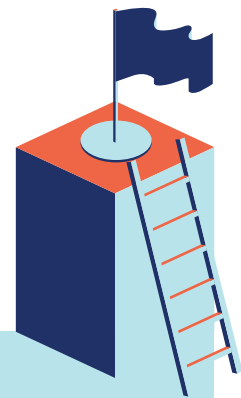


30th DRUG AWARENESS WEEK

November 19 to 25, 2017

ALCOHOL
DRUGS
GAMBLING



For 30 years, 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 running 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.

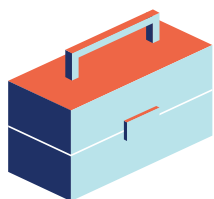
Drug Awareness Week (DAW)—the high point in the campaign—is back again this year, and runs November 19 to 25. The event provides an opportunity for teachers and other youth professionals to use intervention tools designed specifically for young people.

2017 THEME

The tools available this year focus on positive adaptive strategies. Studies show that young people with a wider range of positive adaptive strategies have fewer negative experiences when facing difficult or stressful situations. This keeps them from turning to drugs, alcohol, or gambling to cope with their problems.

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 learning 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 thus recommend that you use only the tools intended for your group.



WHERE CAN I GET DAW MATERIALS?

You'll find all the Drug Awareness Week posters, notebooks, videos, and special activities online at www.msss.gouv.qc.ca/professionnels/dependances (French only). The site has all the materials you need to organize prevention themed activities for young people. Most of the tools are available in French and English.

HOW TO MAKE DRUG AWARENESS WEEK APPEALING TO YOUNG PEOPLE?

ACTIVITIES AND INFORMATION FOR YOUNG PEOPLE AGE 10 TO 12

Educational posters and notebooks have been created for young people age 10 to 12.

You can hand the notebooks out to your group during special DAW activities or any other time of year. Or, use the notebook as inspiration and create your own activity! This year, the notebooks include a few short exercises. These can be used to start a discussion on one of the topics addressed.

To reinforce the messages and impact of 2017 Drug Awareness Week, we encourage you to use the *True or false?* questionnaire for this age group. In them, you'll find concrete questions for young people that explore some of the aspects of this year's theme in greater depth.

ACTIVITIES AND INFORMATION FOR YOUNG PEOPLE AGE 13 TO 16

An educational poster has been created for young people age 13 to 16. The rest of the material is available online.

We encourage you to watch **two short videos** with your group: first, the video entitled "Winning Strategies for Dealing with Stress and the Risks of Taking Drugs or Alcohol" for young people age 13 to 24, followed by the video entitled "The Importance of Having a Good Support Network and Speaking Up" for young people age 13 to 16. After you watch the videos, you can start a discussion about one of the topics addressed or lead the **activity** that goes with the video for young people age 13 to 16.

ACTIVITIES AND INFORMATION FOR YOUNG PEOPLE AGE 17 TO 24

Two educational posters have been created for young people age 17 to 24. The rest of the material is available online.

We encourage you to watch **two short videos** with your group: first, the video entitled "Winning Strategies for Dealing with Stress and the Risks of Taking Drugs or Alcohol" for young people age 13 to 24, followed by the video entitled "Overcoming the Challenges and Risks of Taking Drugs or Alcohol" for young people age 17 to 24. After you watch the videos, you can start a discussion about one of the topics addressed or lead the **activity** that goes with the video for young people age 17 to 24.



NEED MORE INFORMATION?

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

The Professionals section of the Ministère de la Santé et des Services sociaux website contains other informational documents and tools. Go to www.msss.gouv.qc.ca/professionnels/alcool-drogues-jeu/dependances/documentation (French only) for tools like the *More about Drugs* and *Law of Effect* posters, the *Young People and Designer Drugs* brochure, and more. These publications contain a wealth of information that can be used to start discussions with young people and answer the questions they may have about alcohol and other drugs, and gambling.