

**PREVENTIVE FRAMEWORK FOR EARLY TEENAGE DRUG ADDICTION VIA  
SOCIAL MEDIA INFLUENCE IN SRI LANKA: A REVIEW**

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Social media usage has significantly increased in recent decade globally. Especially among teenagers and Sri Lanka. Despite its advantages, there are numerous disadvantages by social media. Addiction to drug or usage of drug has been increasing among Sri Lankan teenagers. Various underlying factors are driving drug addiction, particularly mental health correlation, peer influence and exposure to substance use. Adolescents expose to drugs through social media and excessive usage of social media indirectly contribute to the drug addiction. The aim of this research is to develop a preventive framework by investigating the identified mitigation strategies for the drug addiction induced by social media. The literature review explores the relationship between increased social media usage and its impact, and early teenage drug addiction in Sri Lanka. Comprehensive literature survey was conducted using more than hundreds of journal articles, conference proceedings, reports and books which are published in recent decade. It is identified, the need of preventive framework for drug addiction via social media influence in Sri Lanka. The preventive framework was developed by analyzing correlation between drug addiction and social media usage. Each influencing factors for drug addictions were carefully analyzed and addressed through the identified mitigation strategies which includes educate about drugs, awareness programmes, parent's involvement and guidance, policy interventions and support services. The proposed framework can be implemented in Sri Lanka among teens without much effort as it compatible with the available technology and the culture of Sri Lanka well and low cost depended one.

**Keywords:** Social media, Drug addiction, Mitigation strategies, Preventive framework, Teenage