



CCSA announces new Drug Prevention Strategy for Canada's Youth

\$10 million youth-focused plan reinforces federal government's National Anti-Drug Strategy

Ottawa/October 4, 2007/CNW: The Canadian Centre on Substance Abuse (CCSA), a national organization working to reduce alcohol- and drug-related harm, today outlined a major drug prevention effort that it will lead over the next five years as part of the federal government's new National Anti-Drug Strategy, announced today in Winnipeg. The \$10 million Drug Prevention Strategy for Canada's Youth will bolster CCSA's current efforts to address substance abuse and addiction.

"Recent research confirms that both the short- and long-term impacts of youth substance use and abuse are significant and underscores the need to address these issues at an early stage and in a sustained fashion," said CCSA's Chief Executive Officer Michel Perron. "The Drug Prevention Strategy for Canada's Youth will enable CCSA to maintain a focus on and engage with this particularly vulnerable segment of the population and to work in partnership with those who work with families, schools, communities and other individuals across Canada."

CCSA's Drug Prevention Strategy for Canada's Youth will adopt a three-pronged approach, designed to leverage this significant federal investment for national benefit, by

- Establishing a **media/youth consortium** of national media corporations and youth service organizations to develop and deliver evidence-based prevention messages to promote positive and healthy life choices for youth.
- Developing a first-ever set of **Canadian national standards** for the design and delivery of prevention programs, a compendium of existing resources meeting these standards, and a means for communities, schools, families and others to access these.
- Creating and maintaining **sustainable partnerships** through existing and new CCSA networks with organizations representing various sectors committed to sustaining the implementation of the Strategy.

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About CCSA (www.ccsa.ca) :

With a legislated mandate to reduce alcohol and drug-related harms, the Canadian Centre on Substance Abuse provides leadership on national priorities, fosters knowledge translation within the field, and creates sustainable partnerships that maximize collective efforts. CCSA receives funding support from Health Canada.

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