



project  
**s.t.e.p.**

support  
treatment  
education  
prevention

projet  
**r.é.p.a.**

rétablissement  
éducation  
prévention  
appui



[www.project-step.ca](http://www.project-step.ca)

*"Most people will do anything to help a child ... and when it works, it just makes your heart leap." – June Callwood*

## THE STORY OF YOUTH ADDICTION

- In your own neighbourhood, a young person is struggling with alcohol or drug addiction.
- A crime directly related to youth addiction — prostitution, vehicle smash-and-grab, petty theft — is taking place.
- A young person — someone's son or daughter — is living on the streets of Ottawa.

### Right Now:

- Four hundred youth in our own community need the services of a residential addiction treatment centre, here — not out of province or out of the country.
- Thousands more would benefit from a targeted education and prevention program in their own schools — so they can make informed decisions and healthy choices about substance abuse.

## TOGETHER, WE ARE CHANGING THIS STORY

**project s.t.e.p.** (support, treatment, education, prevention) is our community's response to addressing the need for residential substance abuse treatment, education and prevention for young people. With the support of community partners, local champions and leaders, this campaign will raise the funds needed to support the development of a comprehensive substance abuse education and prevention program in our high schools and provide specialized treatment and counselling in a 24-hour residential setting.

### A roadmap for change

With the support of the federal, provincial and municipal governments, the health-care sector and addictions specialists, we have developed a roadmap for change.

#### Our roadmap consists of two important components:

1. **An innovative, enhanced education and prevention program targeted to youth in schools** (in partnership with the City of Ottawa, the Champlain Local Health Integration Network and local school boards) — because for every dollar invested in education and prevention programs that emphasize healthy activities, the community benefits from reductions in health care costs and crime.
2. **A 24-hour facility where youth who are struggling with addiction can go for specialized treatment and counselling** by addictions specialists trained to work with youth for three to four months, along with assertive continuing care to help them reinsert themselves into society.

“These are our children who are using out there — it's a health issue; it's a family issue; it's a crime issue. It is crosscutting everything that we do and it's affecting the future of our community.”

*Ottawa Police Chief Vern White*

Of the teens who commit suicide every year, more than 60 per cent were addicted to drugs or alcohol.

*Dave Smith Youth Treatment Centre*

## IN s.t.e.p. WITH SCHOOLS: THE EDUCATION AND PREVENTION PROGRAM

The school-based substance abuse education and prevention program will be a collaborative model involving schools and school boards, addiction agencies, teachers and student support professionals, as well as students and parents. Other community partners include social service agencies, Ottawa Police Service and Ottawa Public Health.

The Ottawa Centre for Research and Innovation (OCRI) will coordinate the program implementation, and members of the Substance Abuse and Youth in School (SAYS) Coalition will provide strategic guidance. This coalition brings together 15 organizations, including all four local school boards, youth-focused addiction treatment agencies, enforcement and allied professionals to enhance communication in common areas of work and present a united approach to work together effectively. It also collaborates with the City of Ottawa's Integrated Drugs and Addictions Strategy in areas that serve youth. A substance abuse counsellor will be partnered with each school to support education and prevention initiatives and to work with students and parents who may require substance abuse intervention.

The program is being enhanced, in stages, as of January 2009.

“Although the cost of establishing a facility will be great, the cost of doing nothing and the toll in human lives is greater. By making treatment options for youth inaccessible, we are sentencing these young people to decades of addiction.”

*Michael Beauchesne, Executive Director  
Dave Smith Youth Treatment Centre  
(a day program)*

“Eighty-five per cent of the adult-addicted population started their lifestyle of abuse before the age of 18.”

*Glenn Barnes  
Chair of the Champlain Addiction  
Coordinating Body*

Every year, addiction costs our economy \$1,200 for every man, woman and child — or 2.6 per cent of the GDP.

*Canadian Centre on Substance Abuse, 2006*

Many young people experiment with tobacco and alcohol at an early age — some as young as 11. Even more surprising is that these so-called “non-harmful” drugs are a gateway to far worse substances. We know that at least one out of every 10 young people will move on to use harder-core drugs.

In Ottawa, about 9,000 teens use drugs — half on a regular basis. For many, what starts out as experimentation ends in addiction.

*Drug Use Among Ontario Students: 1977-2005 (2005),  
Centre for Addiction and Mental Health*

For every dollar spent on addiction treatment and prevention today, at least \$5.60 will be saved in future associated costs.

*Report of the Provincial Auditor for Ontario, 1999*

Every year, the total economic cost attributable to drug and alcohol abuse in Ontario is \$6.7 billion.

*The Economic Costs of Mental Disorders and Alcohol, Tobacco and Illicit Drug Abuse in Ontario, 2000, 2006*

## SUPPORT ONE SOLUTION, MAKE A HUGE IMPACT

### Two Facilities: A Solution for Ottawa

We are opening two facilities to help our youth: one in the west end for our English-speaking youth and one in the east end for our French-speaking youth. Both will be managed by experts in youth substance abuse: the west-end facility by the Dave Smith Youth Treatment Centre and the east-end facility by Maison Fraternité.

