



Substance Use
National ~~Addictions~~ Awareness Week

Planning Kit
November 12 - 18, 2017

REDUCTION is NO JUDGE
HARM REDUCTION
TION IS CHANGING OLD SY
CTION IS KEEPING PEOPLE ALIVE HARM R
MEETING PEOPLE WHERE

Please join us in spreading the word about National Substance Use Awareness Week!

National Addictions Awareness Week is an event held in November each year and highlights issues and solutions to help address alcohol- and other drug-related harm. This year, we're changing the conversation. We know that many of the harms associated with substance use are a direct result of stigma, discrimination and criminalization. Rather than focus on addiction and harms, we want to celebrate people who use drugs, highlight what they are doing to reduce harms, keep themselves and their communities safe, and reduce stigma.

The Manitoba Harm Reduction Network works toward equitable access, systemic change, and reducing the transmission STBBI through advocacy, policy work, education, research and relationships. More about us can be found on our website www.mhrn.ca!

There are several ways you can participate! Share posts on social media, participate or share our "I ♥ Someone Who Uses Drugs" campaign or plan an event of your very own! We compiled some information to make it easy!

Social Media

Starting November 13, MHRN will be sharing social media posts about Substance Use Awareness Week. Please visit the MHRN's social media sites to share our posts!

Facebook: <https://www.facebook.com/The595PreventionTeam>

Twitter: <https://twitter.com/mbhrn>

Monday November 13:



Substance Use is not Addiction

80-90% of the people who try any drug will NOT become addicted-- and yes, this includes heroin, crack, and meth!¹

[1] Dr. Carl Hart, neuropsychopharmacologist, <https://goo.gl/au16Ri>

Tuesday November 14:



Drugs are useful

Even Fentanyl is prescribed to children as young as 1 year old in some countries as an effective and SAFE painkiller. Despite the hype, when used correctly with proper dosage and medical supervision Fentanyl is a useful tool that improves lives.

The Canadian Association of People Who use Drugs say it best: "It's not the drug, it's the policy"- <http://capud.ca/>

Wednesday November 15:



End Criminalization

When Portugal decriminalized drugs, injection use FELL by 50%¹. Overdose death and health outcomes improved too!

[1] <https://goo.gl/jnMAZZ>

Thursday November 16:



Drugs are fun!

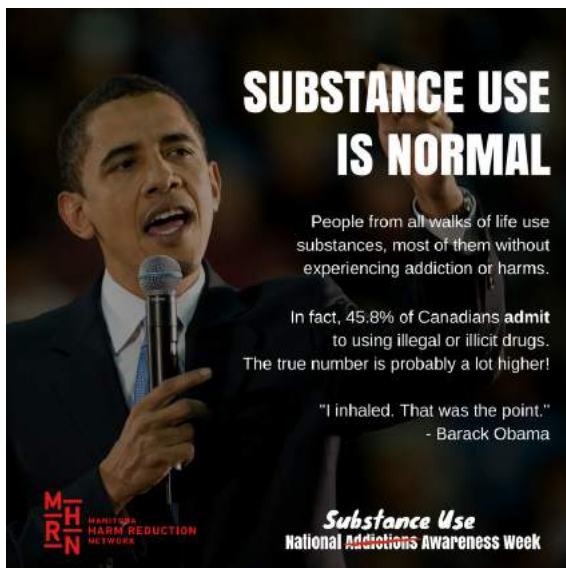
A substance free world is not realistic. And why would we want it to be? Substances can be a fun, affirming, spiritual or cultural practice with many benefits. In some cases, substances often used for recreation have been shown to improve depression¹ and anxiety disorders², and help treat trauma and PTSD³. No wonder people are using them!

[1] <https://goo.gl/o8tsJu>

[2] <https://goo.gl/pFVtvN>

[3] <https://goo.gl/2KYnBx>

Friday November 17:



<https://goo.gl/Py6t4E>

Substance use is normal

People from all walks of life use substances, most of them without experiencing addiction or harms. In fact, 45.8%¹ of Canadians admit to using illegal or illicit drugs. The true number is probably a lot higher!

"I inhaled. That was the point."
- Barack Obama

[1] Canadian Tobacco, Alcohol and Drugs Survey, 2015 <https://goo.gl/MZA8ub>

[2] October 2006, meeting of the American Society of Magazine Editors

I ♥ Someone Who Uses Drugs



We ALL love someone who uses drugs. In 2017 The MHRN launched the I ♥ Someone Who Uses Drugs Campaign. This campaign was aimed at reducing the stigma associated with people who use drugs and was integrated into our training materials, events, and organizational messaging.

The idea is that anyone could wear this t-shirt, because we all love someone who uses drugs. To date, over 500 T-shirts have been distributed to peers, service providers and anyone who loves folks that use drugs!

Participate in the campaign by promoting the message that we all love someone who uses drugs!

T-Shirts are available for sale through our online portal, and can be purchased in many colours and styles:



MHRN Store



"I ♥ someone who uses drugs" buttons and stickers are available for your organization and events, talk to your regional MHRN coordinator. They will have limited amounts available for pickup.

Pick up locations and contacts:

Winnipeg: veda@the595.ca

Selkirk and Pine Falls: anlina@the595.ca

Thompson: sharon@the595.ca

Flin Flon / The Pas: carrie@the595.ca

Swan River: chelsea@the595.ca

The Pas / CNTH communities: stasie@the595.ca

If you live too far from one of these sites to pick up, contact our Winnipeg coordinator Veda (veda@the595.ca), and she may be able to send some in the mail!

