



ANNUAL IMPACT REPORT 2019

**DRUG
FREE
KIDS**
CANADA.ORG



Drug Free Kids Canada Where families come for help

DFK ANNUAL IMPACT REPORT 2019

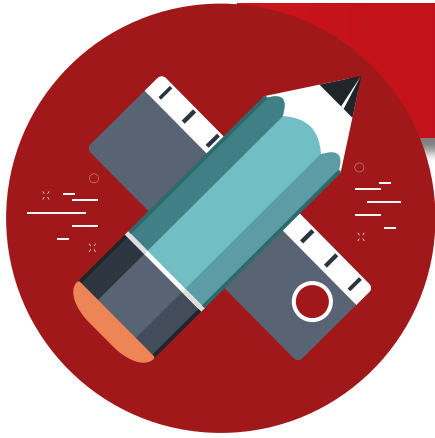
**90% OF ADDICTIONS BEGIN
IN ADOLESCENCE.¹**

**WE EDUCATE, ENGAGE AND
EMPOWER PARENTS TO PREVENT AND
REDUCE THE HARM OF PROBLEMATIC
DRUG USE AND ADDICTION ON YOUTH.**



**DFK IS COMMITTED TO INVESTING IN CANADA'S GREATEST
NATURAL RESOURCE - ITS YOUTH.**

Drug Free Kids Canada is on the forefront of youth drug prevention by educating parents about substance use and encouraging them to talk with their kids about drugs. Our vision is to ensure that all young people can live their lives free from problematic substance use and addiction.



EDUCATE

We are meeting the needs of parents, guardians, caregivers, teachers, and health care professionals across the country by providing them with essential information, resources and tools.

This is the key to building a community of adults that have the assets to help their children safely navigate their way through their growing years. Understanding the substances that young people are exposed to and may be using gives parents valuable support when initiating meaningful conversations with their kids. We work with trusted partners to provide the most up-to-date and evidence based information to parents, guardians and other adult allies.

DFK's rich and comprehensive website is the hub of all of our educational activities; allowing parents easy access to information on drugs, prevention tools and DFK resources along with the strategies they need to communicate effectively with their children about a growing list of current issues.

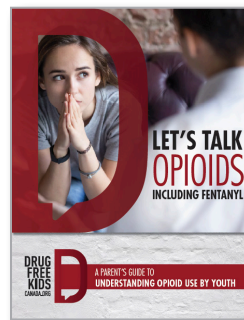
In 2019, the website saw a 15% increase in sessions from the year before, reaching 180K, with 268,000 page views.

DFKC RESOURCES 2019

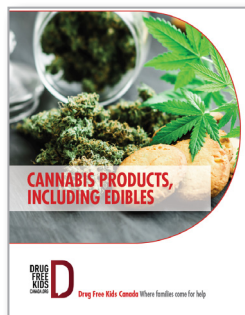


The Cannabis Talk Kit

460,000 Cannabis Talk Kits in English, French and Inuktitut were downloaded or distributed to homes, schools, and health units across the country.



Let's Talk Opioids was created to educate parents about opioids and the health risks of problematic use by young people.



Cannabis Products, including edibles and extracts,

was developed as an informative resource released when new cannabis products became legal.



Youth and Alcohol and Youth and Vaping

were created to update, educate and support parents about these important topics.



ENGAGE

We at DFK believe it's important for parents to know that engaging with their kids about drugs can really make a difference. Parents are the most influential people in their children's lives. According to our survey, kids say that one of the main reasons to stay away from drugs is to not disappoint their parents.

The topic of 'substance use' is familiar to most parents and supportive adults, however many parents don't feel their kids are at risk, or they don't feel comfortable discussing drugs with their kids. **One of the guiding principles at DFK is "Talk with your kids."**

Our unique and impactful media campaigns are one of the ways we reach out and engage parents, guardians, and adult allies to have informed, meaningful conversations with the children in their lives about substance use.

