

Annual Report

2015

CREA

HIGHLIGHTS OF 2015

In this year, 2015, the society for Community-health Rehabilitation, Education and Awareness (CREA) went for expansion in a significant way. The society's substance abuse treatment and rehabilitation program named KRIYA relocated its 4th branch (opened on 1st November 2014) from Uttara Model Town to Iqbal Road in Dhaka and transformed it into a substance abuse and mental health treatment and rehabilitation program for women.

In August 2015, CREA signed a contract with the Dhaka office of Gesellschaft für Internationale Zusammenarbeit (GIZ) for providing "Consultancy services for conducting 'Drug Treatment and Management Training' and updating the final draft manual incorporating feedback received during the training." The original contract duration was September 2015 to April 2016, but eventually it was changed to October 2015 to December 2016 to include a number of additional training courses held across the country.

In October 2015, CREA branched out to Barisal with a new KRIYA unit opened on Swa Road of Barisal City.

CREA also continued to offer other mental health services, mostly counseling, through its Psychological Research & Intervention Onward (PRIO) unit. Staffed with 110 dedicated workers, a large pool of resource persons including 33 clinical psychologists, the society in 2015 served more than 4,000 people through its projects and programs, generating a total turnover of Tk 27,633,415.00. Here follows a summary of what CREA was able to accomplish in 2015.

SUBSTANCE ABUSE

Drugs abuse has been mushrooming among girls and women in Bangladesh. To cope up with the ever-increasing complications and stress in life as well as to "enjoy" life as much as one can, more and more women are turning to drugs, particularly sleeping pills, cannabis, Yaba, heroine, pathedrine, tidijesic, alcohol and alcoholic beverages. After abusing any drug for a while, they suffer from intense physical and psychological pain when they are unable to take it. They become incapacitated even to carry out the routine day-to-day chores. Although willing, many of them can't abstain from drug abuse on one's own.

In this society, drug dependence and mental disorder are still a stigma, a sin and a crime. The multifarious superstitions and bad practices that pervade the society add fuel to the fire for the drug dependent women and their family. Besides, there is almost no healthcare facility in the country to cater to the drug-dependent women and girls. So the helpless families try to hide this problem of their female members as long as they can.

Women's drug dependence has much more adverse familial and social ramifications than men's. Compared to men, they are much more fragile, and the scope of their moral degeneration is wider too. The major and long-term damage and degenerations that women suffer due to drug abuse and drug dependence include malfunction of various organs including the nervous and reproductive systems, premature menopause, unsafe sex, unwanted pregnancy, higher risks of HIV and other sexually transmitted diseases, delinquency, mental disorder, problems in giving childbirth, negligence in rearing children, and familial and social alienation. The prevalence of various psychological disorder including post-traumatic stress, anxiety, and post-natal depression is also more among the female drug dependent. It is why a treatment program addressing the exclusive problems of female drug dependents is required so much.

In this context, KRIYA on January 1, 2015

transferred its 4th branch from Uttara Model Town, Dhaka, to Tajmahal Road, Mohammadpur, Dhaka, dedicating it exclusively to serve female clients with substance abuse and other mental health problems.

In the last quarter of 2015, on October 1, KRIYA opened yet another branch on Swa Road, Barisal City, to reach out to clients with substance abuse and other or co-occurring disorders in the southern region of the country.

CREA is the pioneer in Bangladesh in adopting the tenets of Social Learning/Socio-Cognitive Model (Banduara, A. 1977) in substance abuse intervention and creating self-sustaining units offering a treatment course far more comprehensive than those offered by similar treatment centers. CREA's substance abuse intervention units cover clients from all socio-demographic sections of the country. Following the basic tenets of Social Learning Model, CREA perceives drug-abusing behavior as an outcome of faulty coping or learning process. The table below provides a summary of the services provided by two key branches of KRIYA in Dhaka and Rajshahi in 2015:

behavior as an outcome of faulty coping or learning process. The principal focus of its program is on offering an environment conducive to erasing those faults and replacing them with appropriate coping skills. To reduce stigma associated with drug abuse, CREA promotes the concept of 'chemical dependence' instead of 'addiction' and sees chemical dependence as a 'faulty habit acquired through learning' instead of a 'disease'. CREA defines relapse from a learning perspective and stresses transforming the individual into an active agent of change and thus empowering her/him to deal with drug problems rather than making her/him dependent on any outer change agents.

Through its four substance abuse treatment and rehabilitation centers located in the capital city of Dhaka, the divisional city of Rajshahi and the district town of Noakhali, CREA attended around 500 drug-abusing clients and their families in 2015.

