

**THE APT  
ADDICTION  
PREVENTION**

# INTEGRATIVE STRATEGY

ALCOHOL +  
DRUG  
PREVENTION

**apt**



Addiction  
Prevention Centre



In the past decade, the Addiction Prevention Centre (APC) has been almost exclusively focused on the development and delivery of the **APT strategy—an addiction prevention integrative** approach aimed at in-school youth. **APT**—the name given to the strategy—relates to the notion that the proposed activities will enable teenagers and the most significant adults in their lives to become more capable and competent: more apt to take actions to prevent the problems related to alcohol and drug use in adolescence.

## Components of the **APT Integrative Strategy**

*APT is Québec's very first integrative prevention strategy. It includes a drug information booklet and five programs aimed at teenagers and the most significant adults in their lives.*

1. *Drugs: Know the facts, Cut the risks:*  
Information
2. *APT My independence matters to me!:*  
Awareness
3. *APT group:*  
Universal prevention
4. *APT parents:*  
Universal prevention
5. *APT teachers:*  
Universal prevention
6. *APT individual:*  
Targeted prevention

## Objectives of the **APT Integrative Strategy**

- Persuade teenagers who do not use drugs or alcohol not to start
- Delay the age at which teenage non-users begin to use drugs or alcohol
- Convince teenage users to stop or curb their consumption
- Reduce the risks associated with consumption, especially for at-risk users (i.e. teenagers with an emerging addiction)

## Key features of the **APT Integrative Strategy**

- All the APT strategy programs were the subject of experimental evaluation, including pre/post testing and control groups
- The strategy involves various levels of intervention (friends, family members, community, media)
- The strategy is based on teenagers' beliefs
- It accounts for the stages in young people's development (experiences and knowledge)
- It brings together several partners, including the school community
- It is available in French and English
- In Québec, the **APT individual** model is the only scientifically validated targeted prevention program aimed directly at young people with an emerging addiction

## The APT Addiction Prevention Integrative Strategy



1	2	3	4	5	6
<b>Drugs: Know the facts, Cut the risks</b>	<b>My independence matters to me</b>	<b>APT group</b>	<b>APT Parents</b>	<b>APT teachers</b>	<b>APT Individual</b>
<b>Objective</b> Provide accurate, up-to-date information on drugs and related risks	<b>Objective</b> Persuade young people not to use or delay the age at which they start to use	<b>Objective</b> Convince teenage users not to use or reduce the risks related to use	<b>Objective</b> Provide parents with tools to help them better contribute to prevention targeting their teenagers	<b>Objective</b> Provide teachers with tools to help them better contribute to prevention efforts targeting their students	<b>Objective</b> Prevent increased use in at-risk young people
Target clientele <b>General public, health network, etc.</b>	Target clientele <b>Grade 7 students</b>	Target clientele <b>Grade 8, 9, 10 and 11 students</b>	Target clientele <b>Parents of teenagers</b>	Target clientele <b>Grade 7 teachers</b>	Target clientele <b>Students from grade 7 to 11</b>
<b>Information</b>	<b>Awareness</b>	<b>Universal prevention</b>	<b>Universal prevention</b>	<b>Universal prevention</b>	<b>Targeted prevention</b>

With the support of Health Canada, \$1.7M has been invested in the development of the APT strategy since 2007.

### 1. *Drugs: Know the facts, Cut the risks* (2014)

The book presents the most useful information on drugs, their effects, the risks related to each substance, the applicable laws and the available resources. With over 200 000 copies sold, it is aimed

at members of the public and constitutes a source of basic information on the most common drugs in Québec.

#### **Looking for a copy of the book?**

Most bookstores in Québec carry it. You can also call the APC at 514 389-6336 or write to [info@cqlld.ca](mailto:info@cqlld.ca).



## **2. APT My independence matters to me!**

Led by the Maison Jean Lapointe, this awareness workshop is aimed at grade 7 students. Since 2008, over 200 000 young people have taken part in its activities. Trained facilitators give the 60-minute presentation. Participants are invited to interact with the facilitator on the topics that are discussed: types of drugs, their effects on the brain, mechanisms and symptoms of addiction, key protective and at-risk beliefs about addiction that teenagers hold, avoidance strategies and available resources. At the end of the workshop, students receive a microbook containing easily accessible and useful information from the presentation.

In the days leading up to the workshop, a poster and leaflet are sent to the school for staff members. The leaflet describes the objectives of the workshop, its content and the prevention messages that should be communicated to help school staff members prepare to answer any questions students may have after the workshop. The material also provides teachers with

educational reinvestment options to enhance the target impacts of the awareness activity.

The My independence matters to me! workshop seeks to increase the standards, beliefs and protective behaviours that most grade 7 students have already assimilated. By the end of the activity, students will be encouraged to take part in the My passion matters to me! contest and send a video, photo or text that describes their passion to be featured on [www.monindependance.ca](http://www.monindependance.ca). Monthly winners receive a prize directly connected to their passion.

Thanks to support from the *Fondation Jean Lapointe*, the *My independence matters to me!* workshop is offered free in high schools across Québec.

