

FOCUS RESOURCE CENTRE

TOPIC/FEATURE	RELATED URL(S)
<p>BACKGROUND/HISTORY: The FOCUS Community Project began with nine communities. Today there are 22 FOCUS Communities throughout Ontario. Each community coalition develops and implements health promotion, prevention and early intervention strategies for reducing alcohol and other drug abuse. Initially, the Addiction Research Foundation (ARF) provided a support system for the FOCUS Communities. Today, these same supports are provided by The Centre for Addiction and Mental Health.</p> <p>FUNCTION of FOCUS Resource Centre and TARGET AUDIENCE: FRC supports the training, consultation, networking, and information/dissemination needs of 22 FOCUS Community Projects throughout Ontario.</p>	<p>http://www.frcentre.net</p>
<p>KEY RESOURCES ON FRC: While the target audience for FRC are FOCUS community coalitions, the very nature of the website makes it useful to any coalition with similar interests.</p> <p>FRC constantly searches out and updates the website with new information News of interest to the HP field <u>FOCUS Discussion Forums</u></p> <ul style="list-style-type: none"> • FOCUS closed forum (for FOCUS coordinators etc) • Public forums <p><u>On-line Resources</u> (topic-specific) <u>AOD Breaking News</u> the latest news related to alcohol and other drug and health promotion <u>Provides direct links</u> to all sorts of information (one stop shopping)</p> <ul style="list-style-type: none"> o Community Capacity Building o Youth Issues o Diversity in HP Programming o Communication Campaigns o many, many more topics <p><u>New Developments</u> FOCUS Communities' online database of resources</p>	<p>http://www.frcentre.net/resources.htm</p> <p>http://www.frcentre.net/discus</p> <p>http://www.frcentre.net/Library/PressRel.htm</p> <p>http://www.frcentre.net/resources.htm</p> <p>http://www.frcentre.net/resources/search.asp</p>
<p>CONNECTING WITH OTHERS IN THE FIELD FOCUS Community pages Public Discussion Forums; read messages and questions; post your own message or question Check out the <i>Events Calendar</i>* on a regular basis; post your own events Visit Who We Are section for names and numbers of FOCUS coordinators, consultants, and FOCUS Advisory Committee members Review Links section</p>	<p>http://www.frcentre.net/communities/communities.htm</p> <p>http://www.frcentre.net/discus</p> <p>http://action.web.ca/home/frcentre/events.shtml</p> <p>http://www.frcentre.net/whoweare.htm#contact</p> <p>http://www.frcentre.net/links.htm</p>

ONTARIO DRUG AWARENESS PARTNERSHIP, August 20, 2002

TOPIC/FEATURE	RELATED URL(S)
<p>BACKGROUND/HISTORY: Ontario Drug Awareness Partnership (ODAP) hosted by the Substance Abuse Network of Ontario. Includes information and resources related to the annual Drug Awareness Week Campaign, November 17-23, 2002.</p> <p>TARGET AUDIENCE: 200 Drug Awareness Committees across Ontario, media.</p>	<p>http://sano.camh.net/odap</p>
<p>2002 CAMPAIGN RESOURCES</p> <p>Scratch & Learn Cards 2002—<i>It's not "just" alcohol/marijuana/medications</i> PowerPoint Presentation for use by local groups Amazing Drug Awareness Race Game Media Kit</p> <p>Events Calendar: Post Your Own Drug Awareness Week Event</p> <p>2002 Award</p>	<p>http://sano.camh.net/odap/scratch3.pdf http://sano.camh.net/odap/dawppt.ppt http://sano.camh.net/odap/adar.htm http://sano.camh.net/odap/media2002.doc</p> <p>http://action.web.ca/home/odap/events.shtml</p> <p>http://sano.camh.net/odap/award2003.htm</p>
<p>OTHER USEFUL INFORMATION</p> <p>ODAP Newsletter</p> <p>Directory of "Safer Grad/Prom/Parties: Programs in Ontario, March 31, 2001</p> <p>Background on Last Year's Drug Awareness Week</p>	<p>http://sano.camh.net/odap/odapnews/index.htm</p> <p>http://sano.camh.net/odap/safegrad.htm</p> <p>http://sano.camh.net/odap/daw2001.htm</p>

FOCUS is a project of the Ministry of Health and Long-Term Care, Community and Health Promotion Branch, and the Centre for Addiction & Mental Health, in collaboration with the Ontario Drug Awareness Partnership, the Ontario Public Health Association, the Ontario Prevention Clearinghouse and the Health Communications Unit, Centre for Health Promotion.

*Part of the Alcohol Education Project, funded by the Ontario Ministry of Citizenship, Culture and Recreation's Volunteer@ction.online, and in partnership with the Association to Reduce Alcohol Promotion in Ontario, The Health Communication Unit at the Centre for Health Promotion, the Centre for Addiction and Mental Health, and the Canadian Association of Broadcasters.

