

## How To Use, Share and Promote the MAAW Kit

### Multiple Uses / Multiple Users

The Manitoba Addictions Awareness Week Kit is updated annually and contains valuable information, ideas, learning activities and promotional materials that have multiple uses for many people. Here are a few suggestions on how you can store, use, share and promote this resource:

## What's in the kit for schools, communities and workplaces?

### ❖ In this year's MAAW Kit:

- **CD- The Best of MAAW - 16 years of the best information and activities**
  - **Section 1 - Promotion** - Public Service Announcements for schools, communities and workplaces and an Addictions Awareness Week planning brochure.
  - **Section 2 – Activities and Information** - This section can be used to plan school and community events and activities; it includes: games like the *Amazing Addictions Race*, information on how to address drug and alcohol topics, and a **curricular connections matrix** that links this section's many learning activities to the learning outcomes of the curriculum. Section 2 is subdivided by topic:
    - Alcohol
    - Basic Fact Sheets
    - Community & Workplace
    - Co-Occurring Disorders
    - Disordered Eating
    - Driving while Impaired
    - Drugs
    - Fetal Alcohol Spectrum Disorder
    - Gambling
    - Games
    - Inhalants
    - Legal Brainteasers
    - Making Healthy Choices
    - Smoking
    - Statistics
    - Steroids
    - Substance Abuse
    - Suicide
  - **Section 3 - Supporting Resources** - This section provides website links to electronic resources on addictions for teens, teachers and parents as well as a list of resources available from the AFM Library.
- **MAAW Kit Inserts - Time Sensitive Information** - This section includes:
  - an exciting contest for youth <18;
  - Funding Opportunity for schools, communities and workplaces to apply for up to \$200 in funding to help them undertake MAAW activities and events;
  - Resources and Speakers' list;
  - MAAW Order Form;
  - Self-help contacts, and
  - An overview of Addictions Foundation of Manitoba's provincial services.



# How to use:

## ❖ **This year's MAAW Kit can be used for:**

- Planning Addictions Awareness Week activities such as: Weedless Wednesday, Healthy Schools/Community initiatives (Community Forums, Alcohol Free Dances/Dinners, etc);
- T.A.D.D. school-wide/community activity ideas;
- Health curriculum support (resources and learning activities);
- Guidance and counselling support materials;
- Psychology/biology support materials;
- Thematic files for research projects in literature, history, science or psychology;
- **Applying for up to \$200 in MAAW Funding** to support the Addictions Awareness Week activities/events in your school, community or workplace.

# How to share and promote:

## ❖ **This year's MAAW Kit can be shared with/promoted at:**

- **Schools:**
  - **Staff Meetings** - Make all staff aware of the many cross-curricular games, contests, fact sheets, learning activities, school-wide events, funding opportunities and free *The Best of ME!* stress-ball pens; all of which can be found/ordered using the MAAW Kit.
  - **Student Council Meetings** - Student-generated activities/events are the most effective in raising awareness; check out the Kit's **funding opportunity**, new **Amazing Addictions Race**, **Healthy Alternatives** and **Personal Recreational Choices activities** and much more!
  - **Parent Advisory Council** - The Kit includes lists of speakers on a range of topics, reproducible hand-outs, videos suggestions, AFM publication order form.
  - **Other** - Student Services Planning Team, Peer Counsellor Groups, Subject Area Instructors (e.g. Language arts, Science, etc.), Phys Ed./Health Ed. Instructors, School Counsellors, Social Workers, Addictions Workers, etc.
- **Communities:**
  - **Youth Leaders** - 4-H, Guides, Scouts, M.A.D.D., T.A.D.D., drop-in centers
  - **Community Centers and Recreational Programs - Sports Groups**
  - **Parenting Programs**
  - **Public and Mental Health Workers**
  - **Corrections/Policing Staff**
  - **Social Services Organizations and Programs**
  - **Counselling and Support Programs - NNADAP, Self-help Groups**
  - **Public Libraries and Community Resource Centers**
- **Workplaces:**
  - **Employee Assistance Programs** - The Kit includes a *Lunch n' Learn Speakers List*, lunch hour film fest - videos you can borrow, reproducible handouts, workplace activities/events and free *The Best of ME!* stress-ball pens.

# How to order kits, promotional items and apply for MAAW Funding:

- ❖ Kits are distributed to every school, selected community groups and workplaces throughout the province.
- ❖ Additional kits can be purchased through the **Manitoba Textbook Bureau at 204-483-5040;** <http://www.mtbb.mb.ca>. Stock numbers are English #2952 and French #2953.
- ❖ Visit MAAW's Web site [www.afm.mb.ca/maaw/](http://www.afm.mb.ca/maaw/) to access the Kit, Kick-off and other information.
- ❖ Use the **Resource Order Form** included in this kit to order AFM Publications and **MAAW's promotional items.**
- ❖ **Apply for up to \$200 in MAAW Funding** to help plan and implement Addictions Awareness Activities/Events in your school, community or workplace.