

29TH DRUG AWARENESS WEEK



ALCOHOL – DRUGS – GAMBLING
November 20 to 26, 2016



HOW TO MAKE DRUG AWARENESS WEEK APPEALING TO YOUNG PEOPLE

For 29 years now, Ministère de la Santé et des Services sociaux, in collaboration with Ministère de l'Éducation et de l'Enseignement supérieur and other partners, has been producing an information and awareness campaign to prevent the risks and consequences associated with the use of alcohol and other drugs and gambling among young people.

Drug Awareness Week (DAW), running November 20 to 26, is the culmination of this campaign, which allows teachers and professionals working with young people to use intervention tools designed specifically for them.



ADAPTED TOOLS



Educational **posters** and **notebooks** have been created with content adapted to the following age groups: 10 to 12, 13 to 16, and 17 to 24 years old.



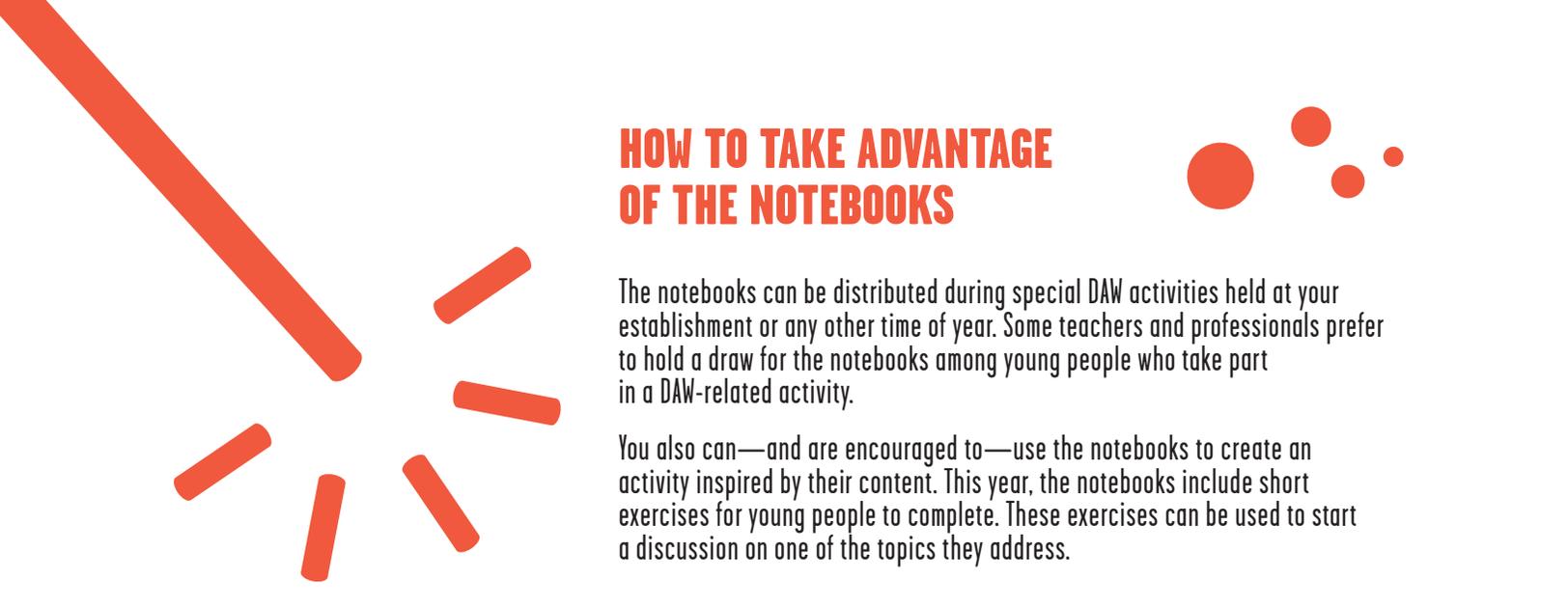
The tools available this year emphasize **knowing yourself better** and **being assertive**. Having such personal and social skills is an important way for young people to equip themselves for the various situations they will encounter in life, including those associated with substance use and gambling.



As recommended by experts, the tools for young people age 10 to 12 contain no information on drug and alcohol use. Interventions should focus on helping young people protect themselves rather than learn about the risks associated with drug and alcohol use and gambling. Only the tools designed for young people age 13 to 16 and 17 to 24 contain information on the risks and consequences tied to different forms of drug and alcohol use and gambling.



We recommend that you provide only age-appropriate tools to your group.



HOW TO TAKE ADVANTAGE OF THE NOTEBOOKS

The notebooks can be distributed during special DAW activities held at your establishment or any other time of year. Some teachers and professionals prefer to hold a draw for the notebooks among young people who take part in a DAW-related activity.

You also can—and are encouraged to—use the notebooks to create an activity inspired by their content. This year, the notebooks include short exercises for young people to complete. These exercises can be used to start a discussion on one of the topics they address.

TRUE OR FALSE? ACTIVITIES TO DO WITH YOUNG PEOPLE

To reinforce the messages and the impact of preventive actions taken during 2016 Drug Awareness Week, we encourage you to do the *True or false?* activity created for each age group. These activities address certain aspects of this year's themes in greater depth and include questions for young people. They are available as PDFs at <http://www.msss.gouv.qc.ca/professionnels/alcool-drogues-jeu/dependances/> (French only).

OR
True
false?

NEED MORE INFORMATION?

The website www.resteencontrôle.gouv.qc.ca will direct you to the Québec government's Portail santé mieux-être, which addresses a number of topics associated with the use of alcohol and other drugs and gambling. The information is for young people age 13 and older and parents, but may also be useful for teachers and professionals working with this age group.

The Professionals section of the Ministère de la Santé et des Services sociaux website contains other information documents and tools. At <http://www.msss.gouv.qc.ca/professionnels/alcool-drogues-jeu/dependances/documentation/> (French only), you will find tools including the posters *More about drugs* and *Law of effect* as well as the brochure *Young people and designer drugs*. These publications contain a wealth of information that can be used to support discussion with young people and answer the questions they may have about the use of alcohol and other drugs and gambling.