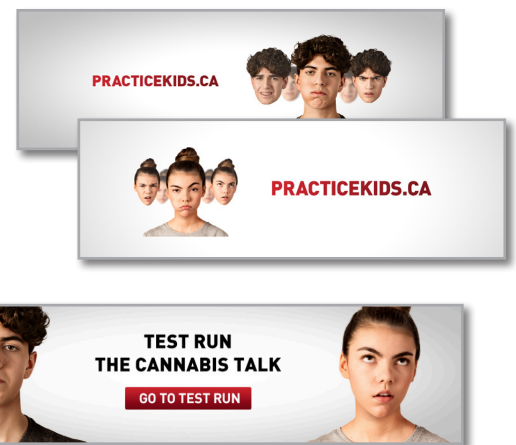
Practice Kids Campaign

In February of 2019, DFK launched the 'Practice Kids' campaign. This multi platform campaign included television, print and radio spots – along with something new. Our 'teen experts' helped parents practice and finesse the cannabis conversations they wanted to have with their own kids via a series of video capsules and live events on Facebook.

Popular in both English and French, this campaign's 'Practice Kids' page actually bumped the DFK/JSD Home page from top spot, with 24,715 site users

The DFK Cannabis information related pages stayed in the top three on the website.

The 'Practice Teen' capsules have been viewed nearly 13,000 times.



The Pill Fairy Campaign



Non-medical use of prescription and over the counter drugs by kids remains an issue in this country. Although most parents understand the need to secure their meds, only 11% of households keep their medications somewhere safe.

With this in mind, we released the Pill Fairy campaign in August 2019 to launch our annual National Drug Drop off month. The Pill Fairy used humour to engage and remind adults to return their unused and expired medications to pharmacies, with a call to action to #returnyourmeds. This campaign encouraged and empowered parents to play an important role in the protection of their children as well as the environment.

This innovative campaign reached millions of homes thanks to the support of our media and broadcast partners. We also deeply appreciate the continued support of our partners in this project, including the Health Products Stewardship Association, the Canadian Pharmacists Association, The Canadian Chiefs of Police and l'Ordre des pharmaciens du Québec.

Community Engagement

We check in regularly with our community through our newsletters, focus groups and parent surveys to ensure we are providing them with the information they need. By maintaining open channels of communication, we can identify the information parents and adult allies are looking for and respond accordingly, with evidence-based resources and positive, supportive, and non-judgemental guidance.



EMPOWER

At Drug Free Kids Canada, we continue to empower parents, adult allies and communities to prevent problematic drug use by youth.

We believe in empowering parents in their efforts to help their kids develop the knowledge, attitudes and skills they will need to achieve their goals, dreams and aspirations free of problematic substance use.

The information, resources and practical tools we provide parents contain valuable information on substances as well as practical advice, empowering parents to begin those honest and meaningful conversations with kids to help them make their own healthy choices as they navigate through the teen years.

EMPOWERING PARENTS TO TAKE ACTION TO PROTECT THEIR KIDS IS VITAL BECAUSE:

The following substances were used by students in grades 7-12 across Canada:²

- **Alcohol:** 44% – 880,000 students
- **Cannabis:** 18% – 374,000 students
- **E-cigarettes:** 20% – 418,000 students*
- **7%** used sedatives/tranquilizers, stimulants, and prescription pain relievers
- There was a 3% rise in non-medical use of stimulants like ADHD drugs
- **Opioids:** One in ten (11%) Ontario high school students reported the non-medical use of prescription opioid painkillers.³

THE IMPACT OF YOUR SUPPORT

- **700** – that's the number of teens that DFK's prevention efforts have kept from using drugs problematically every year. **With your help, we can do so much more.**





MESSAGE FROM OUR CHAIR

Educating, Engaging and Empowering parents, guardians and adult allies is the key to achieving the DFKC vision.

As Board Chair of Drug Free Kids Canada for the past three years, it has been my pleasure to work with the dedicated Board of Directors and an incredible DFK staff as we continue our important work as a leading partner in national drug prevention. None of this would be possible without our valued media and corporate partners. This year, we received over 24M\$ in in-kind services from our numerous supporters and partners.

My sincere thanks to the advertising agencies and our 70+ media partners for helping us to create and disseminate relevant drug education/prevention messages that run on TV, radio, print and OOH/digital media across Canada.

2019 saw the introduction of DFK's Corporate Partnership Program (CPP). This exciting new initiative provides a business solution for corporations as they navigate the shifting substance use landscape. Featuring awareness raising, youth drug prevention tools, and training opportunities, the goal of the program, delivered through a health and wellness lens, is to educate and empower employees to talk productively with their families about drugs.

