



**Bulgaria-Serbia IPA Cross-Border Programme**  
CCI Number 2007CB16IPO006

**Project number:** 2007CB16IPO006-2009-1-75  
**Project name:** UNITED IN THE STRUGGLE AGAINST DRUGS  
**Project partners:**  
▪ **Lead partner:** “East-West” Association, Vidin, Bulgaria  
▪ **Project partner 2:** NGO “Children’s Joy”, Zajecar, Serbia

**Budget:** 93 248,42 Euro  
**Project duration:** 12 months

**Project description:**

The general objective of the project was to contribute to the limitation of the abuses with narcotic substances and the unfavourable health and social consequences for the young generation from the Bulgarian-Serbian cross-border region. The project achieved the following results:

- Conducted 2 surveys in schools in Zajecar and Vidin on the drug abuse among the children from the 8<sup>th</sup> till 12<sup>th</sup> grade;
- Prepared 12 reports on the opportunities for drug-abuse prevention in the cross-border region;
- Organized 18 events with prevention subjects such as lectures, conferences, consultations with specialists and round-table talks;
- Prepared and distributed 20 information products on prevention themes in the cross-border region such as leaflets, brochures, t-shirts, pens, posters;
- Organized an extensive publicity and media campaign promoting the issues covered by the project. The campaign involved student volunteers giving away the project promotional materials on the streets of Zajecar and Vidin.

The project was successfully completed in July 2012.



*Student volunteers distributing project promotional and information materials*



The Programme is co-funded by the  
European Union.



Bulgaria-Serbia IPA Cross-Border Programme  
CCI Number 2007CB16IPO006



*The project events engaged the students, teachers, parents and professional working in the field*



The Programme is co-funded by the European Union.