

## **University of Saskatchewan professor and Saskatchewan Research Chair marks National Addictions Awareness Week with release of free Products Brochure for Front-line Workers**

Saskatoon, November 14, 2014 – From November 17–21, 2014, the Research Chair in Substance Abuse will join with the Canadian Centre on Substance Abuse (CCSA) and addiction organizations across the country to mark National Addictions Awareness Week (NAAW). This year the Chair is placing a particular emphasis on substance abuse prevention.

Led nationally by CCSA, NAAW highlights issues and solutions to help address alcohol- and other drug-related harm. It provides an opportunity for Canadians to learn more about substance abuse prevention, to talk about treatment and recovery, and to bring forward solutions for change.

“Addiction affects us all,” said Dr. Colleen Anne Dell, Saskatchewan’s provincially funded Research Chair in Substance Abuse and professor at the U of S. “For example, if you are in a vehicle and the driver in the other car is alcohol- or drug-impaired, then there is the potential for you to be impacted.”

Saskatchewan ranks higher than the national average for experiencing alcohol- and drug-related harms from others’ use, including family, marriage, financial and physical problems.

Across Canada, youth 15 to 24 years old have the highest self-reported past-year use of illicit substances compared to other Canadians, and are approximately five times more likely than adults aged 25 years and older to report harm because of drug use.

“Investing in the well-being of our communities is in everyone’s best interests,” said Rita Notarandrea, CCSA’s Chief Executive Officer. “We look forward to celebrating National Addictions Awareness Week 2014 with our many partners and stakeholders across Canada, including the University of Saskatchewan.”

A brochure highlighting the outcomes of studies undertaken by the Research Chair is now available at [www.addictionresearchchair.ca](http://www.addictionresearchchair.ca). The study findings have been translated into creative formats, such as music videos, recipes, posters and community workshops. They are intended to offer evidence-based support and inspiration for workers in the substance abuse field in Saskatchewan and across the country. Everything is available for free download on the web site.

For more information on National Addictions Awareness Week, you can join the dialogue over social media by following @CCSACanada and @ColleenAnneDell, and using the hashtag #NAAWCanada.

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