In 2019, DFK worked with two major corporations to deliver the CPP: Raymond James and Newmont Goldcorp. These CPP members have helped us define and refine our fit-for-purpose program for maximum relevance.

I am honoured to have been a part of the growth of DFKC over the past three years, and I look forward to continuing our work. A warm welcome to Chantal Vallerand, who replaced Marc Paris after his retirement in June, 2019. Chantal's drive, professionalism and leadership skills have proven to be an incredible asset to our organization and I know that our dedicated team will succeed in amplifying our voice today, and into the future.

Paul Allison



A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear friends,

In 2019, I had the privilege of joining Drug Free Kids Canada as the new Executive Director. I quickly realized the unique and relevant role that the organisation plays for families across Canada.

I join Paul in thanking our media and corporate partners for their continued invaluable support. I also extend my special thanks to our innumerable partners and supporters; the valued members of our Advisory Council - all of whom continue to provide DFK with in-kind services - our very talented and dedicated staff, as well as the engaged volunteer Board of Directors, who under the guidance and leadership of our Chair, Paul Allison, continue to provide valuable guidance and support.

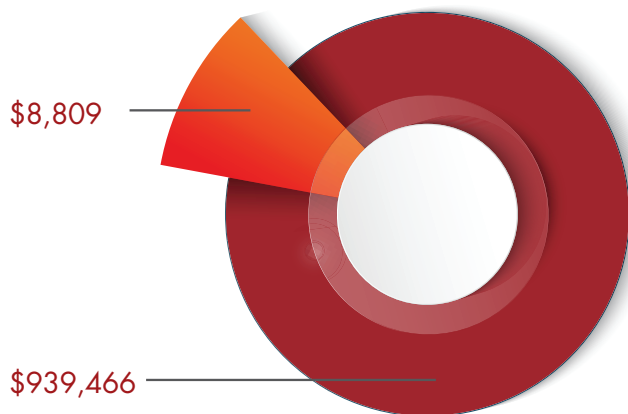
As a mother of two busy teenagers, I know firsthand how difficult it can be sometime to find the right words when talking about difficult subjects. I'm delighted that parents like me can turn to DFKC's tools and resources to help have productive conversations.

As we look ahead, Drug Free Kids will continue to take a leadership role in providing up to date, relatable information. I look forward to the ongoing work of supporting existing programs while developing new avenues of outreach, as we continue to fulfill our mission to be *The Place Where Families Come for Help*.

