

HEALTH PROMOTION AND SUBSTANCE MISUSE PREVENTION **A Web Reference List and Toolkit for Health Promoters**

ODAP – Ontario Drug Awareness Partnership:
<http://odap.org/Default.aspx?SID=1236118974&cID=924860007>

ODAP Resources:
<http://odap.org/Default.aspx?SID=1236118974&cID=1236205156>

PAD - Parent Action on Drugs:
<http://www.parentactionondrugs.org/frenchpage.php>

Health Promotion Strategies

- Charte d'Ottawa pour la promotion de la santé/ Ottawa Charter, the guiding document for health promotion strategies that enable people to increase control over, and to improve, their health. See charter strategies at <http://www.phac-aspc.gc.ca/ph-sp/docs/charter-chartre/index-fra.php>
- PS 101, Cours sur la promotion de la santé, Ontario Health Promotion Resource System - Online course in health promotion with essential health promotion concepts
http://www.ohprs.ca/hp101_f/mainfr.htm
- Le Portail Canadien des Pratiques Exemplaires en Matière de Promotion de la Santé et de la Prévention des Maladies Chroniques, Agence de la Santé Publique du Canada [Http://Cbpp-Pcpe.Phac-Aspc.Gc.Ca/Index-Fra.Html](http://Cbpp-Pcpe.Phac-Aspc.Gc.Ca/Index-Fra.Html)
- Initiative stratégique – Recherche sur les dépendances: Approches novatrices de la recherché, Instituts de recherché en santé du Canada <http://www.irsc.gc.ca/f/25700.html>
- Introduction à la Planification de Programmes de Promotion de la Santé – The Health Communication Unit (THCU) http://www.thcu.ca/resource_db/pubs/202539826.pdf
Slideshow http://www.thcu.ca/resource_db/pubs/677756372.pdf
- Aperçu: Des Campagnes de Communication dans le Secteur de la Santé – THCU
http://www.thcu.ca/resource_db/pubs/419204294.pdf
- Évaluation des Programmes de Promotion de la Santé - THCU
http://www.thcu.ca/resource_db/pubs/171570190.pdf
Slideshow http://www.thcu.ca/resource_db/pubs/917341002.pdf
- Changement de Comportements : Un Cadre D'application – THCU
http://www.thcu.ca/resource_db/pubs/511790353.pdf
- Stratégies pour rédiger une proposition efficace - Coalition des Communautés en santé de l'Ontario http://ccso.ca/ressources/OHCC-handbook-french_2.pdf

Health Promotion Resources, Suggested Readings

Professional development

- Le Réseau des centres ontariens de ressources pour la promotion de la santé - Free information and resources, education and training, consulting and mentoring, networking and referrals at http://www.ohprs.ca/index_f.html
- Key newsletters & e-bulletins for the health promoter at <http://www.nexussante.ca/promotion/index.htm>
- Le Bloc Notes, Bulletin d'information en promotion de la santé – Nexus Santé <http://www.leblocnotes.ca/>
- Prêts pour l'action: Les déterminants sociaux de la santé - Ontario Chronic Disease Prevention Alliance <http://www.ocdpa.on.ca/docs/PrimertoAction-FR.pdf>
- Signes de progrès, signes de prudence: Méthode en douze étapes pour savoir ce qui se passe vraiment dans votre communautés - Coalition des Communautés en santé de l'Ontario <http://www.ohcc-ccso.ca/fr/signes-de-progres-signes-de-prudence-methode-en-douze-etapes-pour-savoir-ce-qui-se-passe-vraiment-da>

