

# Orientation to Ontario's Substance Abuse Prevention Field

- Alcohol Policy Network (APN)
- Association to Reduce Alcohol Promotion in Ontario (ARAPO)
  - Council on Drug Abuse (CODA)
  - FOCUS Resource Centre (FRC)
- Ontario Drug Awareness Partnership (ODAP)
  - Parent Action on Drugs (PAD)

# Agenda

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- 10:00 - Welcome
- 10:05 - Overview of Substance Abuse  
Prevention Field; Survival Tips
- 10:30 - Q & A
- 10:40 - Web Tours
- 11:25 - Q & A; Evaluation
- 11:30 - Closing

# A Note on Terminology in an increasingly complex field

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- Substance....
- Abuse....
- Prevention

# What is Prevention?

A range of practices, strategies and interventions which aim to

- **Avoid** the use of substance(s) – *e.g. abstinence*
- **Delay** the use of substance(s)
- **Decrease** the use of substance(s) – *e.g. moderation*
- **Avoid or reduce the problems** associated with the use of substance(s) – *e.g. harm reduction*
- **Stop** the use of substance(s) - *e.g. cessation*

*(Parent Action on Drugs, 2007)*

# The Substance Abuse Prevention Field integrates:

- Injury prevention
  - [www.mhp.gov.on.ca](http://www.mhp.gov.on.ca)
  - [www.oninjuryresources.ca](http://www.oninjuryresources.ca)
  - [www.publichealthontario.ca](http://www.publichealthontario.ca)
- Addictions and Mental Health
  - [www.ccsa.ca](http://www.ccsa.ca)
  - [www.camh.net](http://www.camh.net)
- Chronic disease prevention
  - [www.mhp.gov.on.ca](http://www.mhp.gov.on.ca)
  - [www.oecdpa.on.ca](http://www.oecdpa.on.ca)

# Drug Strategies: National/Provincial/Municipal

- Frameworks and approaches to balance public order and public health
- Comprehensive approaches incorporating prevention, harm reduction, treatment and enforcement/supply reduction (e.g. Four Pillars)
- Examples:
  - Canadian Centre on Substance Abuse – National Framework
  - National Anti-Drug Strategy (Health Canada)
  - Health, Education and Enforcement in Partnership (HEP)
  - Toronto Drug Strategy
- See: [www.ccsa.ca/CCSA/EN/Partnerships/HEP/Strategies.htm](http://www.ccsa.ca/CCSA/EN/Partnerships/HEP/Strategies.htm)

## Survival Tip #1

Getting oriented to a new job takes time.

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Effective substance abuse prevention requires a sound understanding of health promotion, policy development, program planning, government and media advocacy, community development and much more.

# The Substance Abuse Prevention Field

- Under the umbrella of Health Promotion:  
“the process of enabling people to increase control over, and to improve, their health”  
Ottawa Charter [www.phac-aspc.gc.ca](http://www.phac-aspc.gc.ca)
- Underlying determinants:  
economic and social conditions

# The Substance Abuse Prevention Field

## The *WHAT*:

<b>Issues and Risk Factors</b>	<b>Action Areas</b>
<ul style="list-style-type: none"><li>■ Social determinants of health</li><li>■ Lifestyle risk factors</li><li>■ Chronic diseases, such as cancers, heart and stroke, diabetes</li><li>■ Injury prevention</li><li>■ Mental health</li><li>■ Other e.g. violence prevention, sexuality/ reproductive health, healthy active living</li></ul>	<ul style="list-style-type: none"><li>■ Community Action</li><li>■ Supportive Environments</li><li>■ Healthy Public Policy</li><li>■ Personal Skills</li></ul>

# The Substance Abuse Prevention Field

## The *WHO*:

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- Children/Youth/Adults/Seniors
- Aboriginals
- Urban, Rural and Remote populations
- Women
- Francophones
- Newcomers to Canada/diverse minority populations

# The Substance Abuse Prevention Field

## The *WHERE*:

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- Communities
- Schools
- Workplaces
- Professional training institutions
- On-line

# The Substance Abuse Prevention Field

## The *HOW*:

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### Key Strategies

- Knowledge Exchange
- Training and Capacity Building
- Sustainability
- Consultation and outreach
- Advocacy

*via*

Communication – Education – Social Marketing  
Policy development – Community Development

## We strive to:

- Provide culturally appropriate responses
- Be relevant to ages and stages of development
- Address those at increased risk
- Provide supportive environments
- Remove barriers to health and safety
- Empower people, organizations and communities

## Survival Tip #2

### Nobody's born an expert!

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- There are many good resources and supports out there.
- Create a Tool Kit that fits your needs.

# Tool Kit -- Sample Contents

- List of Commonly Used Acronyms
- Guide to Online Statistics
- Suggested Readings on Alcohol Policy
- Key Newsletters & E-bulletins
- CAMH Best Advice & Materials
- Low-Risk Drinking Guidelines (LRDGs)
- MADD Canada Publications
- Government Publications
- Cultural Inclusion Resources
- [www.apolnet.ca/resources/education/NewbieToolkit.html](http://www.apolnet.ca/resources/education/NewbieToolkit.html)

## Survival Tip #3

### Get to know the OHPRS.

- 21 resource centres and 7 affiliates comprise the Ontario Health Promotion Resource System (OHPRS)
- They support health promotion professionals across Ontario with free or low-cost:
  - Information & resources
  - Education & training
  - Consulting & mentoring
  - Networking & referral
- See: <http://www.ohprs.ca>

# HP 101

- Essential health promotion concepts
- Stand-alone online format
- Overview, tips to on-line learning, course content
- Available in English & French

<http://www.ohprs.ca/hp101/main.htm>

[http://www.ohprs.ca/hp101\\_f/mainfr.htm](http://www.ohprs.ca/hp101_f/mainfr.htm)

# Survival Tip #3

## Connect with colleagues.

- ODAP/FOCUS Annual Symposium
- Health Promotion Summer School
- THCU Workshops
- Alcohol No Ordinary Commodity (ANOC) Forum
- Events AOD Calendar
- Directory of SA/IP Contacts
- APOLNET Listserv
- Key Contacts Database

[www.apolnet.ca/resources/education/NewbieToolkit.html](http://www.apolnet.ca/resources/education/NewbieToolkit.html)

- And committees and networks at the local and regional levels

## Survival Tip #4

Build on what others have done ...

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- Research & evidence-based practices
- Guides
- Manuals
- Products and Services
- Listservs and E-Bulletins
- ... and let others learn from you.

# Q & A

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- Time for Questions and Answers

# Survival Tip #5

## Get online!

- Association to Reduce Alcohol Promotion in Ontario (ARAPO) *and* Alcohol Policy Network (APN)  
[www.apolnet.ca](http://www.apolnet.ca)
- Council on Drug Abuse (CODA)  
[www.drugabuse.ca](http://www.drugabuse.ca)
- Parent Action on Drugs (PAD)  
[www.parentactionondrugs.org](http://www.parentactionondrugs.org)
- Ontario Drug Awareness Partnership (ODAP)  
[www.odap.org](http://www.odap.org)
- FOCUS Resource Centre (FRC)  
[www.frcentre.net](http://www.frcentre.net)

# Q & A

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- Time for Questions and Answers

# Thanks for joining the Newbie Network!

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Your input is important to the development of future health promoters!  
Please participate in our on-line evaluation process so that we may continue to improve our program.

[http://www.surveymonkey.com/s.aspx?sm=jj9YqJoTBoI\\_2bxNJhGywyJQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=<u>jj9YqJoTBoI_2bxNJhGywyJQ_3d_3d</u>)