



A Drug Prevention Strategy for Canada's Youth

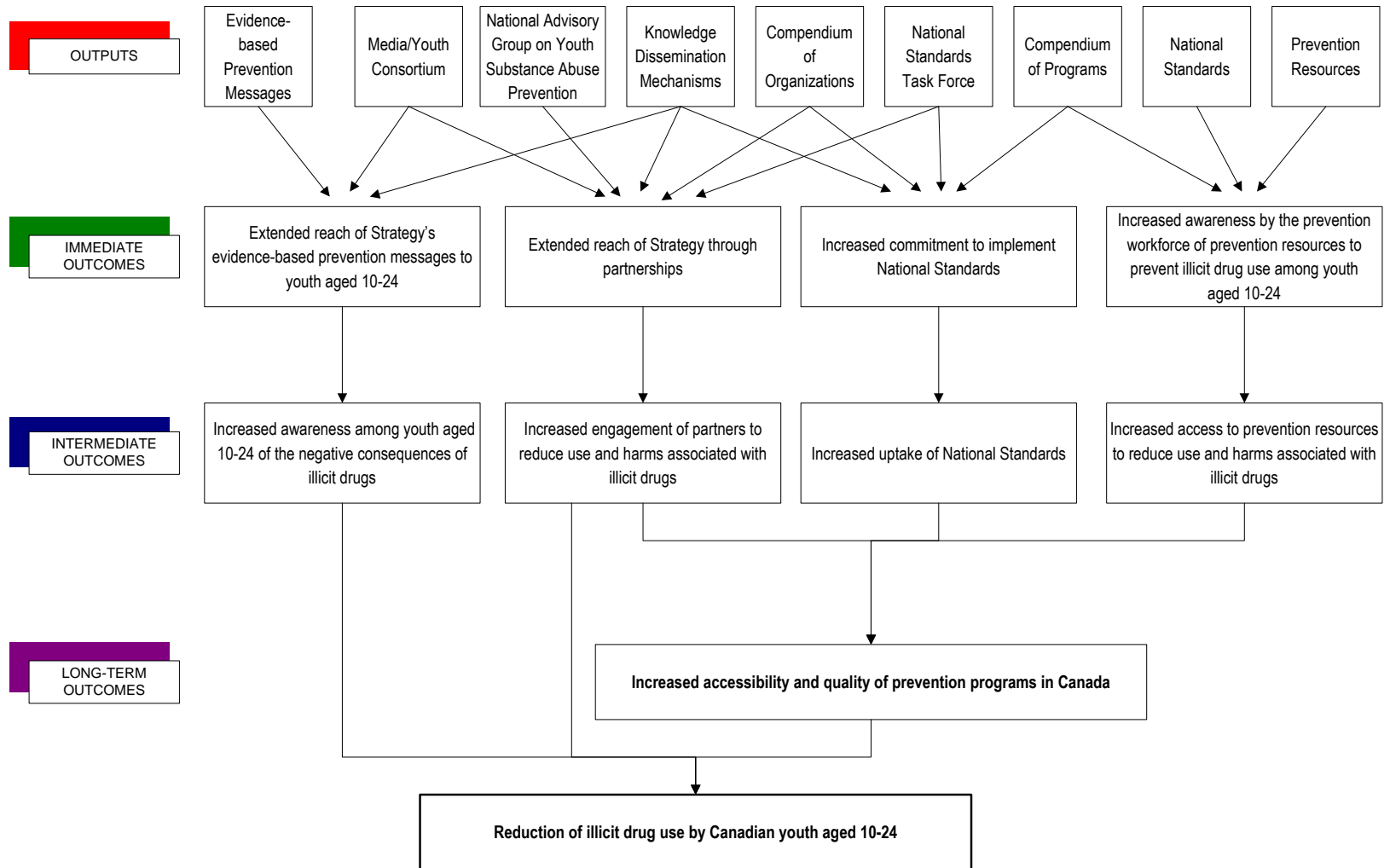
Quiz: True or False?

- About one fifth of 15–17 year olds and almost one third of 18–19 year olds report past-year cannabis use.
- Hallucinogenic drugs such as psilocybin (“magic mushrooms”) and mescaline are the next most popular illicit drugs after cannabis, with about 10% of junior high and high school students reporting use.
- It is fairly common to find someone who uses only one substance exclusively.
- The gender gap may be narrowing according to some recent surveys that show girls are as likely as boys to drink alcohol, binge drink, get drunk, smoke, and use an illicit drug.
- In Canada, the latest statistics show that tobacco, alcohol and illegal drug use contribute to 21% of all deaths, 25% of potential years of life lost, and 19% of days spent in hospital for Canadians aged 15 or older.
- Canadian studies show that the average age of first tobacco use is about 12, first alcohol use and first intoxication is about 13, while the first use of cannabis and other drugs usually occurs at about 14.
- 65% of street youth reported drug use.
- Young adults between the ages of 25-30 are the most likely to use substances, engage in risky forms of use, and experience harms as a result.

