



**DRUG
FREE
KIDS**
CANADA.ORG

**ANNUAL
IMPACT REPORT
2022**

DFK ANNUAL IMPACT REPORT 2022

70% of mental health challenges begin in childhood and youth.¹

- Almost 45% of youth reported moderate to severe anxiety symptom and 40% have reported increased use of alcohol, cannabis, or both.
- Only 1 in 4 youth experiencing symptoms of a mental health issue were able to access services.
- Fewer than 1 in 3 youth with current problematic use of alcohol, cannabis, or both problematically, are accessing treatment.²



Life in the pandemic left a stamp on the psyche of us all, but especially the mental wellness of young people. Young people are now more susceptible than ever to experiencing loneliness, hopelessness, stress, anxiety, and other mental health challenges.

Our 2022 tracking study revealed that among teens who noticed a change in their mental health since the pandemic 31% considered using substances to cope. Of those, 63% considered using cannabis while 55% considered using alcohol.³

“Helping parents understand the relationship between mental health issues and substance use is a part of DFKC’s mandate. We work to ensure that parents have open, non-judgmental conversations with their kids.”

– Chantal Vallerand, Executive Director, Drug Free Kids Canada

DFKC PROJECTS CONNECT DIRECTLY WITH PARENTS, WHEN AND WHERE THEY NEED IT.

The Parent Support Hub

We created a safe space where parents (and youth) can connect with mental health professionals - providing them with immediate access to care counselors specialising in mental health and substance use issues. **This supportive service is free of charge and is available 24/7.**

This innovative telehealth feature powered by TELUS Health enables parents across the country to connect with a care representative via telephone or chat box feature. With the rise in mental health issues amongst youth, and lack of access to services, this kind of support is necessary and timely.



We are grateful for the support of the TELUS Friendly Future Foundation for their support in launching this valuable service to parents.

The CLICC Project – Youth substance use education in Northern Ontario communities

With the Collaborate, Learn and Innovate for Canadian Communities (CLICC) project, DFKC directly connects with Northern Ontario community organizations, school boards and community health units to collaborate with them to deliver youth drug prevention workshops to parents and youth educators in remote and underserved communities.

Information and support to families is essential to youth drug prevention and intervention. Limited access to services in some communities can prevent families from getting the help they need. DFKC is collaborating with local organizations in **3 northern Ontario communities: Timmins, Thunder Bay, and Sudbury**, with the goal of a shared roll out of virtual trainings for parents, supportive adults working with youth, educators, and families, ultimately supporting improved health outcomes for local youth.

Together with local organizations such as the North Eastern Ontario Family and Children's Services (NEOFACS) and the Cochrane District Social Services Administration Board (CDSSAB) as well as trusted knowledge brokers such as the YMCA Youth Cannabis Awareness Program and the Canadian Centre on Substance use and Addiction (CCSA) we are developing together new community-based virtual training modules for parents and other trusted adults based on DFKC's existing education resources. These webinars provide facts and information about the present landscape of cannabis and youth, the opioid crisis, as well as practical tools on how to engage conversations with youth, and are delivered through a compassionate, non-judgemental lens that supports mental wellness.

The CLICC project continues into 2023, with several new webinars, thanks to the support of BMO Financial.

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A WEBINAR PRESENTATION

PREVENTION, FACTS & PRACTICAL TOOLS
Spotlight on Youth Substance Use in Northern Ontario
Tuesday, October 25th at 6:00pm

Collaborate, Learn
& Innovate for Canadian
Communities CLICC

Project provided with the
support of BMO Financial

BMO

North Eastern Ontario
Family and Children's Services
Services à la famille et à l'enfance
du Nord-Est de l'Ontario

YMCA
Youth Cannabis
Awareness
Program

Programme de
sensibilisation des
jeunes au cannabis
du YMCA

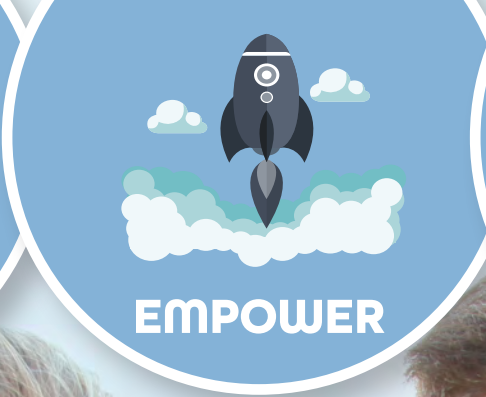
Canadian Centre
on Substance Use
and Addiction

“The data and information presented during the webinar was very informative. We believe the webinar served as great insight and knowledge to our Educators and CDSSAB Children's Services staff that participated.”

