



MEDIA RELEASE

Ontario Drug Awareness Partnership Announces

Drug Awareness Week – November 20th -26, 2006

The Ontario Drug Awareness Partnership supports the work of Drug Awareness Committees throughout Ontario. Drug Awareness Committees, through activities and programs, raise awareness about alcohol and other drugs in their local communities. Although these initiatives occur throughout the year, **Drug Awareness Week** provides a “launch pad” to introduce new projects.

As part of **Drug Awareness Week** the Ontario Drug Awareness Partnership introduces their annual campaign theme and resources. This year’s campaign continues the **TALK** campaign. The **Talk** campaign encourages communication and information sharing with the view that the more comfortable we feel communicating with each other the easier it will be to talk about alcohol and other drugs – *Talking about the little things makes talking about the big things easier*. Now in its third year, the **TALK** campaign highlights the letters **A** and **L** to encourage people to *Ask* questions and *Listen/Learn* from information about alcohol and other drugs. There is a strong focus on alcohol and marijuana in this year’s **TALK** campaign as these drugs continue to pose problems in communities throughout the province as identified by drug awareness committees. Products to support the **TALK** campaign are scratch and learn cards on alcohol, marijuana and medication, **TALK** bubble tattoos, interior bus ads and school announcements for high school students. These products are distributed to youth, parents and seniors through health promotion professionals in local communities throughout Ontario.

The Ontario Drug Awareness Partnership is made up of a partnership of provincial organizations whose mandate is to provide awareness, information/education and support in the area of alcohol and other drugs. Several of these partners are currently launching new projects which complement and support this year’s focus on alcohol and marijuana. Parent Action on Drugs will promote their “What’s with Weed” project which encourages youth to consider the risks and realities of marijuana use. The Ontario Public Health Association is currently launching the “Keepcontrol” project, a media campaign targeted to youth and binge drinking. The Focus Resource Centre has released their media campaign on “Alcohol as a Risk Factor for Stroke and Cancer.” The new websites for “What’s with Weed”, www.whatswithweed.ca and “Keepcontrol” www.keepcontrol.ca are included on the **TALK** marijuana and alcohol scratch and learn cards. Information on these programs is included as part of the campaign material for Drug Awareness Committees.

For more information contact Bev Woods, ODAP Coordinator at 1-866-202-2146 or 519-824 4434 or e-mail odaprograms@rogers.com