



WINDSOR-ESSEX
COMMUNITY
**OPIOID &
SUBSTANCE**
STRATEGY

**WECOSS Prevention &
Education Working Group:
2025 Project**

*Youth and Family Engagement and
Outreach*

RECAP: 2025 Project Proposal



- Local data available to date demonstrates that the Windsor-Essex County (WEC) area continues to be heavily impacted by substance use-related harms

- To address the concerns around the incidence of substance use related harms, evidenced-based SUPHP strategies were explored

- The Icelandic Model (Planet Youth) was identified as the most comprehensive SUPHP strategy

Project Overview

The Windsor Essex-County Health Unit (WECHU) will implement and evaluate intervention strategies that aims to prevent and reduce substance use among youth in Windsor-Essex County



The intervention will be based on the Ecodevelopmental Theory, a framework that integrates ecological and developmental perspectives to understand human behavior



The theory also takes into consideration the critical developmental stages of transition from childhood to adolescence to adulthood where youth are more vulnerable to substance use.

The Ecodevelopmental Theory

Microsystems: immediate environments such as family, peers, and school.

Mesosystems: interactions between microsystems (e.g., family-school relationships).

Exosystems: external environments that indirectly affect youth (e.g., parents' workplace, community resources).

Macrosystems: broader cultural and societal influences (e.g., norms, policies).

Project Purpose and Goals

Purpose:

To educate families and youth, and build community capacity for substance use prevention among youth

Goals:



To enhance the protective factors of strong family bonds and strengthen family dynamics



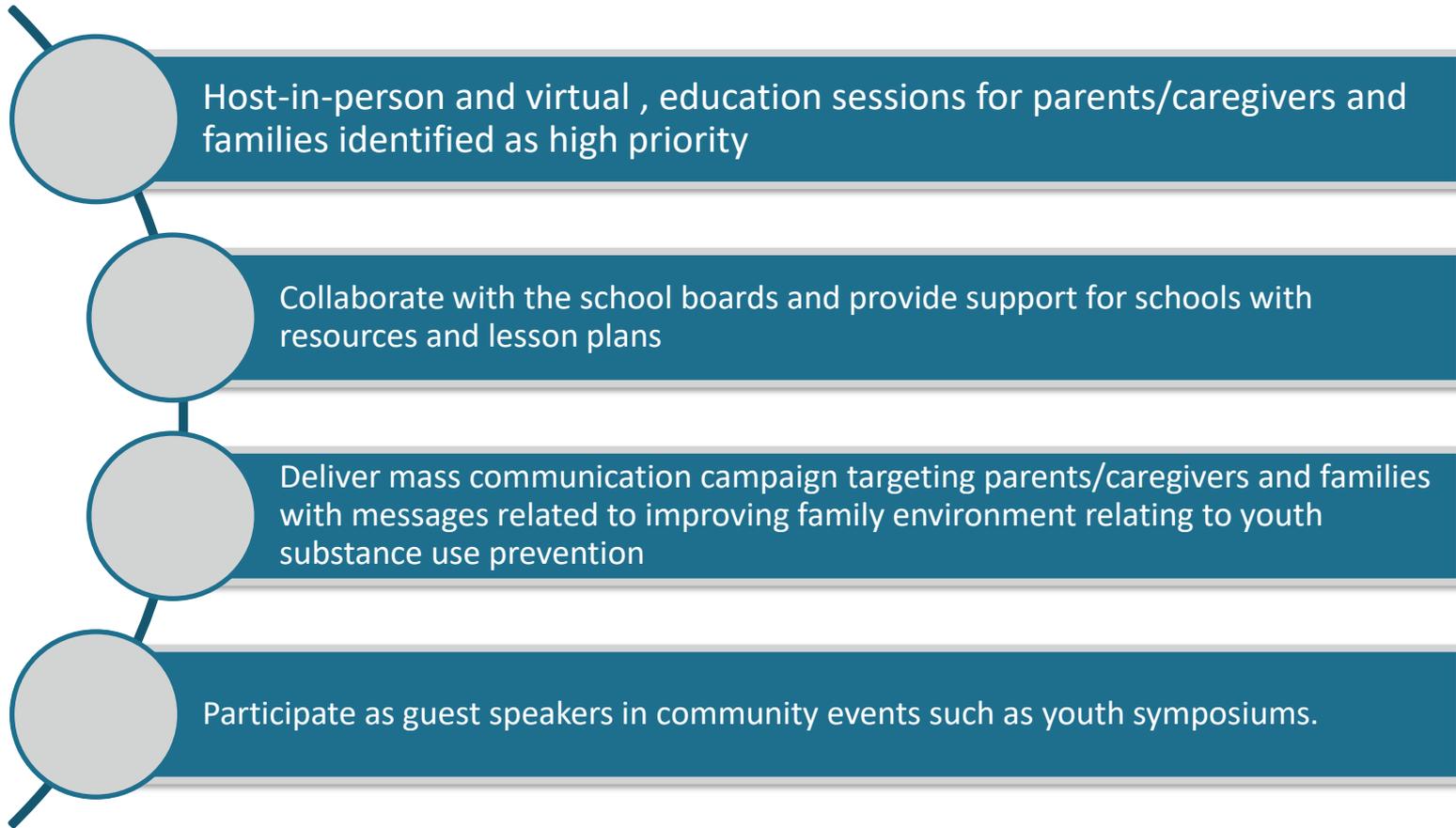
Increasing family communication and enhancing parenting skills



Providing support to families in creating a supportive environment where youth feel supported and empowered to make healthy decisions.



Project Activities



Group Discussion

Multiple choice:

What is the most effective medium to share information about substance use prevention with high-priority groups?

Multiple choice:

In what settings could we effectively offer substance use prevention education sessions for parents and youth?

Multiple choice:

What priority topics should be highlighted in substance use prevention education and outreach activities?

Defining and Implementing Deliverables

Discussion Questions:

1. What unique challenges do high-priority groups face when it comes to substance use prevention?
2. How can we ensure the information shared with priority groups is relevant to their needs?
3. What are some gaps in existing substance use prevention resources?
4. How can we tailor prevention messaging to be culturally relevant and accessible for diverse families?
5. What strategies can we use to promote positive family communication about substance use?
6. What resources or programs are currently available to help parents and families build resilience and coping skills?
7. How can we build stronger partnerships between schools, community organizations, and families to enhance substance use prevention efforts?
8. How can we involve students directly in shaping prevention strategies and resources?