

Delta Corporation Limited Launches the Smart Drinking and Moderation Innovation Challenge.

Delta Corporation Limited in partnership with The Boost Fellowship held a Leadership Bootcamp in Harare from the 14th -17th of April 2024 which was attended by 106 Enactus Zimbabwe student leaders from 13 different universities in Zimbabwe.

The main goal of the leadership bootcamp was to launch the Smart Drinking and Moderation Innovation Challenge initiative which is going to run from April 2024 to December 2026 under the theme Above the Influence. The initiative was launched by Delta Corporation Limited in a bid to curb Drug, Substance and Alcohol abuse by the youth. According to a report by the World Health Organisation approximately 12 % of adolescents aged between 10-19 years in Zimbabwe engage in heavy episodic drinking and abuse different illegal substances which is detrimental to their health and wellbeing.

The initiative is meant to raise awareness about the risk and consequences of alcohol, drug and substance abuse among young people in Zimbabwe with an aim to eliminate the harmful impact caused by the challenge on the country's youthful populace.

The bootcamp paved way for capacity building of students on different topics that will help them implement their initiatives such as supporting legislative framework and how to run effective advocacy and awareness campaigns in communities on the negative impacts of alcohol and drug abuse. " *We have learnt a lot about the results of alcohol abuse which includes gang violence, dropping out of school, suicides, gender-based violence and risky sexual behaviour among other things, and we are ready to go on and share the knowledge with our colleagues at school ...*" said Wisdom Munemo a student from Zimbabwe Ezekiel Guti University.

Speaking at the official launch of the Smart Drinking and Moderation Innovation Challenge on the 4th day of the bootcamp The General Manager Corporate Affairs at Delta Corporation Patricia Murambinda highlighted that Delta Corporation Limited believes that the harmful use of alcohol is bad for communities and that university hubs as leading innovators should help solve the scourge of drug, substance and alcohol abuse in communities. "*As a responsible business we believe in the*

wellness of our consumers, we believe that when you drive you should not drink and that consumers should understand why and how alcohol should be consumed within the limits". It is our collective responsibility as youths to proffer solutions in our respective communities particularly on the harmful effects of illicit substance and drug abuse. "We are investing in this program to witness high impact and scalable innovation solutions to address the problem" said Ms Patricia Murambinda."

Tinoda Moyo a social media expert encouraged the students to use social media and relevant technological solutions to campaign and advocate for better and safer communities for the youth while also proffering preventive measures highlighting the power of social media as a tool for behavioural change in today's society that is tech savvy. Speaking at the event Sergeant Muringwa representing the Zimbabwe Republic Police encouraged the students to report incidents in their communities and work hand in hand with law enforcement agents in tackling the challenge of drug, substance and alcohol abuse. *"I would like to urge all students present at this launch to work hand in hand with our law enforcement agents in your respective areas and to not take the law into your own hands. You are our watchdogs in your residential areas and we look forward to partnering with you on this very noble campaign launched today by Delta Corporation Limited in partnership with The Boost Fellowship"* highlighted Sergeant Muringwa.

Unveiling the 2024 thematic focus the students were tasked with developing innovative projects that will help in fighting drug, substance and alcohol abuse initiatives aligned to six thematic areas that include illicit drinking, drinking and driving, alcohol and pregnancy, binge drinking, underage drinking and sugary drinks and health. The teams will run awareness campaigns and roll out innovative models to address drug, substance and alcohol abuse in their tertiary institutions and communities for a maximum of eight months. Their final initiatives will be adjudicated in December 2024 at the Smart Drinking and Moderation Innovation Challenge Competition for further upscaling and Investment courtesy of Delta Corporation Limited.



Above: *Guest at the Official Smart Drinking and Moderation Innovation Challenge Launch*

Below: *University Students Team Building Sessions during the Bootcamp*



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