**– Gabriella Desmarais-Brunet, Program Manager,
Cochrane District Social Services Administration Board**



EDUCATE

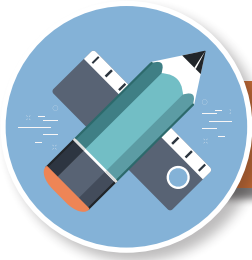


EMPOWER



ENGAGE

DFKC educates, engages, and empowers parents and supportive adults to have ongoing, non-judgemental dialogue with youth about substance use - at every stage - to ensure they have the right information to make healthy choices for themselves.



EDUCATE

DFKC Website

Our educational hub for families and anyone working with kids is drugfreekidscanada.org.

The site contains a wealth of evidence-based information on mental health and substance use as well as practical advice for parents, guardians, and trusted adults about how to get conversations started and keep them going.

The website is also home to the Parent Support Hub for anyone looking for immediate support.

DFKC website continues to be modernised and upgraded as we endeavour to create an up-to-date, robust, inclusive, stigma-free online platform for mobile and desktop users that meets and supports families where they are at.

Educational Webinars

Webinars are an important educational tool that can reach a wide audience of parents, teachers, and adults who work with kids. Our strong relationships with Advisory Council members, stakeholders and knowledge partners have enabled us to create and disseminate valuable informational webinars.

This year's [Back to School Webinar](#) for parents took place in September with Advisory Council Member Dr. Abby Goldstein and our Executive Director discussing risk factors and how to build a child's protective factors.



Webinar attendees also received an infographic with [10 Key Protective Parenting Strategies](#), a valuable one-page resource which is on our resource for parents' page.

We are grateful to our ongoing corporate partnership with Scotiabank for allowing us to provide these educational opportunities to parents and families.



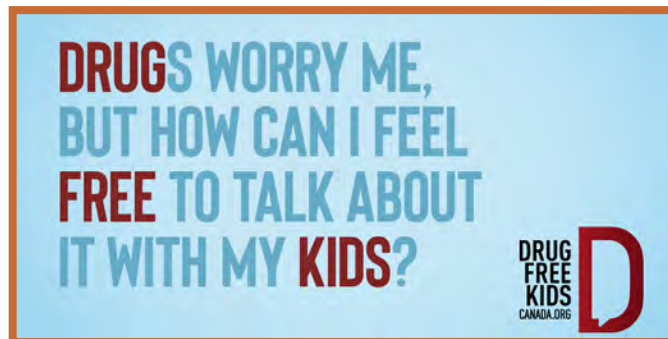


ENGAGE

DFKC Public Awareness Campaigns

DFKC's PSA campaigns continue to play a major role in raising awareness.

In the first part of the year, we ran our nation-wide branding campaign, **Find the Right Words**, designed to galvanize the public's recognition of Drug Free Kids Canada as the 'go-to' source of information and support for families who need help.



In May, we introduced **Keep Talking**, a multi-media campaign with TV, radio spots and digital and Out of Home graphics.

As children get older, they can appear more distant, and many parents find it difficult to talk with their teens, even though they are at an age when having conversations together is important.

The #KeepTalking campaign reminds parents that the closeness they once felt when their children were younger is still there..

Parents may not see it, but what they say matters. So #keeptalking.



Watch
the video
[here](#)

2022 was another successful media year. Thanks to the incredible generosity of our national, regional, local and community media partners, **who have provided over \$26 million worth of in-kind services**, we have been able to reach millions of Canadians across the country who read, see or hear our public service messages on radio, television, print and OOH.

August 2022 - National Drug Drop Off month

This year, DFKC partnered with the Health Products Stewardship Association (HPSA) in the release of a cross country PR campaign for the month of August, National Drug Drop Off month.

The HPSA revealed that more than half of Canadian parents dispose of medications improperly, leading to contamination of communities and waterways.

This campaign aimed to raise general awareness on the return programs among Canadian parents and how to apply proper medication handling and disposal practices.

The 2022 Tracking Study

To guide our strategic approach, we ran a national survey among parents and their teenagers to evaluate and track through time their beliefs, perceptions and behaviors towards several issues linked to drugs and alcohol consumptions.

This year, an additional sample of British Columbians was surveyed to offer a BC perspective, thanks to the support of Odlum Brown Limited.

What we found this year:

- In general, Parents have a better perception of the risks of substances in 2022, but there is room for improvement.
- Teens understanding of substances has improved since 2020.
- Parents would appreciate a place where their children can get reliable information on substances.
- Targeting older teens on substance use education remains relevant.



