Substance Abuse Prevention and Corporate Social Responsibility. Edition No. 1

Description: Today, in spite of the many governmental and non-governmental initiatives, substance abuse is still a problematic topic in Hungary. Prevention activities should develop further, and, according to national and international sources, this development should mean the involvement of business organizations as well. In spite of these recommendations, however, there is very limited data and research available about the attitude of the business sector towards the issue, or possible frameworks, in which this involvement could be achieved. The purpose of this book is to fill this information gap and, on the one hand, to investigate how the business sector approaches the issue of substance abuse. On the other hand, this book also aimed to discuss the obstacles and possibilities of implementing substance abuse prevention in the frame of the CSR activities of business organizations. The book highlights personal insights of high level governmental, business and NGO representatives, and demonstrates good practices from the field. In this way, this work should be especially helpful for public policy, media and CSR professionals, not only in Hungary, but other parts of the world as well.

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