Planning an Event

Want to plan an event? Consult people who use drugs in your community to see what kind of event they would most appreciate! Some ideas include celebrations, educational events, and direct action and advocacy.

Support Events Planned by People Who Use Drugs

Direct Action

Organize an effort to create change! Ideas include:

- Organize a letter writing campaign to your local officials calling for an end to substance use related criminalization
- Write a harm reduction policy for your organization
- Rally! Get people together to rally for an issue that is important in your community

Outreach

Plan an outreach event to provide supplies and let people know about supply distribution. This could be a table in a public space, at an organization that provides services, or one-to-one outreach in areas where people who use drugs are.

Educational events

Host a workshop or lunch and learn. Some topics include:

- Criminalization and the
- Good Samaritan Drug Overdose Law
- Naloxone and overdose response training
- Safer partying
- Harm reduction

Talk to people who use drugs in your community to find out what they want to know, and what they want community members, service providers, and law enforcement to know.

Organizing a Naloxone Distribution Event

Partner with the a health authority or pharmacy in your region to host a naloxone training and distribute kits to the people that need them most! Sessions can be closed and targeted at peers, open to the public, or for specific service providers.

To find your local distribution partner to help you out with this event check out this list of distribution sites for the Manitoba take home naloxone program:

http://streetconnections.ca/content.php?navigation_id=2294

If you have health care professionals on staff, you may be eligible to become a naloxone distribution site. Download the site criteria here:

<http://www.manitoba.ca/fentanyl/service-providers.html>

Background on Naloxone:

Naloxone is an antidote to opioid overdose. During an overdose, it can be injected into a muscle. This can temporarily reverse the effects of opioid drugs. Naloxone has no effect on drugs that are not opioids, and is a very safe drug.

People who are at risk of opioid overdose may access FREE take-home-naloxone kits and get overdose recognition and response at participating distribution sites.

Hosting an Overdose Intervention Training in your Community

If you can't distribute Naloxone you can still save lives by sharing information about what to do in case of overdose.

Manitoba's training manual can be found here:

https://www.gov.mb.ca/health/publichealth/docs/training_manual_overdose.pdf

An online, interactive training course can be adapted for a live training or group activity:

<http://towardtheheart.com/naloxone-course/>

Good Samaritan Overdose Act Training

In May 2017 the Good Samaritan Overdose Act became law. It encourages people to call 911 in case of an overdose, without fear of arrest or charges. It provides some legal protection for people who experience or witness an overdose.

Educational events for both RCMP and people who might be present at the site of an overdose can help spread the word and ensure that people who witness an overdose feel safe and confident calling for help.

For details on the new law:

<https://www.canada.ca/en/health-canada/services/substance-abuse/prescription-drug-abuse/opioids/about-good-samaritan-drug-overdose-act.html>

Want to Attend an Event?

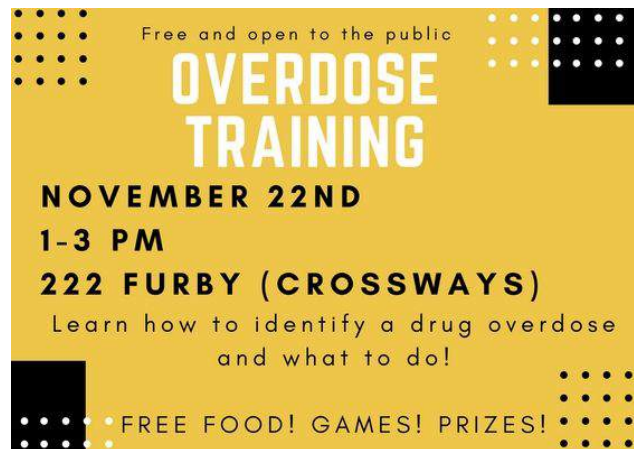
Winnipeg

On November 22nd the MHRN Peer Working Group is hosting an overdose training in collaboration with the WRHA.

Learn how to identify an overdose, and what to do!

Training will include how to use Naloxone, and kits will be available for people who meet requirements for the free provincial Naloxone distribution program.

Training is appropriate for EVERYONE: people who use drugs, community members and service providers!
No registration required, just show up!
We ALL love someone who uses drugs!



Thompson

- Radio Media - Listen to CHTM 102.9 FM for the Question of the Day
- **Tuesday, November 12:** Community Cookie Crash - We are bringing cookies to local businesses - construction, dealerships, banks, etc - with harm reduction messages, I Heart stickers, as well as literature about the week & campaign.
- **Wednesday, November 13:** Open to the Public:
 - UCN Resource Fair at the University 10am - 2pm
 - NRHA Tea & Bannock at the Clinic in the Plaza Mall 1:30 - 4pm
 - Both events will have: Information booths from SCNN members, Supply Distribution & Draws
- **Thursday, November 14:** Community Event: Dad Game Night at Futures - 117A Commercial Place 6 -8 pm
 - Game night for Dads & their young children, Contact Cathee @ 204-677-4431
- **Friday, November 15:** Lunch & Learn: Wine Mom 12:00 - 1:00
 - Call Leslie to Register for space 204-677-7310
 - Bring your own lunch, AFM Building, 90 Princeton Dr

Follow our social media pages for more events in your community!

Facebook: <https://www.facebook.com/The595PreventionTeam>

Twitter: <https://twitter.com/mbhrn>

If you are planning an event, please send the info to veda@the595.ca and anlina@the595.ca so that we can share it!