Government sources

- Santé Canada, Protection et promotion de la santé <http://www.hc-sc.gc.ca/sr-sr/activ/protection/index-fra.php>
- Ontario Ministry of Health and Long Term Care, Ontario Public Health Standards 2008 http://www.health.gov.on.ca/french/providersf/programf/pubhealthf/oph_standardsf/ophsf/progststdsf/pdfs/ophs_2008f.pdf or, for a powerpoint presentation on the main points see [http://www.apheo.ca/resources/indicators/APHEO%20CO%20OPHS%20Dec5%202008%20v2.ppt?PHPSESSID=7ca5510316e79afdc8518f830328ecac#397.1,Ontario Public Health Standards and Protocols APHEO Core Indicators Strategic Planning December 5, 2008 Joanne Thanos Public Health Standards Branch \(Anglais seulement\)](http://www.apheo.ca/resources/indicators/APHEO%20CO%20OPHS%20Dec5%202008%20v2.ppt?PHPSESSID=7ca5510316e79afdc8518f830328ecac#397.1,Ontario Public Health Standards and Protocols APHEO Core Indicators Strategic Planning December 5, 2008 Joanne Thanos Public Health Standards Branch (Anglais seulement))
- Gouvernement du Canada, Stratégie nationale antidrogue <http://www.strategienationaleantidrogue.gc.ca/>
- Ministère de la Santé et des Soins de longue durée, Programmes ontariens de promotion de la santé et de prévention de la maladie <http://www.health.gov.on.ca/french/publicf/pubf/hpromof/hpromof.html>
- Agence de la santé publique du Canada, Les déterminants sociaux de la santé http://www.phac-aspc.gc.ca/ph-sp/resources-ressources/sujet_determinants-fra.php
- Cadre national d'action pour réduire les méfaits liés à l'alcool et aux autres drogues et substances au Canada http://www.nationalframework-cadrenational.ca/index_f.php?orderid_top=2
- Facteurs de risque et de protection, Sécurité publique Canada <http://www.securitepublique.gc.ca/prg/cp/risk-factors-fra.aspx>
- Publications de l'alcool et prévention des drogues, Santé Canada <http://www.hc-sc.gc.ca/hl-vs/pubs/adp-apd/index-fra.php>

Alcool

- Suggested readings on alcohol policy at <http://www.apolnet.ca/resources/ressources.html>
- Directives de consommation d'alcool à faible risqué at <http://www.lrdg.net/francais/home.html>
- Media campaign on alcohol as a risk factor for chronic disease http://www.frcentre.net/library/ASC_Brochure_Fr.pdf

Drogues

- Drug Awareness Week 2006 products <http://www.odap.org/Default.aspx?slID=1163443500&cID=1502529725>

Harm Reduction

“Harm reduction is any program or policy designed to reduce drug-related harm without requiring the cessation of drug use. Interventions may be targeted at the individual, the family, community or society” (Centre de toxicomanie et de santé mentale, 2008). For CAMH’s complete definition on Harm Reduction see

http://www.camh.net/fr/Public_Policy/Public_policy_papers/harmreductionposition_fr.html

Health Promotion organizations

- Association to Reduce Alcohol Promotion in Ontario (ARAPO) and APN- Réseau des politiques sur les boissons alcoolisées. Website in Anglais : <http://www.apolnet.ca> ; Resources available en Français: <http://www.apolnet.ca/resources/ressources.html>
- Centre canadien de lutte contre l'alcoolisme et les toxicomanies <http://www.ccsa.ca/Fra/Pages/Home.aspx>
- Centre de toxicomanie et de santé mentale <http://www.camh.net/fr/>
- Coalition des communautés en santé de l'Ontario <http://www.ohcc-ccso.ca/fr>
- Council on Drug Abuse (CODA) <http://www.drugabuse.ca>
- FOCUS Resource Centre – Ressources en Français http://www.frcentre.net/resources/dsp_frenchResources.cfm
Vanier FOCUS Coalition is the francophone FOCUS centre in Ottawa <http://www.frcentre.net/communities/vanier.htm>
- Nexus Santé http://www.nexussante.ca/a_propos/index.htm
- Ontario Drug Awareness Partnership <http://www.odap.org/Default.aspx?slID=1236118974>
- Ontario Ministry of Health Promotion <http://www.mhp.gov.on.ca/french/>
- Parent Action on Drugs (PAD) Website in Anglais: <http://www.parentactionondrugs.org>; Resources available en Français: <http://parentactionondrugs.org/frenchpage.php>
- Public Health Ontario <https://www.publichealthontario.ca/portal/server.pt>
- The Health Communication Unit http://www.thcu.ca/index_f.htm

