

**IT'S NOT WORTH  
THE RISK**

# **31<sup>ST</sup> ANNUAL DRUG AWARENESS WEEK**

**ALCOHOL  
DRUGS  
GAMBLING**

**NOVEMBER 18–24, 2018**

For the past 31 years, Ministère de la Santé et des Services sociaux, in cooperation with Ministère de l'Éducation et de l'Enseignement supérieur and other partners, 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 is the culmination of this campaign. Running from November 18 to 24 this year, the event gives teachers and other professionals an opportunity to engage with young people using tools designed to raise their awareness.

## **THEME FOR 2018**

This year, the materials put a strong emphasis on getting young people engaged in different areas of their lives. Engagement can take many forms, including volunteer work, individual or team sports, the arts, and political or social involvement. According to the latest evidence-based research, meaningful engagement appears to be one of the most significant protective factors in young people for preventing problems related to drug and alcohol use and for helping them develop personal and social skills.

As recommended by experts, the tools for 10- to 12-year-olds do not contain any information about drug or alcohol use. Interventions with this age group should focus on helping them develop protective factors rather than learn about the risks associated with drug and alcohol use and gambling. Only the tools designed for young people ages 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.

We recommend that you provide only age-appropriate tools to your group.

## **WHERE ARE THE TOOLS?**

All posters and activities offered as part of Drug Awareness Week are available at [www.msss.gouv.qc.ca/professionnels/dependances](http://www.msss.gouv.qc.ca/professionnels/dependances) (French only). You'll find all the materials you need there to plan your prevention activities. Most of the materials are available in both French and English.

## HOW TO MAKE DRUG AWARENESS WEEK APPEALING TO YOUNG PEOPLE?

### ACTIVITY AND INFORMATION FOR AGES 10–12

A poster was printed for ages 10–12. The rest of the materials are offered online only. You'll find an origami fortune teller activity to introduce to this age group. It explores the theme of engagement and digs deeper into certain aspects with concrete questions you can ask.

### ACTIVITIES AND INFORMATION FOR AGES 13–16

A poster was printed for ages 13–16. The rest of the materials are offered online only. The activity for this age group is called **Choose Your Challenge**. It explores the theme of engagement and delves deeper into certain aspects, including developing personal and social skills. You're also invited to play **True or False?**, which asks questions specific to this age group about the risks and consequences associated with their alcohol or drug use or gambling experiences. This game helps reinforce the messages and boost the effectiveness of Drug Awareness Week prevention activities.

### ACTIVITY AND INFORMATION FOR AGES 17–24

A poster was printed for ages 17–24. The rest of the materials are offered online only. You're also invited to play **True or False?**, which asks questions specific to this age group about the risks and consequences associated with their alcohol or drug use or gambling experiences. This game helps reinforce the messages and boost the effectiveness of Drug Awareness Week prevention activities.

### NEED MORE INFORMATION?

Visit the Québec government's website at [www.Quebec.ca/alcooldroguesjeu](http://www.Quebec.ca/alcooldroguesjeu) for information on a number of topics associated with alcohol and drug use and gambling. This information is intended for young people 13 and older and their parents, but it 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 (French only) also offers informational documents and tools. At [www.msss.gouv.qc.ca/professionnels/alcool-drogues-jeu/dependances/documentation](http://www.msss.gouv.qc.ca/professionnels/alcool-drogues-jeu/dependances/documentation) you'll find resources including the posters *More About Drugs* and *The Law of Effect* and the brochure *Young People and Designer Drugs*. These publications contain a wealth of information that can help support conversations with young people or provide answers to questions they may have about alcohol and drug use and gambling.