

A full-page advertisement featuring two young people in a dynamic, energetic pose. The person in the foreground is a young man with dark hair, wearing a light-colored zip-up jacket and dark pants, performing a handstand or a similar acrobatic move. The person in the background is a young woman with long dark hair, wearing a light-colored jacket and pants, also in a dynamic pose. A large, vibrant explosion of green powder or paint is centered between them, creating a sense of movement and intensity. The background is a deep blue gradient.

INTENSE BY NATURE

THERE'S SO MUCH
MORE TO LIFE

INTENSEAUNATUREL.COM

UN
QUÉBEC
POUR TOUS

DRUG AWARENESS WEEK
ALCOHOL — DRUGS — GAMBLING

Québec 

People have different approaches to the use of alcohol and other drugs. Some abstain entirely, while others drink or take other drugs occasionally or repeatedly. When you drink or take other drugs, you may experience a feeling of pleasure or relaxation. **BUT, IT'S IMPORTANT TO KNOW THAT ALL DRUG AND ALCOHOL USE HAS AN EFFECT AND MAY ENTAIL RISKS AND NEGATIVE CONSEQUENCES.**

THERE ARE MANY WAYS TO BE INTENSE. WHAT ARE YOUR CHOICES?

"I'm taking rock climbing lessons. I love it!"

–Sébastien

"I just finished my second comic strip. I'm so proud of myself!"

–Alicia

"We won 6 to 3 in the final. The whole school congratulated us!"

–Mylène

"My friends don't want to see me anymore. I was really mean to them. I was drunk and wasn't thinking about what I was saying. Now I have to tell them I'm sorry."

–Simon

"There were five of us musicians on stage. It was awesome!"

–Félix

"We were arrested in the park. We were smoking joints and I had some in my jacket. They took me to the police station and called my parents. They might fine me, and I might also get a criminal record."

–Étienne

"I had sex without a condom. I had been drinking. I thought I'd be safe, but I ended up having to go to the clinic because I got a sexually transmitted disease."

–Léa

"I got drunk at the party. I didn't hear the alarm clock this morning and was late for my exam. I didn't do great. I'm scared I might fail the course."

–Roxanne

INTENSE BY NATURE CONTEST

Go to intenseaunaturel.com, answer the quiz, and get a chance to win the grand prize valued at approximately \$2,000, or one of a whole bunch of gift cards to help you pursue your passion as intensely as you can!

BEING NATURALLY INTENSE MEANS

Having a passion, serving the community, being part of a team, and choosing to experience your intensity naturally. It's all about deciding to pass on alcohol or other drugs and do something else instead.

GETTING INVOLVED FEELS GOOD!

When you're involved in an activity that matches your interests:

- › You discover your talents.
- › You learn to know yourself better and what you like and don't like.
- › You meet other young people who share the same interests as you.
- › You learn to assert yourself and respect others.
- › You learn to better manage your stress and emotions.
- › You improve your physical or intellectual skills.
- › You learn to set goals and not give up despite the obstacles.
- › You build your self-esteem.

All these skills are useful for practicing the activity you love and will help you make decisions, assert yourself, and be better equipped to avoid problems such as those associated with drug and alcohol use and gambling.

GO AHEAD—TAKE PART IN YOUR FAVORITE ACTIVITIES OR DISCOVER ONES THAT MAY BE FOR YOU AND YOU CAN EXPLORE.

NEED SOME INSPIRATION? EXPLORE THE POSSIBILITIES AND GO FOR IT. HERE ARE A FEW IDEAS:

› **Take part** in your school's extracurricular activities, such as theater, improv, the book club, etc. The idea is to have fun while exploring new facets of your personality.

› **Practice** your art. Make jewelry, draw, develop your photography skills—the choices are endless!

› **Take lessons** in dance, singing, music, etc. Fine-tune your skills, discover how good you are, and have fun!

› **Practice** an individual or team sport, such as soccer, basketball, volleyball, badminton, kickboxing, gymnastics, swimming, rock climbing, cheerleading—there are countless options to get yourself moving!

› **Join** a volunteer group at school or in your community. Helping others is very rewarding!

› **Learn** to build wooden furniture, fix a bike, disassemble and reassemble a computer, or become a do-it-yourselfer. If you're a jack-of-all-trades, there is plenty to choose from!

› **Explore** the sciences, such as chemistry, astronomy, biology, animal sciences, etc. There are so many—why not join your school science club?

THERE'S SO MUCH MORE TO LIFE.
BE CREATIVE, GET MOVING, GET INVOLVED!

THE EFFECTS OF ALCOHOL AND OTHER DRUGS

Consuming alcohol or other drugs affects brain function by disrupting communication between nerve cells. These changes affect judgment and alter behavior.

Alcohol, for example, may make you feel relaxed and less inhibited to say and do things you otherwise wouldn't. It affects your perception, concentration, and motor skills. Other drugs, such as marijuana, produce an altered perception of time, space, and your surroundings.

Because alcohol and other drugs change how we act and affect the decisions we make, consuming them has risks and may lead to negative consequences.



"I got a sexually transmitted disease because I had unprotected sex."
– Léa

Someone who has been drinking is more likely to have UNSAFE sex than someone who hasn't been drinking. Léa has a sexually transmitted infection and may have also become pregnant.

"I was involved in an accident and my arm was injured. My friend's brother was driving. We'd been drinking beer at their place."
– Philippe

Decisions made while under the influence of alcohol can have serious consequences. Philippe didn't think there was any risk in getting a ride from someone who had been drinking. He made a BAD decision because his judgment was impaired by alcohol.

"I was arrested in the park for smoking a joint."
– Étienne

SIMPLE POSSESSION of any quantity of drugs is a criminal offense that may lead to legal action and a criminal record, regardless of the accused's age. Étienne also learned that a marijuana joint contains 50% more tar than a cigarette and its smoke can cause AS MANY pulmonary problems as 4 to 10 cigarettes.

"I thought if I kept on playing, my poker skills would help me win every time. I thought I could beat Lady Luck. I racked up a debt of \$1,400, which I now have to pay back to a bunch of people."
– Pierre-Luc

Poker, for example, is a game of both luck and skill. In a match between two equally skilled players, luck will determine the winner. Going into debt, lying about gambling, and becoming increasingly involved in gambling are signs that a person may have a gambling problem.

WANT THE FACTS ON DRUG AND ALCOHOL USE AND GAMBLING?

CALL:

TEL-JEUNES – 1-800-263-2266

DRUGS: HELP AND REFERRAL – 1-800-265-2626 or 514-527-2626 (Montréal area)

GAMBLING: HELP AND REFERRAL – 1-800-461-0140 or 514-527-0140 (Montréal area)

Calls are answered 24/7.

YOU CAN ALSO GO TO

INTENSEAUNATUREL.COM

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The people appearing in them are actors.

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