Corporate Engagement

As part of the Corporate Partnership Program (CPP) we moderate webinars to our corporate partners. This year, Scotiabank presented an internal corporate lunch and learn webinar to over 200 employees. The webinar featured a discussion with Dr. Abby Goldstein, clinical psychologist and valued member of our Advisory Council and received several positive comments.

Corporate Social Responsibility and Employee Wellbeing – a positive intersection

In May, the Raymond James Foundation organized and hosted RJ Cares 5K4kids for the second year in a row. This month-long national fundraising initiative engaged employees to raise funds for Little Warriors and Drug Free Kids Canada as the beneficiaries.

Throughout the month, almost 500 participants from all over the country ran, cycled, kayaked, hiked, and walked: either alone or with teams of families and friends. Raymond James employees, together with the DFKC team raised over \$100,000 for each charity.



Community Engagement – By maintaining our connections with our DFKC community, we can identify the information parents and adult allies are looking for and respond accordingly in a timely fashion. We continue to check in regularly with our parent and family community through our newsletters and tracking surveys to ensure we are providing them with the information they need about youth and substance use and support to enhance the mental wellness of youth across the country.



EMPOWER

The youth substance use landscape is evolving – and so is our message. We approach prevention and intervention with honesty and compassion to support parents in positive ways.

By staying connected with Canadian parents, we empower their efforts to help their kids develop the skills they need to achieve their goals and aspirations, free of problematic substance use.

A MESSAGE FROM CHANTAL VALLERAND EXECUTIVE DIRECTOR



Dear friends,

What an interesting year it has been. As we still navigate the ripples of COVID, our focus this year remained ensuring sustainability and relevancy for our organization. We have had the precious support of allies along the way but just like most non-for-profit organizations, we had to use resourcefulness (and humour!) to face the challenges that tested us along the way. I'm happy to report that we succeeded in delivering impactful services for families while remaining financially sound.

Reports of problematic substance use and the need to identify mental health issues across the country are urging us to innovate around program delivery. More than ever, our services are needed.

As demonstrated in this report, our activities in 2022 reflect our active pursuing to support parents to engage in informed conversations with their kids about substance use. This year, we saw the launch of the CLICC project and the Parent Support Hub. Both programs provide primary health and intervention support for parents who are concerned about their child's suspected or confirmed substance use. We are there, when and where families need our support.

Equally important, the exceptional free airtime for our advertising campaign remains an undebatable asset in raising awareness, staying visible and increasing our reach. Thanks to the creativity of our agency FCB Montreal, and to over 60 media partners, we reached more than \$26M of in-kind media support once again this year. We remain humbled and thankful for this incredible support.

Looking ahead, we are optimistic about DFK's role and its positive impact for Canadian families. We hope you join us in our collective effort to make sure our youth grow up to be healthy, happy individuals, free of problematic use.

Chantal Vallerand
Executive Director

A MESSAGE FROM PAUL ALLISON DFK CHAIR



The past year has been unprecedented in many ways. The ongoing and tragic war in Ukraine has affected thousands of people living in Ukraine and across the globe. The unsettled economy, risk of a global recession, lingering effects of the pandemic, continue to affect us. This environment has created an extremely challenging time for many Canadian charities and in many ways, at Drugs Free Kids Canada (DFKC) we have experienced the most difficult set of circumstances we have all been through.

Managing such enormous challenges is only possible when we come together, starting with our dedicated staff and volunteers, our many partners, generous individuals, and corporations. Thanks to all for continuing to support the important mission of DFKC.

I'm very proud of the work that our talented team of employees have once again delivered. In countless ways, they continue to make a positive impact on the lives of children, their respective families, and our communities. A special thanks our executive director Chantal Vallerand who continues to provide exceptional leadership, as well as the members of our Board of Directors who volunteer countless hours to make a difference in the lives of so many.

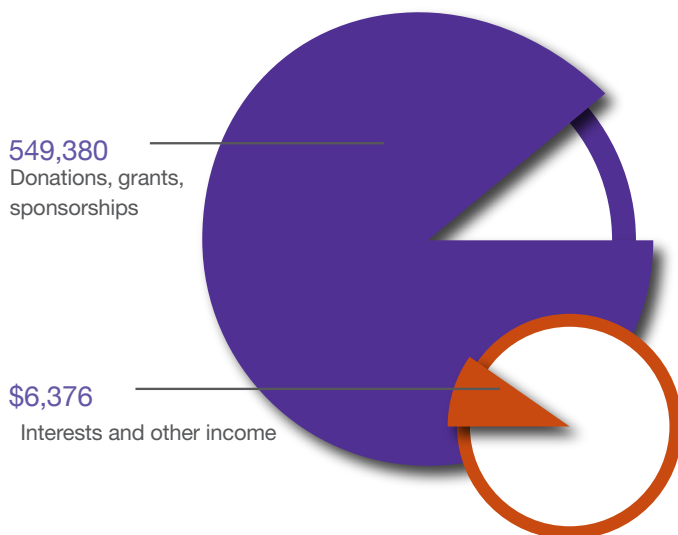
As this will be my last report as Chair, I am honoured to pass the baton to our incoming Chair, Tom Kennedy. I know Tom is passionate about our cause and he will share his unique talents to help move us forward in our ultimate objective -- to eliminate the use of drugs among children and young adults across Canada. I am pleased to remain on the Board as a director.

