

Adult Children of Alcoholics: 604-222-1605 • www.adultchildren.org
 BC Partners for Mental Health and Addiction Info: www.heretohelp.ca
 Centre for Addictions and Mental Health: www.camh.net
 Centre for Addictions Research of BC: www.carbc.ca
 Drug and Alcohol Information and Referral (hot line):
 604-660-9382 (toll free 1-800-663-1441)
 Government of Canada National Anti-Drug Strategy: www.drugsnot4me.ca
 Teen Challenge Canada: www.teenchallenge.ca
 Time to Talk: www.timetotalk.org
 The Partnership at Drugfree.org: www.drugfree.org
 Parents. The Anti-Drug: www.theantidrug.com
 Protecting Surrey Schools Together (PSST): www.psst-bc.ca
 Quit 4 Life: www.quit4life.com/index_e.asp
 School District 36 Safe Schools: www.psst-bc.ca

PARTNER AGENCIES
Alcohol-Drug Education Service: 604-944-4155 • www.ad.es.bc.ca
BC Responsible Gambling: www.bcresponsiblegambling.ca
DIVERSEcity: 604-597-0205 • www.dcrs.ca
Gambling Help Line: 1-888-795-6111
Genesis Family Empowerment Society:
 Call/Text 778-321-3054 • www.genesisfamilyempowerment.com
Lookout Society: 604-255-0340 • www.lookoutsociety.ca
Native Courtworker and Counselling Association of BC:
 604-985-5355 • www.nccabc.ca/
Options Community Services: 604-596-4321 • www.options.bc.ca
Pacific Community Resources Society: 604-587-8102 • www.pcrs.ca
Surrey RCMP: www.bc.rcmp-grc.gc.ca
SOURCES Community Resource Centres: 604-538-2522 • www.sourcesbc.ca
Surrey Mental Health and Substance Use Services (Fraser Health Authority):
 604-953-4900
Surrey School District: 604-595-6195 • www.surreyschools.ca

Substance Use Awareness Week

MAY 24 - 30, 2015



What is Substance Use Awareness Week?

Substance Use Awareness Week (SUAW) is a week-long campaign designed to raise awareness about the dangers of substance use. Surrey's Substance Use Awareness Week is May 24 - 30, 2015 and is led by a group of committed community partner agencies working with the Crime Reduction Strategy.

Host an Event in Your Community

Show your support for Substance Use Awareness Week by hosting a ribbon campaign, a speaking engagement for parents, a forum for youth, a school event or any other event you can think of, big or small.

This toolkit provides valuable guidance, tips, tools, and advice to assist your involvement.

Event Ideas For Substance Use Awareness Week

- Awareness Walk
- Community Picnic or BBQ
- Youth Conference
- Workshop for Professionals
- Family Fun Skate
- SUAW Ribbon Campaign
- Forum for Parents
- School Assembly
- Speaking Engagement with a Keynote Speaker
- Pancake Breakfast
- Hold an open house at your agency and share with the public how your work helps substance use prevention or intervention. Invite the public to drop by
- Tie an Informational Booth into an Already Existing Community Event

Awareness is KEY
Get Involved

Create a Team!

Bring together partners and neighbours to help raise awareness and stop substance use.



Message from the Mayor



Substance Use Awareness Week provides an opportunity to engage with residents and inform communities about the consequences of substance use.

This toolkit is a product of key recommendations within the City of Surrey's Crime Reduction Strategy, and is intended to be used as an engagement tool amongst community stakeholders to help prevent, educate and deter substance use.

By raising awareness of the lasting complexities of addiction, the detrimental impacts that drugs and alcohol can have on individuals, families, friends, employment and the community, this toolkit can educate and provide resources for those seeking support. Moreover, it further enhances the impact that individuals, schools, government and community agencies can have in assisting residents suffering from the harmful effects of substance use.

Surrey City Council is proud to support the Crime Reduction Strategy's Substance Use Awareness Week.

Sincerely,

Linda Hepner

Linda Hepner, Mayor



Event Planning Checklist

6-8 Weeks Before the Event

- Decide on a date.
- Determine the goals and objectives of the event (i.e. awareness, education, prevention activities etc).
- Find like-minded friends or individuals who are interested in helping with the event planning.
- Determine how much, if any, funds are needed for the event.
- Consider finding sponsors to help provide some or all of your supplies and services (i.e. signage, promotion, materials).
- Find out whether you can get your own supplies through donations and in-kind contributions.

4 Weeks Before the Event

- Having a detailed to-do list will help you stay organized and will help ensure a successful event!
- Call a meeting to plan your Substance Use Awareness Week projects and activities. At the end of this document, you will find a list of resources that might be helpful.
- Don't forget to invite others including youth groups, schools, local business associations, religious organizations, senior's centres and service clubs.
- Set your meeting agenda. Don't forget to bring a printed version of this material.
- Brainstorm event ideas as a team.
- As a group, decide what you want to do to bring together members of your community. You will want to involve as many organizations as possible.
- Remember – it doesn't matter if you are planning a large or small event – every little bit helps. Discuss the kinds of things your group members think will interest your community.
- Start planning your great event!

2 Weeks Before the Event

- Confirm that arrangements have been made to pick up things such as sound equipment, podiums or any printed material needed for the event.
- Continue to promote the event.
- If you have sent invitations, follow up with those you have not yet received a response for.
- Create a timeline of the event starting with 'Set Up' and ending with 'Take Down.'
- Create a To-Do list for the day of the event and be sure to include set up and take down tasks in the list.
- Connect with and confirm volunteers – if needed.
- Confirm the time you are able to get in to the location for set up.



1 Week Before the Event

- Make sure all needed supplies have been received.
- Confirm the delivery of any supplies being dropped off at the event.
- Continue to promote and market the event through Social Media and physical flyers/posters.
- Send a News Release to local media.

The Day Before the Event

- Check that all materials are ready.
- Do a final review to make sure everything is ready to go.
- Ensure event tasks are delegated.

The Day of the Event

- Arrive Early.
- Ensure those helping with set up have arrived on time.
- Thank everyone as the event goes on and recognize their hard work whenever possible.
- Take photos.
- Have a fun and successful Substance Use Awareness Week event!

After the Event

- Bask in the greatness of your event.
- Send thank you cards to everyone (volunteers, donors, etc).