

Transparency is Key to Stop TRAFFIC

Introductory Remarks by Dr. Sandro Calvani
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for East Asia and the Pacific
at the Charity Preview of Movie TRAFFIC,
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The movie "Traffic" is about the past, present,
and immediate future of every member of society:
children, professionals, men, women, families, the wealthy, and the disadvantaged.
It will squeeze your emotions, open your hearts, and push your feelings.
Caught in the confusion, power, and temptation generated by a chaotic world,
drugs are often seen to be the ultimate escape,
a chance to leave our bodies, minds, and silence behind.
Tragically, millions of teenagers and young adults worldwide
are caught in the violent war fueled by the drug trade.
It is a war inside families.
Impossible to walk away, they are forced to fight with their innocence and youth at risk.
With drugs, no one is a hero.
Instead, a great toll in human lives is paid
and it is for this reason that all nations around the world have unanimously decided
that drug control is journey towards freedom
-- a journey that requires the cooperation of everyone.
Finger pointing, be it to the right or wrong direction, does not work.

Movies and fiction can exaggerate and dramatize issues that affect our daily lives
but this film leaves behind the grim reminder
that the depicted scenarios you are about to see are a true reflection of reality.
Presented on an intimate and personal level,
"Traffic" evokes the high stakes and high risks of the drug trade.
Like in the movie, often in the drug business,
everybody sees the kingpins, but nobody knows where they are.
And often like in the movie,
drug business, abusive commercial sex and corruption go hand in hand.
In the movie, you will see a few places of drug peddling.
In reality they are 4,500 on the Mexican borders,
thousands are also on other drug dealing borders around the world.
Nobody in the movie and in the real world can experiment with drugs and come out clean
It is an important movie that will educate, shock,
and enlighten viewers about drugs and their place in our world.
When regarding to today's drug, NO is not enough.
A collective NO by society and families will help
and make the NO of governments more effective.
Without strength and courage, drugs will continue to challenge our capacity to listen and respond to
the cries of its victims.
Lives are affected and changed everyday by the threat of drugs.
Families are tom apart, adolescent hopes and dreams are shattered,
and communities are destroyed.

Transparency is key if we are to determine what works and what does not work in the fight against
drugs. Can we afford to continue the fight against drugs?
If you are not sure, consider instead whether we can afford not to do it.
And after the movie, please continue to listen.