



small actions
make big differences...



Addiction Prevention Toolkit
Daily messages and sample social media posts

The following content is intended to be used by AHS staff and/or community partners to communicate with various audiences (family, workplace, school and community). You may pick and choose which messages best fit your needs. They are intended to be used on social media or in other communication, such as newsletters.

FAMILY

Suggested hashtags for social media: #AHSaddictionprevention #addictionprevention #mentalwellness #bearolemodel #healthyparentshealthykids

Facebook

- One of the best things you can do as a parent to help prevent alcohol or drug misuse with your kids is to talk openly and honestly and be a positive role model. Using any kind of substance is just one way children try to deal with things that bother them. Talk honestly and openly about all kinds of alcohol, tobacco and other drugs as well as other things kids may do to cope with stress in their lives. http://www.albertahealthservices.ca/Blogs/PFH/Posting452.aspx#.V_-pbPkrK70
- Your child will grow up one day and have to make grown-up choices. If you show restraint when it comes to alcohol, other drugs and gambling then chances are your child will follow your example. #bearolemodel <http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-par-parent-info-series-1-3.pdf>
- Your children learn by watching you. Your actions and behaviours teach them how to show love and affection, manage their anger, work with others, stay calm, look forward to tomorrow, express feelings, be brave and laugh. #bearolemodel <https://myhealth.alberta.ca/Alberta/Pages/being-a-role-model.aspx>
- When talking with your teen about alcohol, other drugs and gambling: listen respectfully; be open and honest; encourage questions; share appropriate stories and try not to scare them or sound judgmental. <https://myhealth.alberta.ca/Alberta/Pages/How-Do-I-Talk-to-My-Teen-about-Drugs.aspx>



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- As a parent, you are the best judge of when your child is ready to discuss alcohol, other drugs and gambling. If you're thinking about talking to your children about these topics, it's important that you have some knowledge and that you are as truthful as you can be.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-par-parent-info-series-2-2.pdf>
- Having a strong sense of self-worth can protect kids from developing addictions. Help your child develop their sense of self-worth by telling them you love them and by making them feel confident. Do this by providing encouragement and support. Cheer them on in their activities. Praise them for their efforts.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-par-parent-info-series-2-3.pdf>
- Alcohol is the drug that Alberta teens use the most. In 2013, 22% of Alberta teens in Grades 7-9 and 60% of teens in Grades 10-12 reported drinking alcohol. Help reduce teen alcohol misuse by providing open and honest information.
<http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-talk-to-your-children.pdf>

Twitter

- Having a supportive family, positive self-esteem and good role models help children have the confidence to make healthy choices.
<https://myhealth.alberta.ca/health/pages/conditions.aspx?Hwid=aba5885>
- Children who feel good about themselves are less likely to use alcohol and drugs.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-par-parent-info-series-2-3.pdf>
- Parents or other caregivers can guide and be important influences on teen's alcohol choices.
<http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-alcohol-and-adolescents.pdf>
- It's never too early to talk to children about alcohol and other drugs. Your conversations will change as they grow and develop.
<https://myhealth.alberta.ca/health/pages/conditions.aspx?hwid=aa70565&#aa70565-sec>
- Protect your kids against addictions by role modelling healthy behaviours.
<http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-low-risk-drinking.pdf>



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- Help your children make healthy decisions about alcohol and other drugs by starting a conversation with them.
<http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-talk-to-your-children.pdf>
- Spending time as a family builds resiliency and protects children from addictions. Tune into each other and tune the rest out.
<http://www.albertahealthservices.ca/assets/info/amh/if-amh-aptoolkit-fifty-ways-to-connect-with-kids-poster.pdf>
- Help your child feel loved. Tell them you love them, focus on their strengths, praise them for doing well.
<http://www.albertahealthservices.ca/assets/info/amh/if-amh-aptoolkit-fifty-ways-to-connect-with-kids-poster.pdf>
- A sense of family belonging helps prevent addiction. Share a meal, practice family traditions or spend time 1:1.
<http://www.albertahealthservices.ca/assets/info/amh/if-amh-aptoolkit-fifty-ways-to-connect-with-kids-poster.pdf>
- In 2013, 39% of Alberta teens in gr 7-12 reported drinking alcohol. Help reduce teen alcohol misuse with open and honest information.
<http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-talk-to-your-children.pdf>
- It's much easier to be yourself with others when you have confidence backing you up.
<https://myhealth.alberta.ca/Alberta/Pages/Information-for-young-people-getting-to-know-yourself.aspx>