Current Controversies in Health Promotion

- Should legal blood alcohol level be lowered? <http://www.madd.ca/francais/news/p20070206-1-fr.htm>
- Current safe school legislation in Ontario mandates suspension or exclusion for alcohol or drug use at school <http://www.edu.gov.on.ca/safeschl/fre/ssa.html>
- Do school-based peer education programs address harm reduction? See Réduction des méfaits et les jeunes dans le CCLAT website <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-11341-2006.pdf>
- Key strategies to reorienting health services http://www.ohprs.ca/hp101_f/mod1/module1c7_f.htm
- Les coûts de l'abus de substances au Canada, 2002, CCLAT <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-011333-2006.pdf>
- The Prevention Paradox – Defined by Geoffrey Rose, describes the fact that in order for change to reach a person that will benefit from it, messages of change need to be sent to a great number of people that will not benefit from the change. For an example of the Prevention Paradox see http://www.iceri.org/research_ops/Annual%20Symposium%20PPTS/Keynote%20Nov%2015-John%20Frank-Smoking%20&%20the%20Prevention%20Paradox%20of%20Geoffrey%20Rose.pdf (Anglais seulement)

YOUTH AS TARGET GROUPS AND EDUCATORS

Youth as Target Groups

Information about the audience

- Le Sondage sur la consommation de drogues et la santé des élèves de l'Ontario (SCDSEO) determines age of onset of drug use and notes that early onset is lessening but is still present. Le SCDSEO provides information on drug use among Ontario grade 7-12 students since 1977. Last release, November 2007. For more information see http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/OSDUS/OSDUHS2007_DrugDetailed_final.pdf
- For a rapport sur la santé mentale et le bien-être of Ontario Students based on results from the SCDSEO see http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/OSDUS/OSDUHS2007_MentalHealth_Detailed_Final.pdf
- For statistics on drug use at the national level see l'Enquête sur les toxicomanies au Canada <http://www.ccsa.ca/fra/priorities/research/canadianaddiction/pages/default.aspx>

Meilleures Pratiques for a youth audience

- Prévention des problèmes attribuables à la consommation d'alcool et d'autres drogues chez les jeunes - Un compendium des meilleures pratiques, Santé Canada - <http://www.hc-sc.gc.ca/hl-vs/pubs/adp-apd/prevent/intro-fra.php>

Campaigns for youth Health Promotion

- ÉTAT D'IVRESSE ? Trousse de l'enseignant(e) sur la publicité pour les boissons alcoolisées – APN, Réseau des politiques sur les boissons alcoolisées
http://www.apolnet.ca/arapo/EducatorsKit_3rdEdition_FR_2007.pdf
- Éducation des élèves sur la toxicomanie et la santé mentale - Document d'accompagnement du programme-cadre de l'Ontario
http://www.camh.net/fr/education/Resources_teachers_schools/Drug_curriculum/index.html
- Passer à l'action sur les problèmes liés à l'alcool dans les écoles et sur les campus – APN, Réseau des politiques sur les boissons alcoolisées
<http://www.apolnet.ca/resources/pubs/LTA-Schools-FR.pdf>
- Information sur les enfants, les jeunes et les familles – Centre de toxicomanie et de santé mentale http://www.camh.net/fr/About_Addiction_Mental_Health/Child_Youth_Family_Resources/index.html
- Les mères contre l'alcool au volant (MADD Canada) - educational resources for high school youth about the risks of impaired driving related to alcohol and marijuana use. See <http://www.madd.ca/francais/youth/index.html>
- Ontario Physical Health and Education Association & Réseau des centres ontariens des ressources pour la promotion de la santé, curriculum and school based resource centre. Website en Anglais : <http://www.activehealthykids.ca/ophea/ophea.net/takeactionoverview.cfm>; Resources available en Francais : <http://www.activehealthykids.ca/ophea/ophea.net/francais.cfm>
- Re-orienting health services – Programme national de lutte contre l'abus de solvants chez les jeunes http://www.hc-sc.gc.ca/fnih-spni/substan/ads/nysap-pnlasj_f.html
- Health promotion strategies addressing prevention of alcohol-related problems with youth policy, LCBO <http://www.lcbo.ca/french/socialresponsibility/alcoholminors.shtml>
- GardeControle.ca campagne, l'Association pour la santé publique de l'Ontario www.gardecontrole.ca
- Le Gendarmerie royale du Canada et les jeunes working together http://www.deal.org/content/index.php?option=com_content&task=view&id=126&Itemid=137&lang=fr
- Partager nos connaissances: améliorer les programmes et pratiques communautaires de la réduction des méfaits au Canada <http://www.canadianharmreduction.com/project/index.php?language=french>
- Toxicomanie (Ressources) - Agence de la santé publique du Canada: http://www.phac-aspc.gc.ca/chn-rcc/saa-toxicomanie-fra.php?rd=substance_toxico_fra

Youth-to-Youth and Peer Education

Why and how to engage youth in health promotion?

