

Step 4

DETERMINE YOUR "SUCCESS" INDICATORS.

- ◆ What would have to occur to make your event a success?
- ◆ How will you measure the success?



Step 5

EVALUATE YOUR ACTIVITY

Record your activities and observations. Include in your records a description of the event, how many participated, problems encountered and the benefits to your group.

THANK EVERYONE INVOLVED!

Please let us know of your event and information. This will enable us to put your organization and activity in a newsletter!

MANITOBA ADDICTIONS AWARENESS WEEK COMMITTEE REPRESENTATION

- * Addictions Foundation of Manitoba
- * Elks & Royal Purple of Manitoba
- * Manitoba Association of School Trustees
(TADD and SAFEGRAD)
- * Manitoba Education, Citizenship and Youth
- * Manitoba Health – French Language Services
- * Manitoba Liquor Control Commission
- * Manitoba Pharmaceutical Association
- * Manitoba Public Insurance
- * Royal Canadian Mounted Police `D' Division, Man.
- * The City of Winnipeg Police
- * NNADAP, First Nations and Inuit Health Branch
- * CP Rail/Progress Rail

For more information, contact:

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HOW TO GET INVOLVED IN MANITOBA ADDICTIONS AWARENESS WEEK



November 16-22, 2008

"THE BEST OF ME!"

What is MAAW?

MAAW is an acronym for **M**anitoba **A**ddictions
Awareness **W**eek.

The goal of MAAW is to increase knowledge and awareness of addictions and prevention for Manitobans of all ages.

There are many reasons for promoting addictions awareness. They range from the destruction of home and family life, to the detrimental effect on business and industry. Addictions are a major factor in the health and wellness of Canadians.

The Manitoba Addictions Awareness Week Committee supports and assists the work of local addictions awareness committees.

What's involved?

There may already be a MAAW committee in your community or workplace that you may join. If not, consider forming a committee of your own. Representation on your committee could include concerned community members, health care workers, clergy, local police, school principals and counsellors, pharmacists, youth leaders, addictions worker and others.

Everyone can help!

We can all play a part in helping increasing the awareness of the harms addictions can cause.

- ◆ Addictions contribute to marital break-up, dysfunctional home life and cause our children to mature in unhealthy ways.
- ◆ The recent rise in gambling addictions is responsible for the loss of millions of dollars, requiring more gambling addiction counselling and rehabilitation programs.
- ◆ Fetal Alcohol Spectrum Disorder is the leading environmental cause of birth defects and the third most common cause of mental retardation in North America.
- ◆ Addictions in the workplace result in more sick days. Employees become less cooperative, less reliable, less punctual and less productive.

- ◆ According to a Canadian Centre on Substance Abuse Study released in 2006, costs attributable to substance abuse in Canada amount to \$39.8 billion.

You can help to strengthen your community or organization by increasing the awareness of available addictions resources and treatments and by encouraging people to work together to create and promote healthy environments.

Just follow these 5 simple steps!

Step 1

FORM A WORKING GROUP

The first step is to gather a group of interested people from within your community or organization. These leaders can play an active role in your awareness effort. The ideal number of key leaders will vary (2-10) depending upon the size of your organization and community.

Consider what your target audience may benefit most from knowing more about, Do they need specific drug, alcohol or gambling-related information? Will your group benefit from understanding how an addiction affects the family? Or is it a matter of finding out what resources are available for prevention and treatment? What about promoting healthy lifestyles? How about encouraging others towards “the best of me”?

You may also conduct a small survey to determine where your group feels the greatest needs lie.

Step 2

DETERMINE AN ACTIVITY....BRAINSTORM!

Gather ideas together. When people's ideas are listened to, they are more likely to become involved.

There are many possible ways to promote addictions awareness. You may also want to check out other MAAW activities happening across the province!

Once the ideas are in hand, identify resources available. A workplace group may consider office supplies, equipment and employees who may give a motivational speech or talk. Group members may choose to speak about or share their own experiences. In the community, resources could include local businesses, organizations, or a venue.

Step 3

SET YOUR PLAN

Consider your objectives and the steps required.

- ◆ When will the activity be held?
- ◆ Where will the activity be held?
- ◆ What needs to be done?
- ◆ What resources are needed?
- ◆ Who will do which tasks?

Don't take on too much. Build from year to year.

Success requires open communication. Spread the word, tell others what you are planning, and keep everyone informed!