***To present the My independence matters to me! workshop in your school,***

**contact the Maison Jean Lapointe at 514 288-2611 or [info@monindependance.ca](mailto:info@monindependance.ca). Go to [www.monindependance.ca](http://www.monindependance.ca) for more information.**



### 3. APT group

*APT group* is a universal prevention program that is especially aimed at students in grades 8 to 11. It is divided into two profiles:

- **Profile A** is aimed at teenagers who do not use or who use on occasion
- **Profile B** is aimed at teenagers who use on a regular basis

Each profile involves five group activities regarding alcohol, marijuana and other drugs led by a school staff member (e.g. special education technician, psychoeducator, etc.) lasting 45 to 60 minutes. The activities touch upon teenagers' five spheres of influence: friends, family members, school (or living environment), community and media. Each activity is structured as follows: presentation of the activity,

small group discussion, debate and transmission of preventive messages.

The APT group program is an interactive approach that incites teenagers to reflect and discuss through stimulating activities that help elucidate the risks of drug and alcohol use in adolescence. The beliefs (behavioural, normative and efficacy) that young people hold that lead to or prevent drug use drive the theory on which the program is based.

Thanks to support from the *Fondation Jean Lapointe*, free training is available for facilitators who want to lead the *APT group* program in their school.

**To bring APT group to your school,**

contact the APC for information on the program kit, continuing education program and certification at 514 389-6336 or [info@cqlld.ca](mailto:info@cqlld.ca).





## 4. APT parents

Available online 24/7 at [www.apte.ca/parents](http://www.apte.ca/parents), this module is aimed at all parents of teenagers to better equip them to act effectively and prevent the risks related to adolescent drug use. The 60-minute e-learning program includes four interactive vignettes in which parents must interact with members of a fictitious family to resolve drug-use related issues. Each vignette touches upon an aspect of parenting that helps reduce the risk of use in young people:

**(1) parent-teenager relations, (2) parent-teenager communication, (3) parenting practices (discipline) and (4) conflict resolution strategies.** The four vignettes include an information sheet on the theoretical notions on which they are based.

Thanks to support from the *Fondation Jean Lapointe*, the APT parents program is available free online at [www.apte.ca/parents](http://www.apte.ca/parents).

**To bring APT parents to your school,**

contact the APC to add the APT parents banner to your school or school board's homepage at 514 389-6336 or [info@cqld.ca](mailto:info@cqld.ca).

## 5. APT teachers

The teachers' module aims to prevent alcohol, marijuana and drug use by high school students and is specifically geared towards grade 7 teachers. The virtual e-learning workshop includes

an interactive component on the dilemmas teachers face with regard to their students' drug and alcohol use.

**For information on APT teachers,**

contact the CQLD at 514 389-6336 or [info@cqld.ca](mailto:info@cqld.ca).

## 6. *APT individual*

This targeted early intervention prevention program is aimed at teenagers whose drug or alcohol use is at high risk (yellow light) according to DEP-ADO, a tool designed to identify the problematic use of alcohol and other drugs, developed by Recherche et intervention sur les substances psychoactives — Québec (RISQ).

The APC computerized the DEP-ADO tool to meet the specific needs of the program. ***APT individual*** also includes a second online questionnaire to collect data on beliefs, attitudes, subjective norms, personal efficacy, intentions and individual behaviours with regard to drug use. Then, a program analyzes the data and automatically generates a tailored intervention plan that

integrates the principles of motivational and cognitive-behavioural approaches. The intervention requires five to six individual weekly sessions, each lasting approximately 50 minutes.

The program will:

- create divergences (cognitive dissonance stemming from the motivational approach) to drive a change in at-risk beliefs and behaviours
- restructure at-risk beliefs through objective arguments (stemming from the cognitive-behavioural approach)
- set out options to foster change (list of personalized strategies)
- strengthen protective beliefs in teenagers

*To bring APT individual to your school,*  
contact the APC at 514 389-6336 or [info@cqlld.ca](mailto:info@cqlld.ca).





**The Addiction Prevention Centre (APC)** is an independent non-profit organization. The scope of its actions covers all addictions that impact wellbeing: alcohol, illegal drugs, prescription drugs, tobacco, gambling, internet, etc. The APC's mission is to support addiction prevention in Québec and Canada by contributing to the advancement and transfer of knowledge in the field. To carry out this mission, the Centre focuses on expertise sharing, concerted action, as well as building awareness among organizations and the public on addiction-related issues. The APC's publications are available online at [www.cqld.ca](http://www.cqld.ca).

## Our partners



Since 2007, the APC has benefited from grants totalling \$1.7M from **Health Canada's Drug Strategy Community Initiatives Fund (DSCIF)** to develop and translate the activities of the *APT Integrative Strategy*. Without this critical support from the DSCIF and the exemplary collaboration of all of its team members, the Integrative Strategy would never have been developed.



For over 30 years, the **Fondation Jean Lapointe** has been wholly committed to addiction prevention. It dedicates much of its resources to preventing the problems arising from teenage alcohol and drug use in school settings and pledges significant financial support to the awareness and prevention activities carried out as part of the *APT Integrative Strategy* in schools across Québec.



Thanks to the financial support that it has received from **Direction de santé publique de Montréal** and *Fondation Jean Lapointe* since 2004, the **Maison Jean Lapointe** has led awareness workshops on the risks of alcohol, drug use and gambling, especially among teenagers in school settings. Over 300 000 people have taken part in the awareness activities spearheaded by the Maison Jean Lapointe.