

Health Unit Media Release

Date: November 15, 2006



Contact: Rebecca Kavanagh, RN, BScN, Smiths Falls FOCUS Project Coordinator, 613-283-2740

November 19th – 26th, 2006 Drug Awareness Week

The Smiths Falls FOCUS Community Coalition along with its many partners will be participating in the provincial Drug Awareness Week (DAW) campaign in Smiths Falls, Perth and Merrickville from November 19th – 26th, 2006. **This year's theme is "Talk" and will be encouraging everyone to open the lines of communication when it comes to important issues, especially those regarding substance abuse.**

The following events are planned for the week:

- **High Schools:** On *November 21st*, Matt Evans will be at Perth District Collegiate Institute. His presentation takes students through the comical and confusing world of meeting challenges. The presentation is done in a stand-up comedy style with stories, jokes, and monologues to entertain and educate. Matt will also speak on the issues of risky drinking, drinking & driving, making responsible choices, and helping your friends to make smart choices.
- **Elementary Schools:** Grade 8 students will receive a specially developed handbook with accurate information about all types of drugs and resources that are available in our community. Teachers will receive packages of information that can be incorporated into their curriculum.
- **Seniors:** A new "Senior's Calendar for 2007" will be distributed, with several messages about alcohol and medication safety.
- **Parents:** At area flu clinics, information packages for parents will be distributed with resources on ways to talk to their children about drugs.
- **Local Restaurants:** Several local businesses are again supporting our efforts by sponsoring placemats, which will be available at area restaurants to inform the public of different issues and resources concerning alcohol and drug abuse.

The use and abuse of alcohol and drugs impacts everyone. The only way we are going to take control over this issue is to start talking about it. Whether it is a parents talking to their teenagers or an adults talking to their older adult parents, **know the facts and the appropriate questions to ask.**

For more information on drugs and addictions resources in the Smiths Falls Area:
www.smithsfallsfocus.org or call the Health Action Line at 1-800-660-5853 or 613-345-5685.