- Le Centre d'excellence pour l'engagement des jeunes is a group of partners dedicated to collaborating on authentic youth <http://www.centreengagement.ca/>

Best Practices for Peer Education

- Peer Education: From Evidence to Practice, National Centre for Education and Training on Addiction, Australia <http://www.nceta.flinders.edu.au/pdf/peer-education/entire-monograph.pdf> (Anglais seulement)
- French Resources for peer educators at Peer.ca <http://www.peer.ca/french.html>
- Best practices in harm reduction peer project, Street Health <http://www.streethhealth.ca/Downloads/BestPracPeerProj.pdf> (Anglais seulement)

Effective Peer-Education campaigns

- YouthNet/Réseau Ado Ottawa is a bilingual regional mental health promotion and intervention program run by youth for youth <http://www.youthnet.on.ca/>
- À voir, a project for young women on nutrition, physical activity, drinking patterns and breast cancer, Parent Action on Drugs <http://www.parentactionondrugs.org/avoirresume.php>
- La fête virtuelle, website run by youth for youth on safe partying <http://www.virtual-party.org/fr/vpmain5927.html>
- À Deux Mains, Project Sens. Program to educate peer educators on issues on sexual health http://www.headandhands.ca/sense_fr.php?8?l

CHRONIC DISEASE, INJURY PREVENTION, and MENTAL HEALTH

CHRONIC DISEASE

Chronic Diseases are diseases that last indefinitely and generally do not have a cure. About 2 out of 3 deaths in Canada can be attributed to chronic diseases such as Heart Disease, Stroke, Cancer, Bronchitis, Emphysema, or Diabetes. Risk Factors for Chronic Disease include physical inactivity, unhealthy eating, unhealthy weight, unmanaged stress and substance abuse.

Information on Chronic Disease

- For general information on Chronic Disease in Canada visit the Agence de la santé publique du Canada, Centre de Prévention et de Contrôle des Maladies Chroniques http://www.phac-aspc.gc.ca/ccdpc-cpcmc/about_f.html
- For information on risk factors see Haydon et al, (2006). Les maladies chroniques en Ontario et au Canada – Ontario Chronic Disease Prevention Alliance. Les déterminants, les facteurs de risque et les priorités en matière de prévention <http://www.ocdpa.on.ca/docs/CDP-SummaryReport-FR-Mar06.pdf>
- Maladies Chroniques - Agence de la santé publique du Canada <http://www.phac-aspc.gc.ca/cd-mc/index-fra.php>

Alcohol and Osteoporosis:

Alcohol interferes with calcium and bone metabolism. Alcohol can seriously deplete essential bone-building nutrients, such as calcium and vitamin D, which can reduce bone mass. As a result, excess alcohol is a key risk factor of osteoporosis.

- The Osteoporosis Society of Canada identifies excessive alcohol as a risk factor for osteoporosis. For more information see http://www.osteoporosecanada.ca/index.php/ci_id/5529/la_id/2.htm

- For Information about Osteoporosis risk factors visit the Public Health Agency of Canada section on Osteoporosis at http://www.phac-aspc.gc.ca/seniors-aines/pubs/info_sheets/osteoporosis/osteo_f.htm

Alcohol, Stroke & Heart Disease:

Alcohol can both reduce and increase the risk for stroke and heart disease. Moderate alcohol use may prevent stroke as it increases levels of 'good' HDL cholesterol and makes the blood less likely to clot. At the same time, drinking larger doses of alcohol doubles the risk of stroke as blood pressure increases and blood is unable to clot normally. In addition, excess alcohol can raise the level of fats in the blood, contribute to weight gain, and lead to congestive heart failure.

