

# HOW TO MAKE DRUG AWARENESS WEEK APPEALING TO YOUTH



**NOVEMBER 17 TO 23, 2013**

**26<sup>th</sup> DRUG AWARENESS WEEK**

ALCOHOL—DRUGS—GAMBLING

For 26 years now, Ministère de la Santé et des Services sociaux, in collaboration with Ministère de l'Éducation, du Loisir et du Sport and Ministère de l'Enseignement supérieur, de la Recherche, de la Science et de la Technologie, has been producing an information and awareness campaign to prevent the risks and consequences associated with drug and alcohol use and gambling among youth.

**Drug Awareness Week** (DAW), which runs from November 17 to 23 this year, is the high point of this campaign, which allows teachers and professionals working with youth to use intervention tools designed specifically for them.

## APPROPRIATE TOOLS

You have just received **posters** and **notebooks** with content adapted to one of the following age groups: 10 to 12, 13 to 16, or 17 to 24 years old.

These tools focus primarily on promoting the most effective protection factor known for countering the risks associated with drug and alcohol use and gambling—youth involvement in their schools and communities. Getting kids involved can help them develop personal and social skills and competencies that will be useful in various aspects of their lives, but also in preventing the risks and consequences of drug and alcohol use and gambling.

As recommended by experts, the tools for young people age 10 to 12 contain no information on drug and alcohol use. Given the development level of this age group, interventions should focus on developing protection factors (e.g., involvement, resistance to peer pressure, problem solving, etc.) rather than knowledge of the risks associated with drug and alcohol use. Only the tools designed for young people age 13 to 16 and 17 to 24 contain information on the effects, risks, and consequences associated with different forms of drug and alcohol use and gambling.

Note: It is suggested that you only work with the age-appropriate tools for your group.

## HOW TO TAKE ADVANTAGE OF THE NOTEBOOKS

Some teachers and youth workers may opt to hold a draw for the notebooks among young people who take part in a DAW-related activity. The notebooks can also be distributed during special DAW activities held at your facility. An even better way to use the notebooks is to create an activity inspired by their content. For example, distribute the notebooks and have a discussion on one of the topics they address.

## IDEAS FOR STRUCTURED ACTIVITIES: THE ACTIVITIES GUIDES!

An activities guide has been produced for each age group targeted by DAW. The activities guides feature activities designed to optimize skill development and takeaway of campaign messages among participants. Each guide contains activities whose goal is to promote youth involvement and the development of personal and social skills. The guides for youth age 13 to 16 and 17 to 24 also contain information on the effects, risks, and consequences associated with drug and alcohol use and gambling. To download the activities guide adapted to the age group you work with, go to [dependances.gouv.qc.ca](http://dependances.gouv.qc.ca) and click on *Drugs and Alcohol*, then *Drug Awareness Week*.

## WHAT ABOUT PARENTS?

The mailings of material intended for youth age 13 to 16 also contain a few copies of the information sheet intended for the parents of these young people. Its goal is to make parents aware of the important role they can play by supporting their children and getting them actively involved in their school or community. The document also features a link to a website where parents can find information on drug and alcohol use and gambling among youth. It's a good idea to make this information available, where applicable, to parents of youth age 13 to 16 as part of DAW. The information sheet cannot be ordered, but you can make photocopies of it or print it out by going to [dependances.gouv.qc.ca](http://dependances.gouv.qc.ca) and clicking on *Drugs and Alcohol*, then *Drug Awareness Week*.

## “INTENSE BY NATURE” CONTEST

Starting November 18, young people age 13 to 24 are invited to enter the “Intense by Nature” contest being held as part of the campaign at [intenseanaturel.com](http://intenseanaturel.com). There are some fabulous prizes to be won. If you wish, you can encourage the young people you work with to visit the website to learn more and enter.

## NEED MORE INFORMATION?

The website [intenseanaturel.com](http://intenseanaturel.com) contains a host of information on drug and alcohol use and gambling. This information can be useful for teachers, youth workers, and young people age 13 and over. You can also visit [dependances.gouv.qc.ca](http://dependances.gouv.qc.ca) and click on *Drugs and Alcohol*, then *Publications About Drugs and Alcohol* for more information.