



HOW TO MAKE DRUG AWARENESS WEEK APPEALING TO YOUTH

NOVEMBER 16 TO 22, 2014

DRUG AWARENESS WEEK
ALCOHOL - DRUGS - GAMBLING

For 27 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 et de la Science, 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 16 to 22 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.

Québec 

ADAPTED TOOLS

Posters and information **notebooks** have been created for young people, with content adapted to one of the following age groups: 10 to 12, 13 to 16, or 17 to 24 years old.

These tools aim to encourage young people to use the personal and social skills they have developed through involvement in engaging activities to deal with various situations they will face in life, including those related to the use of alcohol and other drugs, and gambling. These personal and social skills can help them avoid the associated risks and consequences.

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 risks and consequences associated with different forms of drug and alcohol use and gambling.

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

HOW TO GET THE MOST OUT OF THE NOTEBOOKS

The notebooks can be distributed at special awareness activities held at your facility during DAW or at another time of year. Some teachers and youth workers prefer to hold a draw for the notebooks among young people who have taken part in a DAW-related activity.

You can also create an activity inspired by the notebook content—in fact, this is recommended. For example, use the notebooks to initiate a discussion with young people on one of the topics covered.



NEED MORE INFORMATION?

The website resteencontrole.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 and click on Drugs and Alcohol, then Publications About Drugs and Alcohol for more information.

IDEAS FOR STRUCTURED ACTIVITIES: THE ACTIVITIES GUIDES!

An **activities guide** has been produced for each age group targeted by DAW. The activities guides feature “turnkey” activities designed to promote skill development and takeaway of campaign messages among participants. Each guide contains activities aimed at promoting 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 risks and consequences associated with drug and alcohol use and gambling. To download the activities guide for the age group you work with, go to dependances.gouv.qc.ca and click on Drugs and Alcohol, then Drug Awareness Week.

GET PARENTS INVOLVED

An information sheet for parents of youth age 13 to 16 can also be downloaded on the website. Its goal is to inform parents that they play an important daily role in developing their children’s personal and social skills and that these skills can help children deal with various situations, including those related to drug and alcohol use and gambling. You should help parents find the information they need to understand their children’s reality with regard to drugs, alcohol, and gambling. It’s a good idea to make this information available, where applicable, to parents of youth age 13 to 16 as part of DAW. You can download the information sheet and make photocopies by going to dependances.gouv.qc.ca and clicking on Drugs and Alcohol, then Drug Awareness Week.