- For the relationship between alcohol and stroke see the Heart & Stroke Foundation at http://www.fmcoeur.on.ca/site/c.pk10L9MMJpE/b.3664767/k.1381/Consommation_excessive_d8217alcohol.htm

Alcohol and Breast Cancer:

Recent studies have found alcohol intake as a risk factor for Breast Cancer. "(...) there is a dose-response relationship: heavier consumption is related to higher risk than moderate consumption, which is related to higher risk than abstinence"(Rheims, CAMH, 2000)

- Health Canada recommends limiting alcohol intake to not more than one drink per day – 12 ounces (340 ml) of beer, 5 ounces (140 ml) of wine or 1.5 ounces (42 ml) of spirits http://www.hc-sc.gc.ca/iyh-vsv/diseases-maladies/breast-sein_f.html

Other Substance Abuse - Chronic Disease Interactions

Smoking and Lung Cancer: Cancer Care Ontario http://www.cancer.ca/Ontario/About%20cancer/Types%20of%20cancer/Causes%20of%20lung%20cancer.aspx?sc_lang=fr-CA

Smoking, Stroke, and Heart Disease: Heart & Stroke Foundation: Smoking as a risk factor <http://www.fmcoeur.on.ca/site/c.pk10L9MMJpE/b.3664771/k.E8BF/Tabagisme.htm>

Intravenous Drugs and HIV: Cactus Montreal <http://www.cactusmontreal.org/fr/prevention.html>

Prevention

Chronic disease prevention includes reducing risk factors for a disease and arresting the disease's progress and consequences. It is aimed at increasing people's awareness of their lifestyle as a social determinant of health and thus encouraging changes to reduce risk factors. Examples of campaigns for Chronic Disease Prevention are:

- Campaign for skill-building around the low risk drinking guidelines <http://www.lrdg.net/francais/home.html>
- Canada's Best Practices to educate/skill building for professionals at health centers http://cbpp-pcpe.phac-aspc.gc.ca/index_f.cfm.
- Awareness campaigns on impact of alcohol, FOCUS Resource Centre www.frcentre.net/library/asc_brochure_Fr.pdf
- Campaign to re-orient health services to address gender risks for young women and Breast Cancer, Parent Action on Drugs

<http://www.parentactionondrugs.org/newsandevents.php> Executive summary en Français

- Les ressources et "La guelle de bois est le moindre de vos soucis" – FOCUS Resource Centre Brochure + Affiche/poster
http://www.frcentre.net/library/ASC_Brochure_Fr.pdf
- Prévention des maladies chroniques et promotion de la santé – Ontario Ministère de la Promotion de la santé http://www.mhp.gov.on.ca/french/chronic_disease/default.asp
- Ontario Ministry of Health and Long Term Care, Ontario Public Health Standards 2008 (page 20: Chronic Disease and Injuries Programs Standards)
http://www.health.gov.on.ca/french/providersf/programf/pubhealthf/oph_standardsf/ophsf/progstdsf/pdfs/ophs_2008f.pdf

INJURY PREVENTION

Injuries are defined as “The physical damage that results when a human body is suddenly or briefly subjected to intolerable levels of energy (...) or impairment from a lack of one or more vital elements” (Ontario Injury Prevention Resource Centre, 2008). Injuries can be both unintentional and intentional, and self- or other-inflicted. Substance abuse increases the likelihood of injury as a result of motor vehicle crashes, falls, assaults, or suicide, all under the influence of drugs.

Information on Substance use and Injury:

General

- Agence de la Santé Publique du Canada: Le fardeau économique des blessures non intentionnelles au Canada <http://www.phac-aspc.gc.ca/injury-bles/ebuic-febnc/index-fra.php>
- Ontario Injury Prevention Resource Centre, Injury 101: An introduction to Injury and its Prevention <http://www.oninjuryresources.ca/media/Injury101.pdf> (English only)

Alcohol

- Gouvernement du Québec, Ministère de la Santé et des Services Sociaux – L’intoxication à l’alcool: Conséquences et déterminants (1998)
<http://publications.msss.gouv.qc.ca/biblio/CPLT/publications/1098intox.pdf>
- Centre Canadien de Lutte Contre L’alcoolisme et les toxicomanies: Les coûts de l’abus de substances au Canada <http://www.ccsa.ca/2006%20CCSA%20Documents/ccsa-011333-2006.pdf>
- Canadian Institute for Health Information (CIHI) (2002). Ontario Trauma Registry Bulletin: Alcohol-Related Major Injury Hospitalizations in Ontario, 2000/2001; Toronto: CIHI, 2002. http://secure.cihi.ca/cihiweb/en/downloads/bl_otrjul2002_e.pdf (Anglais seulement)

Impaired Driving

Impaired driving problems. See <http://www.madd.ca/francais/research/ampleur.html>
Health Promotion Responses

- Legislation and policy from Ontario ministry of Transportation at <http://www.mto.gov.on.ca/french/safety/impaired/index.shtml>
- Community action – MADD, OCCID, Injury prevention strategies at <http://www.preventiondesblessures-strategie.ca>
- Remedial measures – education and treatment (CAMH). See http://www.camh.net/fr/About_CAMH/Guide_to_CAMH/Addiction_Programs/Addiction_Treatment_Programs/Guide_AGTImpairedDriver_fr.html

Injury Prevention Strategies

Ongoing strategies, policies, or programs designed to eliminate or reduce the occurrence and severity of injuries.