CCSA's Drug Prevention Strategy for Canada's Youth

- **Goal: to reduce illicit drug use by Canadian youth between the ages of 10 and 24**
 - ❖ Reduce the *number of youth* using illicit drugs
 - ❖ Deter/delay the *onset* of use
 - ❖ Reduce the *frequency* of use
 - ❖ Reduce the use of *multiple* illicit drugs by those who use

- **Three approaches and deliverables within each:**
 - ❖ National Standards
 - ❖ Media/Youth Consortium
 - ❖ Sustainable Partnerships





Media/Youth Consortium

Objective

- To mobilize youth-marketing and youth-servicing organizations around a drug prevention campaign by creating task-specific alliances that result in the ongoing delivery of consistent, evidence-informed messages in order to increase awareness and understanding among youth aged 10–24 of illicit drugs and their related harms.



The Process: Strategic and Creative Development

Strategic Development

Client Briefing

- Business Objectives & Strategies
- Marketing Objectives & Strategies

Strategic Imperatives & Insights

- Clarify the marketing challenge and context
- Identify the insights that link market, brand & cons.
- Restate the communication objective, if necessary

Strategic Territories

- Development of 3-4 strategic territories

Strategic Territory Testing

- Validate the strategic approach
- Identify the strategy that is the most relevant, persuasive and motivating

Strategy & Creative Brief

- The **Strategy** outlines: role of the marketing mix, target priorities, brand/tactic communication, etc.
- The **Creative Brief** outlines: the approach the idea should develop from, the expected result, the specific deliverables

Creative Development

Creative Expression

- An idea that is capable of driving an integrated campaign for a brand, product or service
- Includes: program/brand name; specific media applications

Creative Testing

- Conducted during creative development for the purpose of evaluating the communication message
- Aimed at understanding how the creative delivers on the strategy

Implementation

- Execution: media placement, public relations, tactics, et cetera

Evaluation

- Tracking: aimed at judging effectiveness
- A study that tracks response to a communication initiative over time

