sachet alcohol.

George Ogwana a parent in this community said that even with the existence of Uganda National Bureau of Standards (UNBS) companies that produce sachet alcohol have increased and that their children are consuming lots of them leading to mental illness.Robert Ofalas advised the Hooked campaign team to make more documentaries that can teach the community and encourage them to shun the marijuana trade



Mukuju Catholic Church

The Hooked team attended a church service. The congregation of this church is consisted of people from the seven zones of Mukuju Sub County. The congregation keenly followed Joe's story as Joel Oboth Opiya translated the story into the local language (**Japadhola**).

The Hooked team also got to know from Irene Akol that some parents are against having their children advised or even corrected if they are found taking drugs and that the parents of the addicts consider such actions to be evasive of their privacy.

14 year old **Joseph Okello** asked the campaign team to help his father because he is addicted to alcohol.



MALABA

Octopus Video Hall

This video Hall is located in the heart of Malaba town where there is a lot of marijuana smuggling. The campaign team found that even with the existence of high authorities like Immigration officers, Youth between the ages of 14- 30 years use water transport to smuggle illicit drugs.

The abuse of drugs has also contributed to high prostitution in this area. Some of the concerns that were raised in this place were whether the campaign team can set up offices in this town to help counsel the people.

Hussian Kazoraa kuba addict informed the campaign team that a lot of money has been taken from him by native doctors claiming they can help him quit his addiction.



BUSIA

Savana Video Hall

Savana video hall is a stone throw from Busia Police station. It is the biggest video hall in this town that holds a number of marijuana and alcohol addicts. When you enter this video hall almost everyone is holding a sachet of alcohol, some are chewing marijuana which is sold at the entrance. **The officer in charge** in Busia said Police is aware of the drug dealers and addicts in this video hall, however police does not have enough man power to arrest these people. He added that the number of marijuana dealers and addicts is bigger than that of the police in Busia and this is one of the reasons the problem hasn't ended.

Kato, The owner of Savana video Hall said it is hard for drug addicts in Busia to quit the habit because the drug dealers are available and that many households in Busia grow marijuana and sell it cheaply. The officer in charge in Busia requested the Hooked Campaign team to continue carrying out more screenings and sensitization in Busia to help these addicts.



Mbale Kidongo Video Hall

The drug addicts between the ages of 10-17years. These young people were fascinated by Joe's story and requested to have an institution that helps drug addicts set up in Busia.

Andrew Musinde, 15 year old, said Butabika Hospital is too far and expensive for the people of Busia to use so it is better to have more groups sensitize them.



NORTHERN REGION



Screening at Sacred Heart Secondary School, Gulu



Headmaster Kitgum Comprehensive College addressing students before HOOKED screening



Students at Kigum Comprehensive College watching Hooked



Bilal talks to students at Abim Secondary School after screening of his Hooked Episode



Video Hall in Arua in which Hooked was screened



Community members chew Mirungu a popular drug while watching the Hooked documentary

General feedback and observation

In every area that the campaign team visited, requests were made for more visits in the future. We were able to leave numerous DVDs in all areas, the video hall owners in the eastern region even committed to playing the documentary before the main film is played as their contribution to the campaign.

We also left contacts of Psychiatrists who work with Butabika and are willing to give free advice and consultation for those who ask for it.

The Luganda translation of Joe's story was screened the most as few people upcountry are well versed in the English language and so they were able to relate and understand better to Joe's story which has a Lunganda translation. Apart from Bilali's story which was translated into Luo, the rest of the episodes in the Hooked Documentary series are not translated

The Hooked Campaign has caused some ripples in the water however; ambassadors in the different regions can be empowered with material in their own language to reach out to their community members themselves. Already an enthusiastic Mr Kiwedde Godfrey is pursuing this in Kasese and come January 2015, he will be carrying out the Hooked Campaign with his team. Mr Kiwedde was resourceful enough to apply for some funding for a projector and some speakers, however many may not be as resourceful as he has been.

On our part, we would do well to translate the documentaries into the popular languages in the different regions so that as many people can be motivated and empowered to break free of the chains of addiction within a sensitized community. Overall the campaign trail in both regions was impactful but there is a still a lot that we can and will continue to do in helping the drug problem in Uganda

EYE ON BURUNDI

After an interview with a journalist, Aloys, from Burundi, PM Live Today realised that there is a situation brewing in Burundi because more and more refugees are fleeing their homeland.

It was decided that we would air at least twelve different stories dubbed Eye on Burundi, each with a different take on the situation.

Some of the goals of this particular segment include;

- Opening the eyes of the public to what is going on in Burundi
- Show both sides of the story because there are at least two sides to every conflict
- And to tell the stories of Burundians, both in Burundi and those who are not in Burundi.

Of course being in Uganda, would not make us the best to handle this story, but our sources are credible. One reporter Douglas Sebamala looked through his contacts to get in touch with his Burundian friends to speak about the crisis in their homeland. Another reporter Samuel Sebbowa dealt with the hard news angle.

As of today the 11th of December, PM Live Today has produced 12 stories and so far aired a total of six stories on Eye on Burundi. The remaining six will run through to the end of the year with updates following events as they unfold on the ground.

The very first interview was between Laundry Mugisha and Douglas Sebamala. It talked about what is going in Burundi seeing as Laundry Mugisha was a Burundian just visiting the country on a tourism expedition and he threw some insight on what is really going on in Burundi.

The second and third took more of a news angle. They centered on the origin of the conflict and some of the things on the table for the United Nations Security Council. Below are summaries of the four stories aired so far:

- Since May when President Pierre Nkurunziza announced his intention to run for a third term in office, Burundi has been in the midst of civil unrest. Thousands of people have fled to neighboring countries escaping the tension within the second poorest country in the world. What has caused the civil war?
- Peace keepers being sent to Burundi is an option that the United Nations Security Council. Are they needed in this African country that is torn apart by civil unrest? Eye on Burundi focuses on whether or not this peace keeping force is actually required in Burundi.

- Some have blamed the civil unrest in Burundi on the incumbent Pierre Nkurunziza. Others have blamed it on other politicians who seem to be fanning the flames of tribal tensions. Just what has taken Burundi down the road of civil unrest?
- The militia is the problem. The youth who have guns and armaments are the problem, and the government has tried to disarm those in Bujumbura. But why are the youth being called the source of the problem in Burundi?
- We have explored and seen what those living in Burundi say are the causes of the crisis in Burundi. With talk of genocide on the lips of people, is it really headed there? And who is bringing forth this talk of genocide? A story by Samuel Sebowa
- Many people have run from the country. A few have stayed in Burundi despite the fears of violence and genocide. Landry Mugisha one of the Burundians who stayed in Bujumbura shares the other side of things that is not as dark as we expect it to be. Is genocide really coming?

Eye on Burundi is telling the story of Burundi seeking to piece together any signs that there might actually be genocide or not. Some of the challenges faced by the team covering Eye on Burundi include;

- Numerous Burundians unwilling to talk leaving sources to the bare minimum.
- We are targeting to tell these stories to Burundians too, but most do not speak English.
- The Ugandan audience is not that keen on Burundi yet it should be, and that is the one reason we have "Eye on Burundi"

But these problems are no excuse and that is why we are somehow managing to continue putting out some episodes.

NOTE:

Eye on Burundi was started with support from Free Press Unlimited, and these stories will continue through to the end of December.

However the series will continue to run on PM Live Today until a resolution is found.