- Haddon's strategies to prevent injuries – Institut National de santé publique, Québec http://www.inspq.qc.ca/asp/fr/media_traumatismes_approche.aspx?sortcode=1.56.64.79
- Institut canadien d'information sur la santé: Blessures http://secure.cihi.ca/cihiweb/dispPage.jsp?cw_page=statistics_results_topic_injuries_f&cw_to_pic=Health%20Conditions&cw_subtopic=Injuries
- Prévention des traumatismes -Ministère de la promotion de la santé http://www.mhp.gov.on.ca/french/injury_prevention/default.asp
- Stratégie canadienne de prévention des blessures <http://www.preventiondesblessures-strategie.ca/>

MENTAL HEALTH

Substance Abuse and Mental Health have been found to be strongly related. Concurrent disorders occur when a person suffers from a combination of a mental health disorder and a substance abuse disorder. Chances of having a mental health problem are higher for substance abusers, and, at the same time, chances of having a substance abuse problem is higher for those suffering from a mental health problem.

General information on Concurrent Disorders

- For information on mental health and substance abuse A propos de la santé mentale et de la toxicomanie – Centre de toxicomanie et de santé mentale http://www.camh.net/fr/About_Addiction_Mental_Health/index.html
- For statistics on concurrent disorders see Skinner et al. (2004). Les troubles concomitants de toxicomanie et de santé mentale: Guide d'information. Centre de toxicomanie et de santé mentale http://www.camh.net/fr/About_Addiction_Mental_Health/Concurrent_Disorders/Concurrent_Disorders_Information_Guide/what_are_cd_infoguide_fr.html
- For Youth-specific statistics on concurrent disorders see the Ontario Student Drug Use and Wellbeing Report (2005) -Executive Summary in French, Centre de toxicomanie et de santé mentale http://www.camh.net/research/areas_of_research/population_life_course_studies/osdus/osdus2005_mental_detailed_fnl.pdf

Strategies to prevent concurrent disorders

Mental Health Issues have numerous consequences such as social exclusion, family distress, higher risks for violence and school drop-out. As a result, it is important to target substance abusers before they are in an increased chance for mental health issues.

- Re-orienting health services – anger and addictions clinic, Centre de toxicomanie et de santé mentale
http://www.camh.net/fr/about_CAMH/Guide_to_CAMH/Addiction_Programs/Concurrent_Disorder_Service/guide_angeraddictions_clinic_fr.html
- Supportive environments – Centre de toxicomanie et de santé mentale, Mental health promotion resources
http://www.camh.net/fr/Health_Promotion/Community_Health_Promotion/index.html
- Défis et décisions : Trouver des services de santé mentale en Ontario, Centre de toxicomanie et de santé mentale
http://www.camh.net/fr/Care_Treatment/Resources_clients_families_friends/Challenges_and_Choices/index.html
- Meilleures pratiques - Troubles concomitants de santé mentale et d'alcoolisme et de toxicomanie, Santé Canada http://www.hc-sc.gc.ca/hl-vs/pubs/adp-apd/bp_disorder-mp_concomitants/intro-fra.php

Alcohol and other drugs, mental health, and violence

- CCSA “Proportion of Crimes Associated with AOD in Canada” at
<http://www.ccsa.ca/2003%20and%20earlier%20CCSA%20Documents/ccsa-009105-2002.pdf>
(Anglais seulement)
- Mental Health/violence/AOD: What are the statistics? CAMH 2007 Ontario Student Drug Use and Wellbeing Report – Executive summary en Français starting page viii
http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/OSDU/S/OSDUHS2007_MentalHealth_Detailed_Final.pdf

Health Promotion Responses

- Re-orienting health services – anger & addictions clinic
http://www.camh.net/fr/About_CAMH/Guide_to_CAMH/Addiction_Programs/Concurrent_Disorder_Service/guide_angeraddictions_clinic_fr.html
- Supportive environments – Centre de toxicomanie et de santé mentale, Ressources du Promotion de la santé
http://www.camh.net/fr/About_CAMH/Health_Promotion/Community_Health_Promotion/index.html
- Awareness, education, & Skill building – Finding mental health services in Ontario. See
http://www.camh.net/fr/Care_Treatment/Resources_clients_families_friends/Challenges_and_Choices/index.html

CANNABIS

Marijuana and Canadian students

Marijuana, a psychoactive drug derived from the Cannabis plant, is used by approximately 30% of high school students.