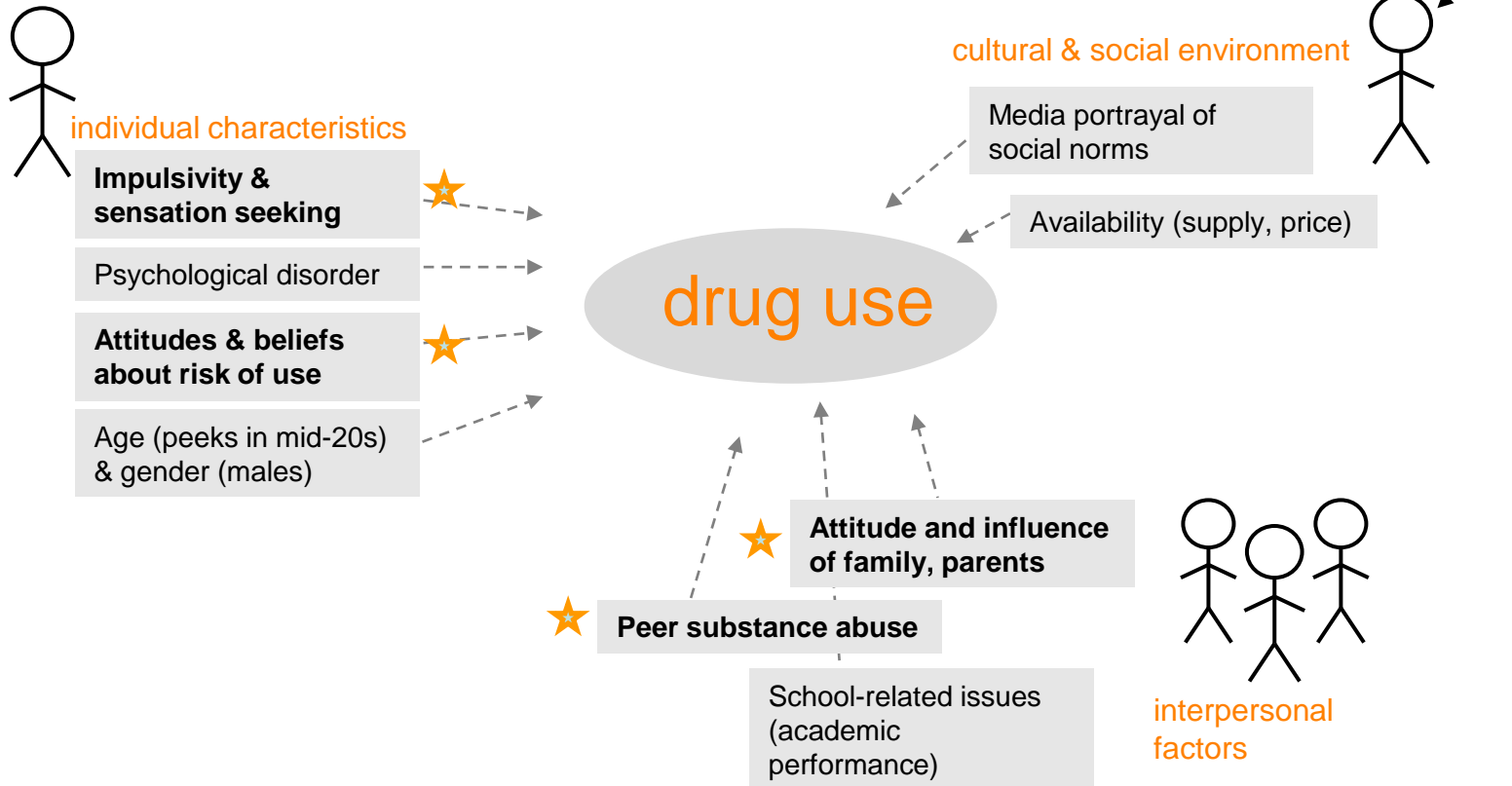
Research

Research

Research

Strategic Development

Each strategic territory aimed to break down a different factor driving drug use



Strategic Territories

- **Each territory was expressed using short stories/scenarios to facilitate testing with youth aged 10–24**
- **500 youth were selected based on age and psychographic profile**
 - ❖ Open but persuadable
 - ❖ At risk
 - ❖ Other (combination of indicators from other two groups)
- **The territories were tested online for**
 - ❖ Believability
 - ❖ Power to influence or garner support
 - ❖ Creative potential (e.g., affinity, appeal, uniqueness)

The Result...

www.xperiment.ca



How Can You Use the Website as Prevention Tool?

- The website addresses 3 drugs: cannabis, ecstasy and cocaine
- Possibility of partnering with CCSA to develop additional modules





National Standards

Objective of National Standards

- **Improve the quality of youth-oriented drug prevention initiatives in Canada**
 - ❖ Develop a set of evidence-based standards for effective substance abuse prevention that can be used by the prevention workforce, and support effective prevention efforts across Canadian communities



Developing National Standards: The Process

- The National Standards Task Force, made-up of a small group of Canadian experts in the field of prevention, developed the National Standards in consultation with stakeholders.
- A Knowledge Exchange Plan was developed to facilitate the implementation and uptake of the Standards.
- The first version of the National Standards for school-based initiatives was completed on March 31st, 2009.
- The second phase of the National Standards will involve standards for post-secondary initiatives or community-based initiatives.

National Standards Initiative

- **National Standards**
- **Database/Compendium of Programs**
 - ❖ A searchable database/compendium of programs that meet the National Standards
 - ❖ Voluntary submissions of prevention initiatives will be listed.
- **Prevention Resources**
 - ❖ Toolkits and other prevention resources to support the workforce and families
 - ❖ Tools to promote knowledge and awareness of effective youth substance abuse prevention to the prevention workforce
 - ❖ Tools for parents to discuss prevention with their children within the family environment

The Result...

Add links





Sustainable Partnerships

National Advisory Group on Youth Substance Abuse Prevention (YSAP)

- **Mandate:**

- ❖ To develop, implement and evaluate deliverables related to a prevention strategy for youth aged 10–24 that is informed by provincial/territorial/organizational, Aboriginal, community and youth representation

- **Objectives:**

- ❖ To identify key issues related to youth drug prevention that would benefit from national leadership and coordination;
- ❖ To make recommendations for action related to key areas identified by the Advisory Group;
- ❖ To formulate high-level advice concerning the mechanisms necessary to support these recommendations and to facilitate their implementation and evaluation; and
- ❖ To provide advice to other national advisory groups on measures relating to youth substance abuse prevention.



Thank you!

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