Sl. Activities	Achievements		
	Dhaka	Rajshahi	Total
1 Guardians received consultation	780	208	988
2 Regular admission	167	128	295
3 Review admission	80	14	94
4 Total admission & assessment	247	142	389
5 Drop-out	31	06	37
6 Psychiatric consultation	89	34	123
7 Medical (detoxification) support	239	98	337
8 Psycho-education session	925	922	1847
9 Individual counseling	1,022	165	1,187
10 Family counseling	198	87	285
11 After-care attendance	116	130	246
12 Client referred to other facilities	05	01	6

MENTAL HEALTH

PRIO (Psychological Research & Intervention Onward)

COUNSELING SERVICE

PRIO runs a mental health clinic which does psychometric assessment and provides psychotherapeutic assistance to adults and children with psychological and behavioral problems. A pool of clinical psychologists provides psychological/ clinical psychological services throughout the year from the clinic from 9:00am to 9:00pm every day.

In 2015, in total 282 people contacted PRIO to enquire about the services offered. Of them 259 persons registered with PRIO to avail of the services that were rendered through 1337 counseling sessions.

Counseling Sessions	
Month	No. of Sessions
Jan	123
Feb	122
Mar	129
Apr	133
May	136
Jun	108
Jul	78
Aug	105
Sep	101
Oct	84
Nov	116
Dec	102
Total	1337

MENTAL HEALTH CONSULTANCY

Besides counseling, CREA on 23 August 2015 signed a contract with the Dhaka office of Gesellschaft für Internationale Zusammenarbeit (GIZ) for providing “Consultancy services for conducting ‘Drug Treatment and Management Training’ and updating the final draft manual incorporating feedback received during the training.” The original contract duration was September 2015 to April 2016, but eventually it was changed to October 2015 to October 2017 to include a number of additional training courses held across the country.

Under the consultancy, CREA:

- Designed training sessions on Basic Drug Treatment and Management Training for prison personnel, the local medical staff under the offices of civil surgeons, and the staff of local-level drug dependence treatment and rehabilitation centres. based on a manual in close collaboration with GIZ and its partner NGOs
- Conducted training sessions on Basic Drug Treatment and Management in close collaboration with GIZ and its partner NGOs
- Received and synchronized feedback from the trainings and incorporated those in the manual for finalization
- Recommended next steps for institutionalizing Basic Drug Treatment and Management Training by the relevant stakeholders

DRUG PLACEMENT

CREA has been hosting a professional placement on drug abuse and chemical dependency for MPhil students of the DU Department of Clinical Psychology since 2004 with a view to narrow down the existing huge human resource gap in mental healthcare.

The aim of the placement is to enhance knowledge and clinical skills of the trainees in treatment and rehabilitation of chemical

dependents. The trainees are required to go by the following objectives:

- Understanding the nature of chemical dependence
- Identify and apply functional techniques of managing urge/cravings for drug use
- Understanding different chemical dependency treatment approaches and receive training

- Application of different techniques and assess their efficacy
- Apply and evaluate the psychological tools for relapse prevention
- Involve family members in the treatment process and provide psychological support to them
- Adaptation of different psychotherapy models to work with the street-based injecting drug users
- Receiving counseling training on drug and HIV/AIDS-related risk behaviors to provide counseling to the targeted population and assess outcome

So far, 118 graduate students of the DU department have successfully completed this placement that includes extensive study, training and learning different intervention approaches regarding substance abuse and chemical dependency/drug addiction. A direct outcome of this specialized professional placement hosted by CREA is the clinical psychologists now working at different public and private healthcare facilities. Almost all of them have been trained under the program that also has resulted in a positive quality shift in service provision in substance abuse treatment and rehabilitation.

OTHER ACTIVITIES

SUPPORTING RESEARCH

Since its inception CREA has been a place of attraction for public health researchers. CREA supports researchers from public and private universities by permitting its clients to get involved as research participants (sample) in innovative studies.

CREA is strict about the ethical issues associated with any research and this side is taken care of by the Chief Executive himself following the Ethical Guideline of the Society. In total, 10 researchers collected data from CREA in 2015.

ANTI-DRUG AWARENESS PROGRAMS

As usual, CREA this year continued to participate in anti-drug awareness programs including those hosted by Prothom Alo Bondhu Sobha and those aired by electronic media channels.

The branches of CREA, too, took part in anti-drug addiction campaign held by the Department of Narcotics Control (DNC) on June 26 to mark International Day against Drug Abuse and Illicit Trafficking 2015 across the country.

CREA also organized a seminar on Women's Drug Dependence:

Barriers to Treatment and Way Forward" on June 23 in conjunction with Nasirullah Psychotherapy Unit, the Department of Clinical Psychology of the University of



Dhaka to mark International Day against Drug Abuse and Illicit Trafficking 2015. CREA Chief Executive Tarun Kanti Gayen presented the key note in the seminar held at the Muzaffar Ahmed Chowdhury Auditorium of the University of Dhaka.

MENTAL HEALTH PUBLICATION

CREA also continued with extending all-out editorial, secretarial and publication supports to Bangladesh Clinical Psychology Society in bringing out its journal Monobhuban and drafting other documents.

