

# COMMUNITY ANTI-DRUG COALITIONS

## WORKING TOGETHER TO CREATE SAFE, HEALTHY, AND DRUG-FREE COMMUNITIES

### BENEFITS FOR THE COMMUNITY

The **International Drug Awareness Research Foundation (IDARF)** was formed to help build healthier communities by increasing awareness of the effects of substance abuse, encouraging substance free lifestyles and providing solutions for drug abuse.

Our nation's number one health problem is substance abuse:

- Young people are experimenting with drugs, alcohol, and tobacco at early ages
- Substance abuse causes more deaths, illnesses, and disabilities than any other preventable health problem today
- One in every four deaths is attributable to alcohol, tobacco, and drug abuse
- There is a gap between what we know and what we are actually doing to address a problem that is 'largely preventable, and treatable'

The mission of **IDARF** is to promote healthy lifestyles and bring about social change within communities by fostering the education of youth and adults about the dangers of substance abuse. Efforts will focus on distributing products and delivering programs that are specifically designed to reduce the damage caused to society through substance abuse.

### OBJECTIVES

#### How does IDARF meet its Goals

**IDARF** intends to accomplish this by building coalitions that each has a community focus, assessing how to best reach out to the community and by using unique, high-impact educational products and programs specifically designed for this purpose.

The four main objectives of **IDARF** are to:

- 1. Create and mobilize community anti-drug coalitions.**
- 2. Assess community needs on drug awareness, prevention and education.**
- 3. Provide complete comprehensive programs on drug, prevention, education and other resource materials to assist a community with its prevention and education efforts.**

**4. Distribute educational material to every home and to equip parents, employers, educators and young people of all ages with information about the real effects of drugs through graphic, visual and other educational media.**

**IDARF** intends to achieve these objectives as follows:

**1. Create and mobilize community anti-drug coalitions**

Coalitions will be developed in communities to raise awareness of the dangers of drug abuse and reach out to those who have been identified as higher risk for drug abuse. These coalitions will work with communities to educate both parents and children as this approach is seen as a key in substance abuse prevention.

In conjunction with building the coalitions, partnerships will be formed with organizations in the communities to broaden the reach of the coalitions and reach more individuals. Organizations that are already predisposed to educating communities about wellness and the dangers of drug abuse, in particular, **IDARF** will seek coalitions with education and health organizations to spread the life-saving substance abuse prevention message on a widespread basis:

- Education: Regional school commissions, middle level and senior high schools, colleges and universities, private schools, vocational schools
- Health Care: physicians and dentists, hospitals, clinics, health services centres

**IDARF** will also broaden its base and reach more people by building partnerships with the following:

- Social Services: Substance abuse and treatment centres, community centres, counselling and therapy centres or clinics, education law enforcement
- Religions: churches, synagogues, mosques, temples
- Communities: youth organizations and centres, health clubs, social clubs, fundraising organizations
- Sports: sports organizations, coaches and youth leaders
- Corporation/employers: small, medium and large sized businesses
- Public Services: Police departments and other law enforcement organizations, fire stations, municipal and federal government centres, libraries, military
- Community Households: Parents and families

In addition, **IDARF** will approach law enforcement agencies as potential leaders for the coalitions as a part of their community education programs.

## **2. Assess community needs on drug awareness, prevention and education**

IDARF will seek volunteers and form partnerships with organizations and individuals from within the community to form a network of experts from the field of drug awareness and prevention. Each coalition will focus on the community in which it is located to determine the individual needs for that community.

Based on this initial assessment, the coalition can then determine which educational products and programs are most appropriate for that community and how to best distribute them to have the maximum impact.

The coalitions will be organized with the specific purpose of partnering with groups to provide services, distribute the **Self-Destructive Use of Drugs** poster throughout communities in a way that will have the maximum impact and deliver other programs as deemed appropriate for each specific community.

## **3. Provide complete and comprehensive programs on drug, prevention, education and other resource materials to assist a community with its prevention and education efforts.**

At this time, one of the most effective tools is the **Self-Destructive Use of Drugs** poster, which was developed to target youth. The **Self-Destructive Use of Drugs** poster has already reached thousands of people and communities world-wide. The poster has received public endorsements from some of the best-known organizations in the United States, Canada and abroad including Health Canada, Department of National Defence, RCMP, Health Care Professionals, Canada and U.S. Departments of Education, D.A.R.E America, U.N.I.C.E.F., U.S. Air Force Space Command and numerous governments, corporations, institutions and organizations. Visit [www.idarf.org/signatureproduct.htm](http://www.idarf.org/signatureproduct.htm) and [www.idarf.org/endorsers.htm](http://www.idarf.org/endorsers.htm)

With the funds raised through community based sponsorship programs, **IDARF** will make this poster more accessible and increase its distribution. Based on the feedback from the police associations that have distributed the posters, the benefits are evident. Notably, constable Shendera of Lyndsey, Ontario has a high demand for the poster and states that schools constantly request more from the Ontario Provincial Police Drug Awareness Program as the students respond well to and learn from the posters. Likewise, Agent Daniel Jutras of the Sûreté du Québec, poste in Drummondville Québec, distributed the posters to schools. Additionally, these posters are also useful in educating adults in the workplace about the risks associated with substance abuse.

