



Canadian Centre
on Substance Abuse

Centre canadien de lutte contre
l'alcoolisme et les toxicomanies

Issues of Substance 2009 to Explore the Role of Prevention and Treatment In Reducing the Prevalence of Substance Abuse in Canada

OTTAWA, November 11, 2009 – The Canadian Centre on Substance Abuse (CCSA) is pleased to announce that over 100 experts in the field of substance abuse will present to an audience of more than 500 attendees at this year's *Issues of Substance* (IOS) conference next week, November 15–18, at the World Trade and Convention Centre in Halifax, Nova Scotia.

IOS is Canada's biennial national conference that provides those working in the field of substance abuse the opportunity to exchange knowledge, identify areas of collaboration and discuss the role of policy, prevention and treatment in the ongoing effort to reduce the harms associated with substance abuse.

Taking place during Canada's National Addiction Awareness Week (Nov. 15–21), the theme of this year's IOS conference is *Pathways and Bridges to Change*. Inspired from the National Treatment Strategy—which was released in November of 2008—IOS is focused on exploring the different pathways to change that individuals with substance abuse issues can pursue and the system bridges that need to be built to create a tiered, continuum-of-care treatment model that integrates addiction treatment, social services, housing, and educational systems.

“IOS is an opportunity for Canada to take measure of the state of substance abuse in our nation—to discuss openly, frankly and from multiple viewpoints what strategies are working, the challenges we face moving forward, and how we can best collaborate to overcome those challenges,” said Michel Perron, CEO of CCSA.

Over the four-day conference, program highlights at IOS include:

- Opening plenary session by **Annette Dale-Perera**, Strategic Director of Addictions and Offender Care Directorate for Central and NW London NHS Foundation Trust, who will present on England's experiences with implementing national drug and alcohol frameworks
- Plenary session by **Dr. Franco J Vaccarino**, PhD, Vice-President and Principal at the University of Toronto, who will present on the implications of neuroscience research on treatment strategies
- **David Archibald Lecture Series**, a panel discussion that will explore the role of industry in activities that address alcohol-related harms and the different viewpoints on how public health, government and industry can work together in this regard
- Closing plenary session by **Christopher Kennedy Lawford**, nephew of John F. Kennedy and son of actor Peter Lawford, member of the California Public Health Advisory Committee and author of *Moments of Clarity*, a New York Times bestseller that looks at the spiritual epiphanies that enable people to move from addictions to recovery

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Issues of Substance 2009 is hosted by CCSA in partnership with the Atlantic Canada Council on Addictions, Nova Scotia Department of Health Promotion and Protection and the Canadian Executive Council on Addictions. CCSA would also like to thank a number of key partners and sponsors who have made IOS 2009 possible, including:

- Éduc'alcool
- Mental Health Commission of Canada
- Brewers Association of Canada
- Spirits Canada
- Ontario Problem Gambling Research Centre
- Centre for Addictions and Mental Health
- Paul Burke Training and Consulting Group
- MADD Canada
- Canadian Institutes of Health Research

To learn more about IOS, view the full IOS program agenda or to register to attend, please visit: www.issuesofsubstance.ca.

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About CCSA:

With a legislated mandate to reduce alcohol- and other drug-related harms, the Canadian Centre on Substance Abuse provides leadership on national priorities, fosters knowledge-translation within the field, and creates sustainable partnerships that maximize collective efforts. CCSA receives funding support from Health Canada.

For further information, please contact:

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