



Canadian Centre
on Substance Abuse
Centre canadien de lutte
contre les toxicomanies

Partnership. Knowledge. Change.
Collaboration. Connaissance. Changement.

FOR IMMEDIATE RELEASE

CCSA Marks International Day against Drug Abuse and Illicit Trafficking and Supports the United Nations' Call to "Listen First" to Children and Youth

Ottawa, June 24, 2016 – The Canadian Centre on Substance Abuse (CCSA) is pleased to join the United Nations Office on Drugs and Crime (UNODC) and non-governmental organizations around the world in marking International Day Against Drug Abuse and Illicit Trafficking on June 26.

This year's theme, "[#Listen First](#)," focuses on science-based drug prevention for children and youth. It calls for everyone, especially parents, teachers, healthcare and prevention workers, to listen to children and understand their needs to help prevent and react to risky behaviours and drug use. CCSA recognizes, as Yury Fedotov, UNODC Executive Director, has said, that "at the core of science-based prevention is a very simple concept, something we all know how to do but perhaps spend too little time doing: listening."

"We know adolescence marks a time of significant change and is a particularly vulnerable period in which risk taking and drug use begins," said CCSA CEO Rita Notarandrea. "We appreciate this important call from the United Nations to establish time for the youth in our lives – to engage, to listen and to offer our support to help prevent problematic substance use today and for the future."

CCSA fully supports the International Day against Drug Abuse and Illicit Trafficking and the UNODC's call for investment in the wellbeing of our children and youth, families and communities. In fact, we continue to focus on youth as one of our priority populations and have recently concluded a cross-country series on the [effects of youth cannabis use on the developing brain](#). To learn more about CCSA's recent work on youth and substance use, please see the publications linked below. Additional information can also be found on our [youth topic page](#). We are also releasing today an updated [drug summary on ecstasy](#) that provides the latest information on Canadian youths' use of the drug.

- [Substance Use and Suicide among Youth: Prevention and Intervention Strategies](#)
- [Drug-Impaired Driving Toolkit](#)
- [The Canadian Standards for Youth Substance Abuse Prevention: An Overview](#)

Furthermore, yesterday, CCSA welcomed the arrival of the [UNODC's 2016 World Drug Report](#). Arriving approximately two months after the Special Session of the United Nations General Assembly on the World Drug Problem, this year's report offers important insights into the impact of drugs on individuals, families and communities.

Of note, CCSA's Canadian Community Epidemiology Network on Drug Use (CCENDU) bulletin, [Deaths Involving Fentanyl in Canada, 2009–2014](#), was referenced in this year's report.

Should you wish to share your support on social media, please use the hashtag [#WorldDrugDay](#) [#ListenFirst](#).

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The Canadian Centre on Substance Abuse changes lives by bringing people and knowledge together to reduce the harm of alcohol and other drugs on society. We partner with public, private and non-governmental organizations to improve the health and safety of Canadians.

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