Since 2005, ADIC conducts daily surveillance on print media and produce a monthly analysis of references regarding alcohol, tobacco, cannabis, heroin and other drugs (ATOD) occurring in selected print media in the three mediums – Sinhala, Tamil and English. This “Print Media Analysis” leads to monitoring and identifying the prevailing/current trends and patterns related to alcohol, tobacco, cannabis, heroin and other drug reporting. It also identifies the current attitudes and the behavior of the media and media personnel with regard to ATOD. This fact sheet contains the analysis of Sinhala and English newspapers in August 2020.

The identified content are categorized as follows:

**Prevention** – Improve correct knowledge on ATOD, its industries and effective prevention.

**Promotion** - Glamorizing the substance, industry image building, surrogate advertising, social beliefs, unfair privileges and promotion through prevention.

**Positive policy** – Supporting implementation and formulation, of ATOD control policies.

**Negative policy** – Undermining formulation & implementation of ATOD control policies.

**Law enforcement**- Legal actions taken by the authorities when ATOD related laws & regulations are violated.

**Non Category** – Specifically does not include policy, prevention or promotion of any drug but it provides information on ATOD through words or pictures.
Classification according to Newspapers

Monday to Saturday English Newspapers

In Monday to Saturday English newspapers, no newspapers published ATOD promotion. ATOD prevention was published the most in The Island. Law Enforcement was the overall most published category in all four newspapers. Daily Ft published no content on ATOD.

Sunday English Newspapers

In Sunday English newspapers, a promotion article was published in the Sunday Observer. Nothing on prevention was published on either of the newspapers.

Monday to Saturday Sinhala Newspapers

In Monday to Saturday Sinhala newspapers, ATOD promotion was published the most in Mawbima. ATOD prevention was published the most in Dinamina. Law Enforcement was the overall most published category in all five newspapers.

Sunday Sinhala Newspapers

In Sunday Sinhala newspapers, highest ATOD promotion publication was on Sunday Divaina. Highest content on prevention was published on both Sunday Lankadeepa and Sunday Mawbima.