A calendar that addresses the effects of a different drug for each month of the year is available for sports teams and other groups to sell as a fundraiser. This calendar has been used by figure skating associations in Quebec and has been a useful tool for educating families about the risks associated with substance abuse. Visit [www.idarf.org/fund-raising.htm](http://www.idarf.org/fund-raising.htm)

**IDARF**, through its coalitions, will provide the following professional services:

- Assessment / Evaluation;
- Developing community-based action plans and contacts;
- Provide a trained counsellor for individuals experiencing problems with drugs and alcohol abuse, tools and techniques that counsellors can use;
- Professional one-on-one counselling services;
- Referrals / liaisons to outside agencies, and Treatment Centers;
- Medical exams and rehabilitation services to Government and Corporate clients;
- To provide education and information to staff and their families about the real effects of substance-abuse through graphic visual and other educational media;
- Occupational Health Programs;
- Teaching- training;
- Conferences;
- Workshop- presentation;
- Developing and implementing customized programs.

The programs that have been developed include live seminars, guest speakers, and educational instruction tapes designed for: schools, corporations, military, cities and towns, institutions, government agencies, medical, native councils. **IDARF** will also provide the following services:

#### Educational Services

Coalitions will assist local education boards and communities to develop comprehensive programs for drug-free learning environments.

#### Physical Rehabilitation Services

Coalitions may provide training for vocational rehabilitation counsellors who provide services to persons with a primary or secondary disabling condition resulting from drug abuse.

#### Labour Services

Coalitions will offer health and wellness programs that provide education and assistance to employees and their families, and will support outreach and information dissemination for employers, labour unions, and

associations wishing to establish work place substance-abuse policies that require training and educational materials.

Coalitions will also have access the following posters and videos:

#### Posters

- High impact graphic posters on legal and illegal drugs
- Individual posters on alcohol and tobacco
- Posters on HIV and sexually transmitted diseases
- Drug-fact charts
- Resource material

#### Videos

- AIDS: Understanding Aids- What Teens Need to Know (19 minutes)
- ALCOHOL: Facts Myths and Decisions (20 minutes); The Truth About Alcohol (18 minutes)
- ARF-DRUGS: The Choice is Yours (29 minutes); Women's Choices, Women's Voices (28 minutes)
- ARF-YOUTH & DRUGS SERIES: Unit 1 - Adolescent Development; Unit 2 - Drugs and Their Use; Unit 3 – Identification; Unit 4 – Assessment; Unit 5 - Case Study Chris
- COMMUNICATIONS PROFESSIONAL INFORMATION: Our Move
- DRINKING & DRIVING: Game Over (18 minutes); You be the Judge (15 minutes)
- DRUG ADDICTION: Hooked Not Me! (33 minutes); Real People: Meet a Teenage Drug Addict (24 minutes); Addictive Behaviour (15 minutes); Crack Cocaine ; A Teenager's Story (28 minutes); Hard Facts About Drugs: Alcohol, Marijuana, Cocaine & Crack (22 minutes); The Boy Who Was Swallowed by the DRUG MONSTER (13 minutes)
- DRUGS & TRAVEL: Gambit (8 minutes)
- DRUGS & ALCOHOL 1996: Masquerade (30 minutes)
- FOSTER CARE: School Success and Foster Care (24 minutes)
- LISTEN TO US SERIES: About Group Homes (18 minutes); Four Personal Stories (55 minutes); Telling It All (31 minutes); Three Personal Stories (45 minutes)

- MARIJUANA: Marijuana and Your Mind (27 minutes); Marijuana : The Burning Truth (25 minutes)
- NATIVE ISSUES IN ADDICTION: Who We Are : A Celebration of Native Youth (34 minutes)
- PEER PRESSURE: Drugs, Your Friends & You (24 minutes); Peer Pressure: Drugs... and You (33 minutes); These Kids are Tough (24 minutes)
- PLAY ON DRUG INFORMATION: Open Flame (26 minutes)
- SCHOOL DROP OUTS: The Best of Stay in School Collage (8 minutes)
- SEXUAL ABUSE: Where Angels Dare (20 minutes)
- SMOKING: A Fresh Start (27 minutes); Diary of a Teenage Smoker (26 minutes); Smoking: The Burning Truth (20 minutes); Tobacco and You (20 minutes); Where There's Smoke (10 minutes)
- SMOKING ADVERTISEMENTS: Dirty Business (32 minutes); Selling Lies: Kids, Ads & Smoking (23 minutes)
- STRAIGHT TALK SERIES: Getting Straight (30 minutes); Hitting Rock Bottom (30 minutes); Starting Early (30 minutes)
- YEAGER-PROFESSIONAL INFO: Addiction Recovery (30 minutes); Assessment & Treatment Planning (30 minutes); Psychology of Selves (30 minutes)
- YOUR CHOICE... OUR CHANCE: Community Program - Parents & Schools (30 minutes); Information Program (30 minutes); Partners, Sunrise (30 minutes); House (Community Programs); I Need to Talk to You, We can't Do It Alone (30 minutes)
- YOUR CHOICE... OUR PROGRAM: Student Program #1 Penalty Kick (Risk Factor) (15 minutes); Student Program #2 I Think, I Am (Self Concept) (15 minutes); Student Program #3 Fitting In (Stress) (15 minutes); Student Program #4 The Big Break (Media) (15 minutes)

**4. Distribute its educational material to equip parents, employers, educators and young people of all ages with information about the real effects of drugs through graphic, visual and other educational media.**

Through coalitions and partnerships, poster and calendars will be distributed into communities and homes to educate individuals about the dangers and effects of using drugs. In addition, the calendar is available for sports teams and other groups to sell as a fundraiser. Calendars will be customized for each school and will serve as an effective tool for educating entire families.

In addition, the coalitions will have access to the previously listed resources and will be able to select the most effective tools based on the assessed needs of each community.