



Collaboration Across Sectors: A Nova Scotia Example of Advocacy Towards Policy Change

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The Program

- Children in grades 4-8 drawing “responsible use” messaging re: alcohol, on paper bags to be distributed in alcohol retail outlets
- What’s the problem?



Benchmarks for Successful Programs

- Age and developmentally appropriate programming
- Part of a sustained, comprehensive effort
- Based on evidence



Red Flags



- Age appropriateness of messaging?
- Comprehensive programming?
- What is the evidence?
 - Contributes to normalization
- Encourages exposure to advertising
 - Earlier exposure → increased risk of later harms



Mixed Messages for All

- Harmless?
- Normalization?
- Corporate social responsibility?



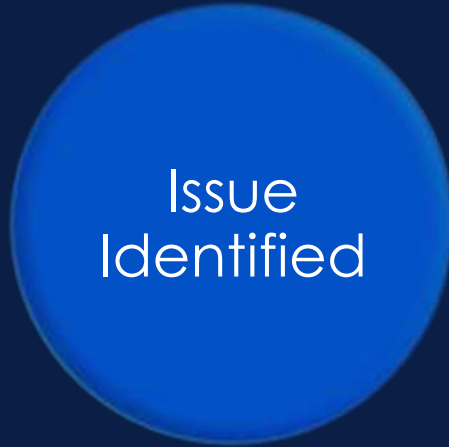
Advocacy Network

Issue
Identified

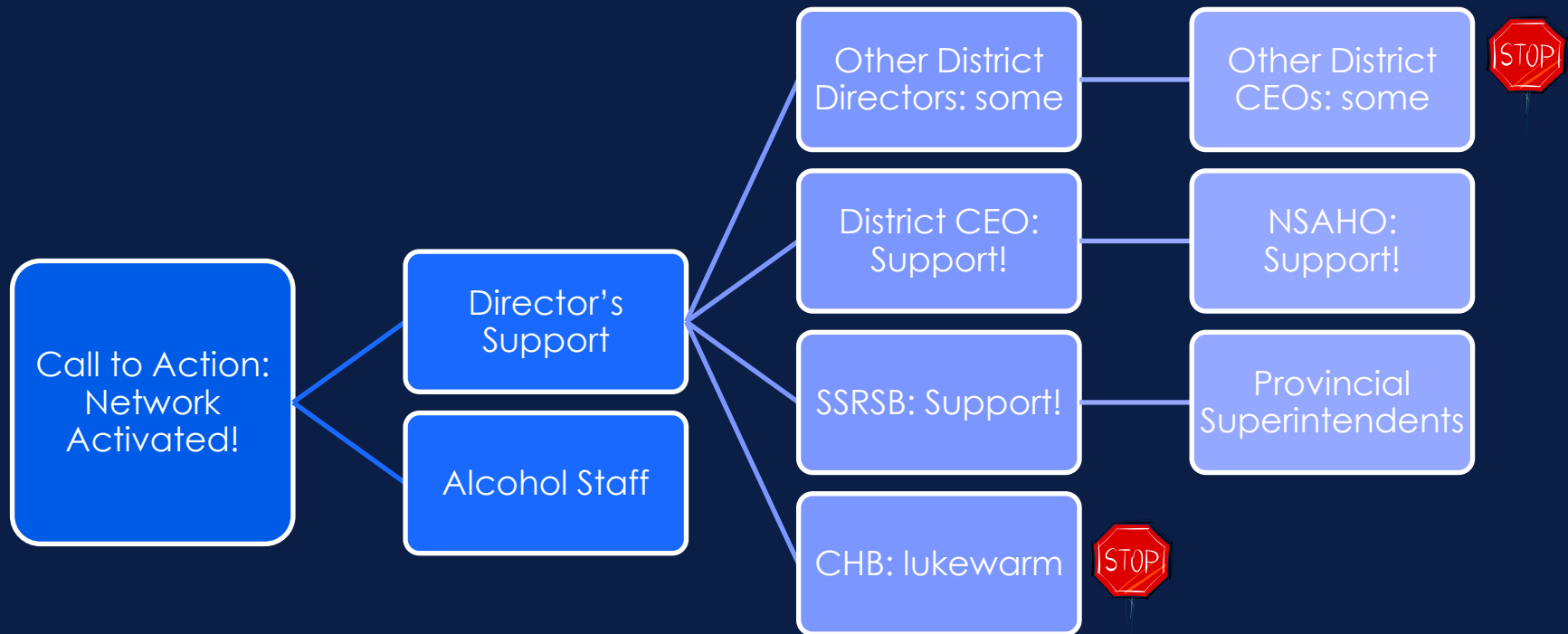
Network
Activated!

Research
Collected

Templates
put
together



Advocacy Network (Cont'd)





Advocacy Network: Lessons Learned

- Increasing capacity
- Non-traditional partnerships
- Message fatigue



For more on best practices...

- Roberts, G. (2006). *Literature review: best practices in school-based drug education for grades 7-9*. Nova Scotia Addiction Services and Nova Scotia Department of Health Promotion and Protection: Nova Scotia. Available at:
http://www.gov.ns.ca/hpp/publications/DrugEdLit_2007.pdf



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