- For general information about Marijuana see the Centre de toxicomanie et de santé mentale at
http://www.camh.net/fr/About_Addiction_Mental_Health/Drug_and_Addiction_Information/cannabis_dyk_fr.html

- For statistics on Ontario students' use of this and other drugs see the results of the Ontario Students Drug Use and Health Survey at http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/OSDU_S/OSDUHS2007_DrugDetailed_final.pdf
- For the results of a survey on youth drug use at the national level see the Enquête sur les toxicomanies au Canada (ETC) at <http://www.ccsa.ca/fra/priorities/research/canadianaddiction/pages/default.aspx>
- For statistics on Canadian university students' use of this and other drugs see the results of the Canadian Campus Survey at http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/CCS_2004_report.pdf (English only)

The risks associated with Cannabis use

- Injury: An example of a Cannabis-induced injury is through impaired driving. For a campaign on Marijuana and driving see Le pot au Volant at <http://www.potauvolant.cpha.ca/index.html>
- Mental health: Cannabis is associated with increased risk for schizophrenia and depression. For more information see the Centre de toxicomanie et de santé mentale at http://www.camh.net/fr/About_Addiction_Mental_Health/Drug_and_Addiction_Information/cannabis_dyk_fr.html
- Memory: Cannabis has been found to have a severe short-term effect on memory. For information on this and other facts about Cannabis see Les drogues - Faits et méfaits at http://www.hc-sc.gc.ca/hl-vs/pubs/adp-apd/straight_facts-faits_mefaits/tables-tableaux-fra.php#cannabis
- Motivation: Cannabis decreases motivation and concentration. To see these and other short-and long-term effects see the Stratégie Nationale Antidroque at <http://www.strategienationaleantidroque.gc.ca/parents/drogues-drugs/cannabis.html>
- Dependency: Adolescents and young adults are vulnerable to physical and psychological Cannabis dependency. For more information see http://www.camh.net/fr/About_Addiction_Mental_Health/Drug_and_Addiction_Information/cannabis_dyk_fr.html
- Marijuana as a Gateway Drug: Gateway theory remains controversial see <http://www.parl.gc.ca/37/1/parlbus/commbus/senate/Com-f/ille-f/presentation-f/fischer-f.htm> or <http://www.canadiandrugpolicy.org/our-campaigns/myth-busters/56-myth-marijuana-is-a-gateway-drug-that-paves-the-way-for-addiction-to-harder-drugs-such-as-heroin-and-methamphetamines> (Anglais seulement)
- Lung Cancer: Although controversial, it is believed that Marijuana smoking has a stronger risk for lung Cancer than tobacco smoking. For this conclusion see http://www.hc-sc.gc.ca/hl-vs/pubs/adp-apd/straight_facts-faits_mefaits/tables-tableaux-fra.php#cannabis

Marijuana and the Canadian law

The legality of Marijuana in Canada is a controversial issue; there has been repeated push for decriminalization of its use since its prohibition.

- For information on the 1972 recommendation of decriminalization. See article at http://www.marijuanaparty.com/article.php3?id_article=48
- For information on Bill C-38 to decriminalize Marijuana see http://www.parl.gc.ca/common/Bills_ls.asp?lang=F&ls=C38&source=Bills_House_Government&Parl=37&Ses=2
- For an article on Cannabis decriminalization, enforcement and health promotion by Simon Komo see Bloc-notes at <http://leblocnotes.ca/node/125>

Youth and Cannabis

- For information on youth perception of risks of Cannabis use see Drug Use Among Ontario Students http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/OSDU/S/OSDUHS2007_DrugDetailed_final.pdf