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WORKPLACE

Suggested hashtags for social media: #workplacewellness

Facebook

- Want to reduce alcohol or drug misuse in your workplace? An alcohol and drug policy will encourage early detection of a substance abuse problem, facilitate early intervention, and when appropriate provide support for the employee to deal with the problem.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-its-our-bus-policy-dev-employee-drug-testing.pdf>
- Concerned a co-worker may be struggling with an addiction? As a co-worker, you likely know when someone may have an alcohol or other drug problem. To your co-worker about what you see, let them know what services are available and encourage them to get help. Covering it up only hides the problem temporarily, allows it to get worse and puts others' safety at risk.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-its-our-bus-the-basics.pdf>
- We all deal with stresses every day at work and at home. To be healthy and safe, you need to look after your physical, mental, emotional and spiritual health. Some things you can do to be healthier and safer on the job are: eating well, exercising regularly, getting enough sleep, reducing or stopping behaviour that puts your health at risk, and finding healthy ways to deal with stress.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-supporting-your-fitness-for-work.pdf>
- Because Canadian workers spend about 60% of their waking hours at work on average, what happens in the workplace can have a huge impact on employees' overall health. In a healthy workplace, employees have supportive working relationships, a sense of control over what happens to them and are encouraged to look after their own health at work and at home.
<http://www.albertahealthservices.ca/amh/Page2676.aspx>
- Workplace wellness refers to an organization's ability to promote and maintain the physical and mental health of its employees. It is also about reducing risks to employees' health and wellness through safe work practices, healthy work environments and responsible hosting of company events.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-its-our-bus-workplace-health-and-wellness.pdf>



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- A healthy workplace culture includes open communication, a respectful workplace, balanced work-life demands, fairness and concern for employee health, safety and wellness.
<http://www.albertahealthservices.ca/amh/Page2676.aspx>
- Workplace health programs don't have to be costly. Low-cost activities may include providing information related to healthy living, having a speaker come in at lunch or having workers organize fitness activities at lunchtime or after work.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-its-our-bus-workplace-health-and-wellness.pdf>

Twitter:

- Find useful facts and advice to help you make your workplace safe, healthy and productive
<http://www.albertahealthservices.ca/amh/Page2673.aspx>
- 60% of your time is spent at work. The workplace has a huge impact on your health, help make it a positive one.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-its-our-bus-workplace-health-and-wellness.pdf>
- Stress has an impact on your health. Learn ways to avoid, manage and relieve stress.
<https://myhealth.alberta.ca/Health/Pages/conditions.aspx?hwid=rlxsk&#hw153409>
- What is a healthy workplace?
<http://www.albertahealthservices.ca/amh/Page2676.aspx>
- Knowing the basics on alcohol, drugs and gambling can help you make good decisions about your or another's use.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-wrk-its-our-bus-the-basics.pdf>
- Being fit for work means going to work ready to do your job safely, and being able to work safely for the whole day.
<https://myhealth.alberta.ca/Alberta/Pages/alcohol-drugs-and-gambling-in-the-workplace.aspx>
- Making the kind of life change it takes to overcome substance use or gambling problems is a journey.
<https://myhealth.alberta.ca/Alberta/Pages/making-a-change.aspx>



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COMMUNITY

Suggested hashtags for social media: #AHSpreventaddiction #preventaddiction #makeadifference #bearolemodel

Facebook

- Communities can make a difference with their youth. When you connect with youth, you show them that there is a wider network of adults that care about them. Connect with them by volunteering at youth-friendly events or activities, attending your local school's events, and getting to know your child's friends.
- What's happening in your community? Positive leisure activities are important for youth to help build resiliency and prevent addiction. Volunteer to coach a sports team or let the youth in your neighbourhood play basketball in your driveway.
- Do youth in your community feel like they belong? A sense of belonging can protect against addiction and can build resiliency. Help make your community a welcoming place by being a good neighbor. Offer to take in mail while others are away, plan a neighbourhood block party, give others the benefit of the doubt.
- Alberta's Alcohol Strategy has been developed to help address the harmful effects of alcohol and the social and economic toll it takes on Albertans' lives. <http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/hi-asa-alberta-alcohol-strategy-handout.pdf>
- Join your local community drug coalition. Coalitions are made up of community members from different organizations who work together to address and prevent addictions. <http://www.albertahealthservices.ca/amh/Page2704.aspx>
- Be a good role model. Participate in alcohol-free neighbourhood activities. Host responsible or alcohol/drug-free social events. Follow Canada's low risk drinking guidelines <http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-low-risk-drinking.pdf>
- Small actions can make a big difference. The resilience of children and youth is made up of individual, family and environmental factors. With small actions, you can make a difference in the lives of the children in your community.
- How are youth a part of your community? To be resilient and have good mental health, young people need to feel included and respected in their community. http://www.camh.ca/en/education/teachers_school_programs/resources_for_teachers_and_schools/growing_up_resilient_ways_to_build_resilience_in_children_and_youth/Pages/understanding_resilience.aspx

A close-up photograph of a person's hand tracing a starfish on a sandy beach. The starfish is light-colored with small white spots. The background is a soft-focus view of the sand and the person's fingers.