PAD – PARENT ACTION ON DRUGS August 20, 2002

TOPIC/FEATURE	RELATED URL(S)
<p>BACKGROUND/HISTORY: PAD has a new name – Parent Action on Drugs. Formerly Parents Against Drugs, the new name reflects PAD’s mandate to help parents and others make informed choices about substance abuse issues that affect their children. As it has for the past 20 years, PAD continues to provide parents, teens and the community with the tools they need to prevent the abuse of alcohol and other drugs.</p> <p>This site is designed to provide comprehensive and current information about tobacco, alcohol and other drugs (“facts”), risk and protective factors, and resources available to parents and those who work with families and youth.</p> <p>TARGET AUDIENCE: Parents, professionals in health, education and social services, community leaders</p>	<p>http://www.parentactionondrugs.org</p> <p>http://www.parentactionondrugs.org/facts.php http://www.parentactionondrugs.org/resources.php</p>
<p>KEY RESOURCES:</p> <p>Parents</p> <ul style="list-style-type: none"> • Parents Need to Know...How to Help our Kids Stay Away from Tobacco, Alcohol and Other Drugs • Parents and Teens/Questions and Answers • When You Have Concerns... About Your Child’s Tobacco, Alcohol or Other Drug Use • Support <p>Professionals</p> <ul style="list-style-type: none"> • CBC: Challenges, Beliefs and Changes Peer Education Program • PASS It On: Peers, parties And Senior Students • For the Record 	<p>http://www.parentactionondrugs.org/parent.php</p> <p>http://www.parentactionondrugs.org/parentquestions.php http://www.parentactionondrugs.org/parentconcerns.php http://www.parentactionondrugs.org/support.php</p> <p>http://www.parentactionondrugs.org/cbcprogram.php http://www.parentactionondrugs.org/professionals.php http://www.parentactionondrugs.org/youth.php http://www.parentactionondrugs.org</p>
<p>ACCESSING THE INFORMATION: Current List of PAD Resources Order form – complimentary copies Related Web Sites</p>	<p>http://www.parentactionondrugs.org/resources.php http://www.parentactionondrugs.org/resource_orderform.php http://www.parentactionondrugs.org/links.php</p>

ASSOCIATION TO REDUCE ALCOHOL PROMOTION IN ONTARIO

TOPIC/FEATURE	RELATED URL(S)
<p>BACKGROUND/HISTORY: The Alcohol Advertising Action Pack is hosted by ARAPO on the Alcohol Policy Network's APOLNET. It includes background information, research papers, the regulatory framework, position papers/statements, resources and a bibliography.</p> <p>TARGET AUDIENCE: Public health and safety professionals, such as Drug Awareness Committees, Public Health, FOCUS Communities, educators and community-based organizations.</p>	<p>http://www.apolnet.org/actpacks/ap_adv.html</p>
<p>KEY COMPONENTS IN THE ALCOHOL ADVERTISING ACTION PACK:</p> <p><u>Background Information</u> (eg., alcohol advertising/promotion on the internet)</p> <p><u>Research Papers</u></p> <p><u>Regulatory Framework</u></p> <p><u>Position Papers/Statements</u></p> <p><u>Relevant Resources</u> ARAPO Resources: Alcohol Advertising: A Legal Primer Under the Influence: The Impact of Alcohol Advertising on Youth Under the Influence Educator's Kit Under the Influence Wall Poster Under the Influence Transit Poster ARAPO ADS UP Newsletter Are You Under the Influence of the Illusion Display</p> <p><u>Bibliography</u></p>	<p>http://www.apolnet.org/actpacks/bi_adv.html</p> <p>http://www.apolnet.org/resources/respaper.html#adv</p> <p>http://www.apolnet.org/actpacks/rf_adv.html</p> <p>http://www.apolnet.org/resources/pospaper.html#adv</p> <p>http://www.apolnet.org/actpacks/re_adv.html http://www.apolnet.org/resources/nr_adv1.html http://www.apolnet.org/resources/araporesearchpaper.html http://www.apolnet.org/resources/arapo_kit.html http://www.apolnet.org/resources/nr_adv2.html http://www.apolnet.org/resources/transitposter.html http://www.apolnet.org/resources/ads9902.html http://action.web.ca/home/apolnet/rsrscs.shtml?AA_SL_Session=08dc3729c09165c445dc452e9f7328a&sh_itm=a11dc7a0816cd04d8c90f4305ca0b44</p> <p>http://www.state.vt.us/adap/cork/bibadvertising.htm</p>
<p>CONNECTING WITH THE ALCOHOL EDUCATION PROJECT:</p> <p>Post a resource to the Alcohol Education Materials Database See what's available on the Alcohol Education Materials Database Subscribe to apolnet-I listserv (more than 300 subscribers) Register for the key contacts database Check out the events calendar on a regular basis; post your own events</p>	<p>http://action.web.ca/home/apolnet/rsrscs-post.shtml http://action.web.ca/home/apolnet/rsrscs.shtml http://www.apolnet.org/listserv.html http://www.apolnet.org/databases/apolnetcontacts.cfm http://action.web.ca/home/apolnet/events.shtml</p>