



Manitoba Addictions Awareness Week

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(Date)

To All Community Leaders:

You are being invited to participate in our Manitoba Addictions Awareness Week Event. Regardless if you are a politician, a choir leader, a teacher, a mother, a Dr. or any of an assorted number of individuals that form the backbone of this community - you have the power and ability to **raise your voices for healthy choices**.

The week of November 15 - 21, 1998 is **Manitoba Addictions Awareness Week**. This year our theme is *Raising our Voices for Healthy Choices*. Consider this a friendly challenge to get involved, get active and be part of a positive change for our community. Use your leadership skills to make a difference! We are planning a (fill in the blank) and invite you to come out and let your voice be heard. We feel you could (specifically identify the task).

TAKE A RISK - GET INVOLVED!

At our (name the event), we hope to explore various topics and come up with answers that can be planned and thought out before they have to be put to the test. The following ideas will be raised at our event:

1. Exploring the impact of being a positive role model

Whether we like it or not, we are role models. It is up to us if we are going to be positive role models or role models that give living examples of unacceptable behaviour. We need to recognize that out there someone is looking at us and most likely modelling our behaviour. Positive role modelling will be examined.

2. Speak out

Demonstrating positive behaviour is only part of it. We will be examining our actions or inactions that allows others - family, community youth or colleagues - to continue acting in inappropriate ways. Do we still ignore situations where we know people are drinking and driving? Do we look the other way when people we know are abusing prescription drugs because we don't want to embarrass them? What do we do if we see the store clerk selling cigarettes to someone under 18 years of age? Do we disregard a hunch that someone in our neighbourhood is selling marijuana. How do we react to an acquaintance who is pregnant and drinking alcohol? To what length are we prepared to "keep the peace", before we actively intervene? These questions will be discussed at our event.