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- Learn to lower your risks. Canada's Low Risk Alcohol Drinking Guidelines (LRDG) help Canadians who choose to drink alcohol moderate their drinking to reduce the risk of alcohol related harm.
<http://www.ccsa.ca/Resource%20Library/2012-Canada-Low-Risk-Alcohol-Drinking-Guidelines-Brochure-en.pdf>

Twitter:

- Be a role model to others in your social network by following Canada's low risk drinking guidelines.
<http://www.albertahealthservices.ca/assets/info/hp/edu/if-hp-edu-amh-low-risk-drinking.pdf>
- Everyone has a role to play in preventing and reducing alcohol and drug problems in Alberta.
<http://www.albertahealthservices.ca/amh/Page2702.aspx>
- Each community is different and yours might require a unique approach. Get involved in your local drug coalition.
<http://www.albertahealthservices.ca/amh/Page2702.aspx>.
- Think about ways you can include youth in the activities, events, and work that you do.
http://www.camh.ca/en/education/teachers_school_programs/resources_for_teachers_and_schools/growing_up_resilient_ways_to_build_resilience_in_children_and_youth/Pages/understanding_resilience.aspx



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SCHOOL

Suggested hashtags for social media: #AHSpreventaddiction #preventaddiction #makeadifference #bearolemodel #buildkidsup #healthyschoolshealthykids

Facebook

- Help student' mental health. Classroom conditions that provide a sense of security, identity, belonging, purpose and personal competence can help children become confident and happy.
<http://www.albertahealthservices.ca/amh/Page2678.aspx>
- Reduce addiction in your school. Effective addiction prevention strategies in schools that teach life skills like emotion management, decision making, effective communication, and conflict management are more effective than special guests, drug education and recreational alternatives.
<http://www.albertahealthservices.ca/amh/Page2678.aspx>
- Learn more about how you can help your students reduce their chances of turning to an addiction. A teacher information series can provide you with the right information to engage students in talking about substance abuse and gambling. Help students make informed lifestyle decisions and healthy choices.
<http://www.albertahealthservices.ca/amh/Page2685.aspx>
- Be a positive role model Peer leadership programs help protect against addictions by building resiliency for those directly involved and for your school population as a whole.
<http://www.albertahealthservices.ca/amh/Page2680.aspx>
- Create a compassionate culture in your school every day by doing things like: encouraging positive social norms, promoting healthy relationships, support staff wellness, teach resiliency skills and provide opportunities for student involvement.
<http://canwetalk.ca/wp-content/uploads/2016/03/Can-we-talk-booklet.pdf>
- A healthy school community is one that supports the wellness of all its members including students, teachers, staff, and parents, and strives to be a healthy setting for living, learning, and working.
<http://www.albertahealthservices.ca/info/csh.aspx>
- Every child has the potential to be resilient. Some of the factors that can help children become resilient are: having caring and positive relationships, high expectations and the opportunity to contribute and participate in family life, schools and communities.



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<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-tch-teacher-info-series-resiliency.pdf>

- Create a safe and caring school for youth. Building resiliency in youth goes beyond education about alcohol, tobacco, other drugs and gambling. Contribute to positive youth development by setting clear rules and consequences, providing a caring and encouraging environment, modelling positive and responsible behaviours and creating opportunities for youth to get involved.

Twitter:

- To make an impact, prevention programs in schools must be multi-pronged, long range and integrated into the whole school environment.
<http://www.albertahealthservices.ca/amh/Page2678.aspx>
- If we can provide kids with a sense of confidence and self-worth, we can help to prevent addictions.
<http://www.albertahealthservices.ca/assets/healthinfo/AddictionsSubstanceAbuse/if-tch-teacher-info-series-resiliency.pdf>
- Find ready-to-go lesson plans to enhance the mental well-being of your students.
<http://www.albertahealthservices.ca/info/Page13367.aspx>