Medicinal Marijuana

- For information on the medical use see http://www.hc-sc.gc.ca/dhp-mps/marihuana/index_f.html
- For responses to a child's question on medicinal Marijuana see Parent Action on Drugs' Info sheets at <http://www.parentactionondrugs.org/pdf/Questions%20Parents%20Ask%20&%20Kids%20Ask%20French.pdf>

Campaigns on Marijuana Use Awareness

- Why Drive High? Campaign, Ottawa Public Health http://ottawa.ca/residents/health/living/alcohol_drugs_tobacco/drugs/drive_high_fr.html
- What's With Weed? Campaign, Parent Action on Drugs <http://www.whatswithweed.ca/> (Anglais seulement)
- Information for children, youth and families of the Centre de toxicomanie et de santé mentale http://www.camh.net/fr/About_Addiction_Mental_Health/Child_Youth_Family_Resources/c_hildyouthfam_healthprom_fr.html

Other links on Cannabis

- Canadian centre on substance abuse – toward a policy-relevant typology for cannabis use in Canada (based on prevalence and frequency of use and on reported harms) <http://www.ccsa.ca/NR/rdonlyres/449EB47C-173A-4077-A0A5-7F8ABAB74CB5/0/ccsa0113352006.pdf>
- Position paper from the Centre de toxicomanie et de sante mentale on legal sanctions http://www.camh.net/fr/Public_Policy/Public_policy_papers/cannabis_fr.html
- Publications from Sante et Services Sociaux Québec <http://dependances.gouv.qc.ca/index.php?id=31,63,0,0,1,0>
- Publications from Santé Canada <http://www.hc-sc.gc.ca/hl-vs/pubs/adp-apd/index-fra.php>

SOCIAL MARKETING

Social marketing involves “the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of society” - Alan Andreasen, see http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/index_f.html

Its practical roots stem from disciplines such as advertising, public relations, and market research, as well as to the work and experience of social activists, advocacy groups and community organizers.

Best practices and prospects for social marketing in public health include being audience-centered, providing ongoing evaluations, and using various approaches. For a full list of best practices see http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tutorial-guide/appendix-annexe_a_f.html

History of social marketing

In 1972 groundbreaking health communications campaign puts physical activity on the map in Canada, with positive results. The campaign also became the model for other organizations in the fields of social and behavioral change. See http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/socmar-hcsc/experience_f.html

E-tools for developing a Social Marketing campaign

- Online tutorial on Social Marketing, Health Canada (includes printable templates) http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/tools-outils/index_f.html
- Templates of public opinion online research tools http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/por-rop/index_f.html

Examples of Social Marketing campaigns

- KeepControl.ca - Alcohol, risky drinking and underage youth <http://www.gardecontrole.ca>
- Campaign on Fetal Alcohol Syndrome disorder, Santé Canada http://www.hc-sc.gc.ca/ahc-asc/activit/marketsoc/camp/fas-saf_f.html
- Smoking issues, Santé Canada http://www.hc-sc.gc.ca/hl-vs/tobac-tabac/res/media/camp/index_f.html

OTHER

Other Health Topics:

Physical Activity

OPHEA: Ontario Physical and Health Education Association

<http://www.ophea.net/francais.cfm>

Nutrition

Centre de Ressources en Nutrition <http://www.nutritionrc.ca/nrc-resources-french.html>

Mesures Santé http://www.healthymeasures.ca/HM_Fre_Home.html

Francophone Éducation:

Resources to Help Create and Audience Profile of Francophones – The Health Communication Unit

http://www.thcu.ca/infoandresources/resource_display.cfm?res_languageID=2&ownershi p=THCU

How to Reach Francophones, Maternal and Early Years Programs – Best Start

http://www.beststart.org/resources/howto/pdf/Francophones_manual_en.pdf

Réseau francophone de soutien professionnel

<http://www.reseaufranco.com/fr/index.html>

Statistics on Canadian drug use

- For statistics on Ontario students' drug use see the results of the Ontario Students Drug Use and Health Survey at
http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/OSDUS/OSDUHS2007_DrugDetailed_final.pdf
- For the results of a survey on youth drug use at the national level see the Enquête sur les toxicomanies au Canada (ETC) at
<http://www.ccsa.ca/fra/priorities/research/canadianaddiction/pages/default.aspx>
- For statistics on Canadian university students' drug use see the results of the Canadian Campus Survey at
http://www.camh.net/Research/Areas_of_research/Population_Life_Course_Studies/CCS_2004_report.pdf (English only)