



Attention: News and Assignment Editors

CCSA joins community leaders in Yellowknife to address substance abuse

YELLOWKNIFE, NWT, JUNE 22, 2007 – The Board of Directors of the Canadian Centre on Substance Abuse (CCSA), an organization working to reduce alcohol- and drug-related harm, will spend the next three days here sharing ideas with representatives of the addictions community in a special event called a World Café, signing a [Memorandum of Agreement \(MOA\)](#) with the NWT's Department of Health and Social Services, and participating in local cultural events.

***Note to media:** Local media are invited to attend as observers during part of the NWT Addictions Community World Café and Memorandum of Agreement (MOA) signing. Interview opportunities are available with CCSA representatives and World Café participants. Event information can be found at the end of this news release.*

It is widely recognized that substance abuse and addictions have a negative impact on the social, health and economic well-being of Canadians and particularly of people living in Canada's North. This trip signals CCSA's growing engagement with the three Territories in the area of substance abuse and follows a similar visit to Nunavut in June 2005. The NWT Addictions Community World Café will bring together nearly 20 non-governmental organizations and key NWT government departments for what has been described by the originators of the World Café concept as a process of "awakening and engaging collective intelligence through conversations about questions that matter."

"With a strong belief in shared responsibility for action, CCSA is dedicated to bringing together diverse groups of partners and ensuring that each one is engaged and committed to an appropriate role," said CCSA's Board Chair, Chief Barry V. King O.O.M. "We look forward to sharing in the vast experience and knowledge that this community has to offer and we are confident that this exchange will help us strengthen our commitment to Canada's Territories and broaden our understanding of the need for culturally-relevant programs, services, research and innovation."

CCSA has demonstrated its commitment to the North in a number of key initiatives:

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- *In 2005—the same year the CCSA Board visited Nunavut—the Centre launched an online Territorial Resource to provide access to credible information on the North and a virtual forum for individuals working in the substance abuse and addictions fields.*
- *In 2006, CCSA hired a Senior Advisor on Northern Canada, Rachel Dutton-Gowryluk, to increase CCSA's responsiveness to the unique needs of Northern communities and to foster partnerships with Aboriginal leadership, government and industry.*
- *In 2007, CCSA began work with Meeka Arnaqaq, an Elder in Pangnirtung, Nunavut, and the Mamisarvik Healing Centre in Ottawa to record and preserve the traditional teachings of Inuit society as a way of clarifying the link between inter-generational trauma and substance abuse among the Inuit.*

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- *CCSA is also committed to future projects in support of the North, including the upcoming [Issues of Substance](#) conference on November 25-28, 2007, in Edmonton, Alberta, which includes a strong focus on First Nations, Inuit and Métis people.*

Event Information for Media:

Date and Time: June 22, 2007 at 4:00 pm. Media are invited to attend the conclusion of the World Café and the MOA signing, and to speak with CCSA representatives (CEO Michel Perron and Board Chair Chief Barry V. King) and World Café participants about the event.

Location: Tree of Peace Friendship Centre (Boardroom). 5011 51st Street, Yellowknife

Local Media Contact: Enid Harrison, CCSA at 867-445-7313

Host List for NWT Addictions Community World Café:

- Tree of Peace Friendship Centre
- Salvation Army
- John Howard Society/Homelessness Coalition
- Centre for Northern Families
- Yellowknife Association for Community Living
- YWCA Yellowknife
- Youth Net NWT
- Native Women's Association of the NWT—Victim Services
- Dene Nation
- Department of Health and Social Services
- Department of Industry, Tourism and Investment
- Department of Education, Culture and Employment
- Royal Canadian Mounted Police
- Elder—Ruth McCullough Mercredi
- Justice—Corrections (North Slave Correctional Centre)
- Yellowknife Health and Social Services Authority
- Stanton Territorial Hospital

About CCSA (www.ccsa.ca):

With a legislated mandate to reduce alcohol- and other 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 is supported by Health Canada through Canada's Drug Strategy.