Chantal Vallerand

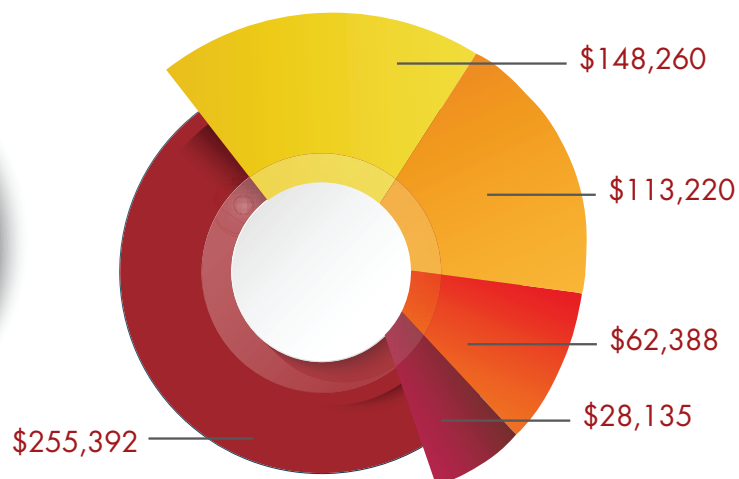
FINANCIALS

Revenue* \$948,275



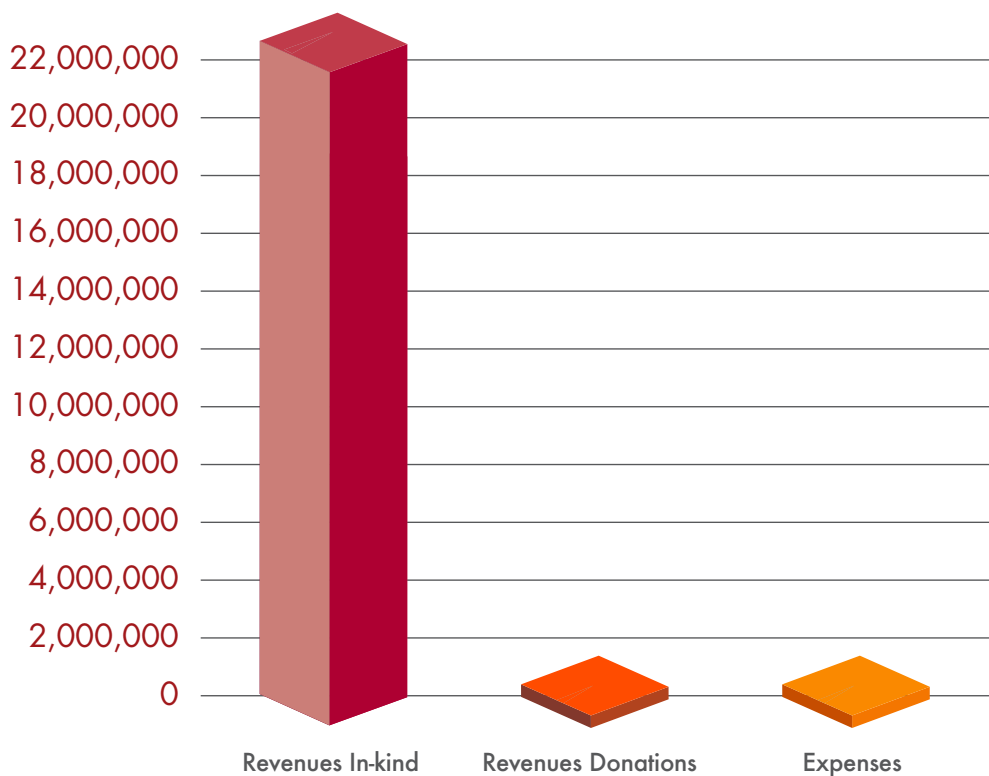
Interest and other income Donations, grants and Sponsorships

Expenses \$607,891



Campaigns Outreach Fundraising Administration Other Programs

2019



KEY CORPORATE DONORS

We would like to thank the following companies for their financial support without which we could not accomplish our mission.

aphria inc.

Canada



HEALTH PRODUCTS
STEWARDSHIP
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OF CANADA

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ADVISORY COUNCIL

The Drug Free Kids Advisory Council is comprised of a group of thirty-one subject matter experts closely involved in the fields of youth substance abuse, addiction, research and drug prevention.

DFK Canada is honored to have access to their combined expertise to ensure that our website content, our educational tools, products for parents and our communications are up to date with the latest evidence-based information available.

BOARD OF DIRECTORS

Our Board of Directors is comprised of prominent Canadians who oversee the activities of Drug Free Kids Canada and guide the staff to achieve the DFK mission.

PATRON – Her Excellency the Right Honorable Julie Payette CC, CMM, COM, CD – Governor General of Canada

CHAIR EMERITUS – Richard W. Pound, CC, OQ, QC

Paul Allison – Chairman

James McCoubrey – Founding Chair

Luc Béliveau - Director

Nicolas Caprio – Director

France Chrétien Desmarais – Director

Lucie Dutil – Director (Governance committee)

Tracy Ewing – Director (Chair, Governance committee)

Dave Friesema – (Finance Committee)

Debra Hewson - Director

Jean-Michel Lavoie – Director

Raymonde Lavoie – (Chair, Marketing committee)

Christophe Lecomte – (Chair, Finance committee)

Rich Padulo – (Marketing Committee)

Giuseppe Papia – Director

SPECIAL ADVISOR TO THE BOARD – Janine Davies

ADVISORS TO THE MARKETING COMMITTEE – Bo Parizadeh, Danièle Perron



OUR TEAM

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Chantal Vallerand

National Director of Philanthropy
Pauline Bondy

Community Manager and Content Strategist
Susan Hutt

Media Partner Relations Officer
Nicole Levac

Content Coordinator
Linda Millar

Accounting
Patricia Caskey

Information Technology
Jenson Yu