

NO: **R078**

COUNCIL DATE: **May 6, 2013**

REGULAR COUNCIL

TO: **Mayor and Council**

DATE: **April 24, 2013**

FROM: **Crime Reduction Strategy Manager**

FILE: **7450-30**

SUBJECT: **Substance Use Awareness Week - May 26 to June 1, 2013**

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 in 2013 is from May 26 to June 1, and the activities and 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

Surrey's third annual Substance Use Awareness Week is being held from May 26th to June 1st, 2013.

The City in partnership with Alcohol and Drug Education Services, the B.C. Responsible and Problem Gambling Program, DiverseCity Community Resources Society, the Fraser Health Authority, KEYS: Housing and Health Solutions, Kwantlen Polytechnic University, Options Community Services Society, Pacific Community Resources Society, Servants Anonymous Society, Sources Community Resources Society and the Surrey School District, are collectively organizing activities and events for the Substance Use Awareness Week with a view to creating awareness and increase public knowledge about substance use, gambling and process addictions.

Information will also be disseminated regarding the safe use of legal substances, gambling and internet games.

The Week has been named “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.

Substance Use Awareness Week Activities and 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 6th.
- The Mayor will proclaim on the week of May 26th, 2013 as Substance Use Awareness Week during the Regular Council Meeting on May 6th;
- An Event Tool Kit and Fact Sheets will be distributed 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;
- From Sunday, May 26th to Saturday June 1st, the themed fact sheets will be posted daily on the City of Surrey’s Crime Reduction Strategy Website, distributed through the City’s Facebook and twitter accounts as well as through partner agencies.
- A City of Surrey staff Lunch and Learn session will be held that will include a presentation by staff from the B.C. Responsible and Problem Gambling Program that is designed for staff with children to gather information around current trends in gambling (including online gambling), ways to protect children and other family members and where to find supports and services if a problem is discovered;
- An information booth will be set up at Central City Mall on May 30, 2013 between 3:00 pm and 6:00 pm to disseminate information to the public about the harms of substance use, the issues around process addictions and gambling, and how to find help; and
- The City’s “Community Response to Synthetic Drug Labs” brochure and the “Recognizing Grow Ops” brochure will be promoted as part of Substance Use Awareness Week.

The themes of the daily fact sheets for Substance Use Awareness Week are listed below:

Sunday, May 26 – Prescription Medications
Monday, May 27 – Substance Use and Body Image
Tuesday, May 28 – A Closer Look at Process Addictions
Wednesday, May 29 – Parenting
Thursday, May 30 – Cool Refusal Skills
Friday, May 31 – What is Doda?
Saturday, June 1 – Substance Use and Older Adults

SUSTAINABILITY CONSIDERATION

The City's ongoing efforts in implementing the recommendations of the Surrey Crime Reduction Strategy are assisting in achieving the objectives of the City's Sustainability Charter, which identifies the recommendations in 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 and sustainable 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 aligned 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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