FINANCIAL STATEMENT

Yearly turnover in 2015: Tk 27,633,415.00.

ABOUT CREA

AN OVERVIEW OF CREA

The inception of CREA on November 01, 1999 was to serve the country's substance dependent people and their families by offering a culture-sensitive and, at the same time, low-cost, scientific treatment program that would ensure a lower rate of relapse, i.e., a higher rate of treatment success. The organization launched its operations by mobilizing local resources and with fulltime involvement of its founding directors, who were adequately conversant with treatment and rehabilitation of substance dependence. The initiation of CREA as a trendsetter had two dimensions – one was to set an example that a drug rehabilitation center could sustain completely on local resources, which was not the reality of the time, as similar centers were very much dependent on foreign funding and donation. This instance later inspired others—mainly ex-users at the grassroots—to venture into setting up such generic centers across the country. The second dimension was application and promotion of modern approaches (Social Learning Theory etc) in the understanding of and interventions in drug dependence and related high-risk behaviors.

CREA expanded its activities to other areas of development by incorporating the organization into a society in 2004 under Section 21 of the Societies Act, 1860.

VISION

CREA envisages a human society of healthy and creative individuals who are aware of their rights and responsibilities, proactive to create a society free from stigma and discrimination, and open to new ideas for actualization of their potentials.

MISSION

CREA will promote and advance public awareness, education, and health services for improving community wellbeing within the context of scientific knowledge.

CORE VALUES

OPENNESS: (we are) open to new ideas and criticism and (keen to) unprejudiced study of the changing phenomena.

NON-DISCRIMINATION: (we are) responsive to the needs of the beneficiaries irrespective of sex, race, ethnicity, nationality, religion, socio-economic condition, and type of morbidity.

COMMITMENT: (we are committed) to build a society of healthy and creative individuals.

&

INTEGRITY: (we value integrity) of intention and honest transparent action.

THEMATIC AREAS

In pursuance of its vision and mission and considering a “political economic social and technological” (PEST) situation analysis of the country, CREA has chosen public health as its main domain of work. It has further narrowed down its focus, considering its track record and expertise, to the following thematic areas:

1. Substance abuse;
2. HIV/AIDS;
3. Mental health; and
4. Community health.

GENERAL OBJECTIVES

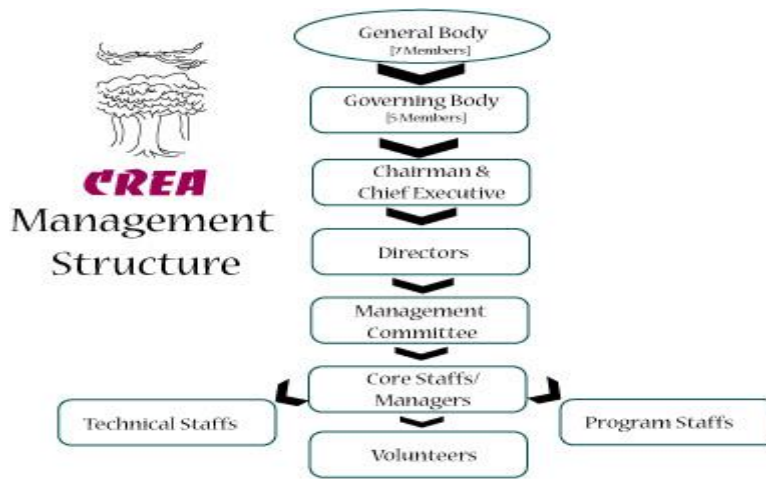
CREA has set forth three general objectives and supporting strategies that address its thematic areas. The objectives are:

1. To improve people’s access to prevention, treatment, care, and support services to reduce substance abuse, HIV/AIDS, mental health and community health vulnerability.
2. To exclusively advocate for supportive policies for persons affected by issues related to substance abuse, HIV/AIDS, mental health, and community health.
3. To develop the knowledge base on substance abuse, HIV/AIDS, mental health, and community health.

OBJECTIVES WITH SUPPORTING STRATEGIES

- A. Being an effective organization (institutionalization).
- B. Raising awareness of the masses on issues like substance abuse, HIV/AIDS, and general and mental health and do advocacy at policy and all stakeholder levels on the same issues.
- C. Developing a number of health service delivery systems.
- D. Developing the knowledge base on thematic areas (*i.e., substance abuse, HIV/AIDS, and mental & community health*) through social and scientific research and related publications.
- E. Building networks and partnerships with national and international organizations pursuing human development objectives.
- F. Ensuring sustainability of the CREA Society.

ORGANOGRAM



GOVERNING BODY

Tarun Kanti Gayen	-	Chairperson
Iftakhar Ahmed Chowdhury	-	Member
Sajedul Murad	-	Member
Iqbal Faruk Milky	-	Member
Naimul Haque Joarder	-	Member