

28TH DRUG AWARENESS WEEK

November 15 to 21, 2015
Alcohol – Drugs – Gambling



HOW TO MAKE DRUG AWARENESS WEEK APPEALING TO YOUNG PEOPLE?

For 28 years now, Ministère de la Santé et des Services sociaux, in collaboration with Ministère de l'Éducation, de l'Enseignement supérieur et de la Recherche, has been producing an information and awareness campaign to prevent the risks and consequences associated with drug and alcohol use and gambling among young people.

Drug Awareness Week (DAW), which runs from November 15 to 21, 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 offered emphasize **developing the skills needed to create a sound social network**. These skills, like self-confidence, proper communication, and listening, foster social inclusion and are important ways of equipping young people to face various situations in life, including those associated with 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 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. For instance, use the notebooks to start a discussion on one of the topics they address.



IDEAS FOR MORE STRUCTURED ACTIVITIES!

Numerous activity guides featuring “turnkey” activities have been produced in recent years. These guides foster skill development and understanding of campaign messages among participants. There is a suggested activity taken from these guides for each age group.

- > With young people age **10 to 12**, you can complete the Giant Board Game activity from the 2009 DAW activity guide. This game, which involves active listening, ties in with this year’s theme by promoting social skills.

View the Activities Guide. The Giant Board Game is on page 5.

- > For young people age **13 to 16**, you can use the Myth or Reality quiz provided during DAW 2012 on the risks and consequences associated with different types of drug and alcohol use and gambling.

Download the Myth or Reality quiz for young people age 13 to 16.

- > Young people age **17 to 24** can also take the Myth or Reality quiz from DAW 2012 on the risks and consequences associated with different types of drug and alcohol use and gambling.

Download the Myth or Reality quiz for young people age 17 to 24.



NEED MORE INFORMATION?

The website resteencontrole.com (French only) will direct you to the Québec government’s Portail santé mieux-être, which addresses a number of topics associated with alcohol and drug use 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 site contains a number of information documents and tools designed specifically for teachers and professionals working with young people.