

NO: **Ro88**

COUNCIL DATE: **May 7, 2012**

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## REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 30, 2012**

FROM: **Crime Reduction Strategy Manager**

FILE: **7450-30**

SUBJECT: **Substance Use Awareness Week 2012**

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## RECOMMENDATION

The City Manager's Department recommends that Council receive this report as information.

## INTENT

The purpose of this report is to provide information about Substance Use Awareness Week, which is from May 27 to June 2, 2012 and the activities and awareness events that are taking place in Surrey in support of raising awareness regarding substance use.

## BACKGROUND

Crime reduction is, in part, about implementing effective crime prevention measures that focus on the root causes of crime. Generally such approaches should be comprehensively applied across neighbourhoods and involve a broad range of partners and stakeholders.

The Surrey Crime Reduction Strategy includes a recommendation under the Prevent and Deter Crime component that focuses on building awareness and educating the public about substance use and abuse. In this context the Crime Reduction Strategy also recommends that Surrey support an annual drug and alcohol awareness week.

## DISCUSSION

The City of Surrey, in partnership with Alcohol and Drug Education Services, the B.C. Responsible and Problem Gambling Program, DIVERSEcity Community Resources Society, the Fraser Health Authority, Klay-how-ya, Kwantlen Polytechnic University, Options Community Services Society, Pacific Community Resources Society, SOURCES Community Resources Society and the Surrey School District, have organized Surrey's second annual Substance Use Awareness Week. The purpose is to increase public knowledge and awareness about signs and symptoms of substance use, direct interested parties to information and supply resources on how help can be obtained.

The week-long awareness event will take place during the week of May 27, 2012. The week will be declared “Substance Use Awareness Week” (SUAW) based on a best practice of promoting awareness about substance use through positive engagement. Using the word “Use” in the title instead of “Abuse” tends to reach a broader audience and gain attention from those who don’t identify themselves as “having a problem” or as being “addicted”. Information that is distributed during the Awareness Week is focused on education specific to recognizing possible signs in family and friends who may require supports to address a substance use problem. The working group is organizing the following events:

- To launch the promotion of Substance Use Awareness Week, a delegation will appear before Surrey Council at its Council in Committee Meeting on Monday, May 7<sup>th</sup> and the Mayor will proclaim the week of May 27<sup>th</sup>, 2012 as Substance Use Awareness Week during the Regular Council Meeting on that same day;
- An Event Tool Kit and Fact Sheets have been created for distribution to the public and partners that address some common Substance Use topics. The “Host your Own Event Tool Kit” will encourage agencies, businesses and groups in the community to host their own Substance Use Awareness Week events;
- A showing of the movie “Bad Medicine” or “Kharaab Daru” will be held on May 22, 2012 between 7:00 pm and 9:00 pm at Kwantlen Polytechnic University. The movie discusses alcohol’s role within the South Asian Culture and a panel of experts will be on hand to answer questions and stimulate community dialogue. The movie will link with Kwantlen’s Mental Health and Addictions fair that will be held from 10:00 am to 2:00 pm on that same day;
- Two City of Surrey staff Lunch & Learn sessions have been organized, one on each of May 29, 2012 and May 30, 2012, in City Hall Council Chambers. One will be conducted by the City’s Employee & Family Assistance Program and will provide information to City staff about addiction warning signs and self-assessment tools, myths and facts about the causes and harms of addiction and treatment options. The other will be presented by staff from the B.C. Responsible and Problem Gambling Program and will discuss current trends in gambling (including online gambling), ways to protect yourself and your family and what to do if someone you know has a problem;
- An evening workshop called “Loving an Addict, Loving Yourself” will be held at the White Rock Community Centre on May 30, 2012 from 7:00 pm to 9:00 pm;
- Information booths will be set up at the Kwantlen Mental Health and Addictions Fair on May 22<sup>nd</sup>, 2012 and at Central City Mall on May 31<sup>st</sup>, 2012 to provide information to the public about the harms of substance use and how to find help; and
- The “Community Response to Synthetic Drug Labs” brochure and the “Recognizing Grow Ops” brochure will be promoted as part of Substance Use Awareness Week.

## **SUSTAINABILITY CONSIDERATION**

The City's ongoing efforts in implementing the recommendations of the Surrey Crime Reduction Strategy are assisting in the achievement of the objectives of the City's Sustainability Charter, which identifies each of the Crime Reduction Strategy and the Plan for the Social Well-Being of Surrey Residents as important foundational elements in building a safe community.

## **CONCLUSION**

Substance Use Awareness Week (SUAW) is another example of the City's efforts to collaborate with partners and stakeholders to address community safety issues in Surrey. SUAW is consistent with the recommendations of the Surrey Crime Reduction Strategy and demonstrates the City's ongoing commitment to community safety and crime reduction.

Colleen Kerr  
Crime Reduction Strategy Manager

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