#### The two residential treatment centres will offer:

- **Specialized treatment and counselling** for three to four months for each youth admitted to the treatment centre, followed by assertive continuing care once the youth leaves the centre — helping youth deal with temptation, peer pressure, poor role models, along with their addiction, mental health, behavioural and social issues.
- **A clinical setting, with addiction counsellors who are trained in youth addiction** — identifying the issues behind the substance abuse and applying behaviour modification and therapeutic tools to help each youth break his or her abuse-to-dependence pattern.
- **A secure and caring environment** — providing the right setting so that youth can get healthy, learn how to reconnect with family and friends, and eventually integrate back into society.

### The Health Consequences

It's important to reach young people suffering from the effects of substance abuse while they are still young and their brains are still developing. Delaying treatment has long-term consequences — with the odds increasing that they will suffer from depression and mental illness as adults.

## A COMMUNITY PARTNERSHIP

### Partners:

Ottawa Police Chief Vern White • Mayor Larry O'Brien • The Honourable Jim Watson • Government of Ontario • Champlain Local Health Integration Network • City of Ottawa • United Way Ottawa • our business community • local school boards • dozens of youth-serving community organizations and committed individuals

All have joined forces to help re-write the story for Ottawa area youth who are struggling with addiction.

### Their support includes a commitment for:

- An annual investment to cover the operating costs of the Ottawa Residential Youth Treatment Centre's two sites (Province of Ontario)
- Oversight of the Centre's operations (Champlain Local Health Integration Network)
- Annual matching funding to enhance school-based addictions outreach and counselling programs (Province of Ontario, City of Ottawa and Ottawa school boards)
- New annual funding for addictions workers to help youth access the services they need (Province of Ontario)
- Personal and professional time and expertise to coordinate community efforts
- Management of a community fundraising campaign to support the purchase and retrofit of two residential facilities and to lever matching funds for prevention and treatment programs (United Way Ottawa)

## Substance Abuse Touches Everyone

- Of the 11 players on your son's soccer team, two are probably using drugs.
- At your granddaughter's school, 150 youth could be experimenting with marijuana, cocaine or percocet.
- Of the six youth you encounter at the local mall, perhaps one is struggling with drug abuse.
- Up to six of the 24 pupils in your nephew's grade 8 class could be smoking marijuana.
- Chances are the 12-year-old boy next door drank his first beer at a party last weekend.
- It's possible your best friend's 11-year-old daughter just smoked her first cigarette.

## The Social Consequences

Young people who are struggling with addiction lose interest in school and family life. Many head to the streets — drawn into a cycle of poverty and homelessness.

Many young people with addiction issues become alienated from their families, drop out of school and live on the streets or in unsafe housing.

“When I smoked my first joint, I was instantly hooked. If you put something in front of me, I’d do it. If friends had something in their hands and shoved it at me, I wouldn’t ask what it was. I’d just say, ‘sure.’ If it was in front of me, it was okay.”

*Dion Metcalfe, 32,  
a former Ottawa street addict*

“Drugs took away my respect for myself and others. I lost places to live, several jobs and connection with my family. Treatment helped me realize the positive things in my life and how to get rid of the negative things. I think it would be extremely beneficial to have a residential treatment centre in the city. Teens wouldn’t have to leave their hometown. Also they would be able to deal with their serious issues and meet new, supportive, sober friends to start a brand new life.”

*Tyler Grandy, 18*

“I had to wait four months to get into a residential treatment centre outside of the city. Waiting was horrible. All I wanted to do was use. I tried to commit suicide and I knew I needed treatment fast. I think it is great that Ottawa is getting its own residential treatment centre.”

*Rachel Hiemstra, 20  
(has been clean for a year so far)*

## PROGRAMMING, KNOWLEDGE, EXPERTISE AND RESOURCES

Helping us change the story for our youth are organizations with knowledge, expertise and resources in youth addiction. These agencies will be determining and establishing standards of practice for our program and ensuring that the services provided by the Ottawa Residential Youth Treatment Centres are integrated with other addiction services in the community. Agencies include:

- Addictions Services of Eastern Ontario
- Alwood Treatment Centre
- Children’s Hospital of Eastern Ontario
- Dave Smith Youth Treatment Centre
- Maison Fraternité
- Renfrew County Alcohol Drug and Gambling Assessment Services
- Rideauwood Addiction and Family Services
- Royal Ottawa Health Care Group
- Sandy Hill Community Health Centre

### The Criminal Consequences

It’s simple: young people who are addicted to drugs commit crimes — vehicle smash-and-grabs, petty thefts, prostitution — to support their habit.

“A young person who is addicted to drugs will generally commit between four and eight crimes a day in our city.”

*Ottawa Police Chief Vern White*

## HELP US HELP OUR YOUTH

SUPPORT **project s.t.e.p.** — Two residential youth treatment centres and an education and prevention program for Ottawa's youth.

An investment in **project s.t.e.p.** is an investment in the future of our young people and their families. By reducing future costs associated with untreated addiction, **project s.t.e.p.** is also an investment in the entire community.

## BECOME PART OF THE STORY

We need your help to raise **\$6 million.**

**\$3 million** to acquire and retrofit the two treatment facilities — one in the west end and one in the east end of Ottawa.

**\$3 million** for our school-based education and prevention program — every dollar raised will yield matching funds from each of the Province of Ontario, the City of Ottawa and local school boards.

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