Lastly, I would also like to thank the many people at my firm Raymond James for their support, energy, and generosity over the past seven years. Despite the many challenges we have faced this past year, DFKC is well positioned for the future. We remain committed to supporting young Canadians and their families. We have much to be thankful for and there is so much more to be done.

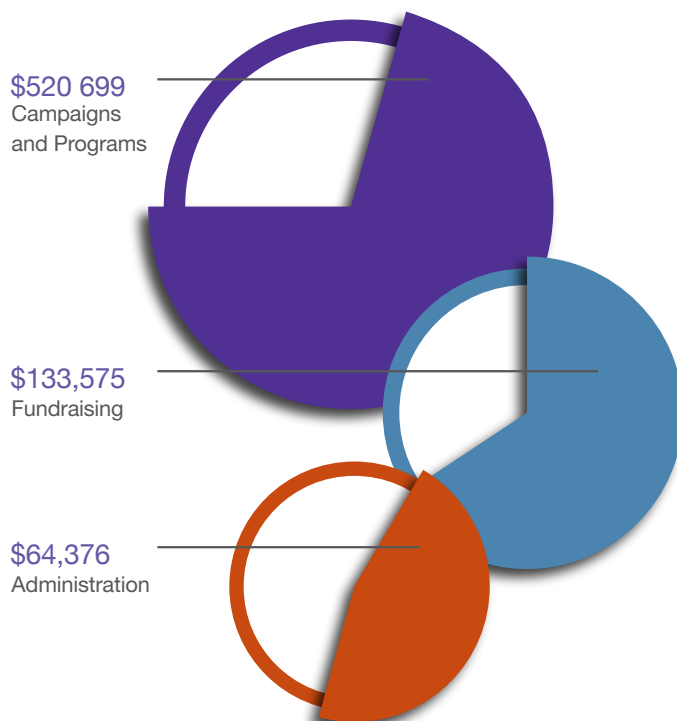
Paul Allison.
DFK Chair

FINANCIALS

Revenues \$555,756

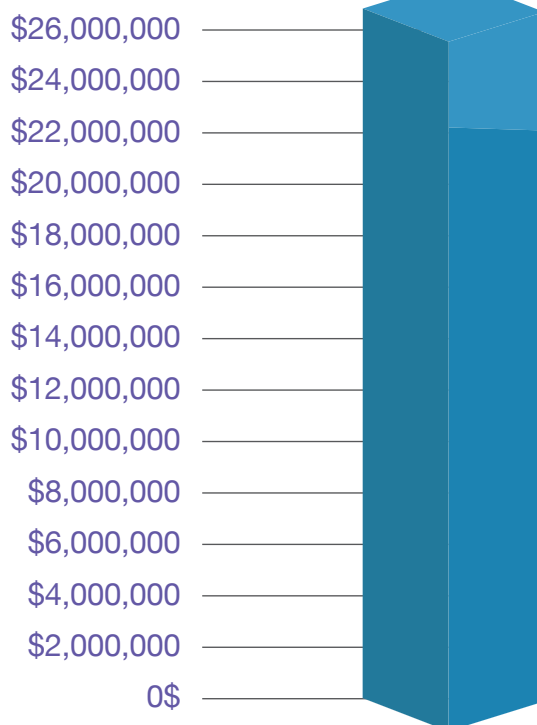


Expenses \$718,650



2022

Pro bono Services



KEY CORPORATE DONORS

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



ADVISORY COUNCIL

The Drug Free Kids Advisory Council is comprised of a group of twenty-eight subject matter experts closely involved in the fields of youth substance use, 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.

BOARD CHAIR - Paul Allison

Luc Béliveau - Director
Nicolas Caprio – Director
Lucie Dutil – Director Director/Governance committee
Tracy Ewing – Director Director/Chair, Governance committee
Dave Friesema – Director/Finance committee

Governors

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Clint Forster
James McCoubrey

Debra Doucette - Director
Tom Kennedy - Board member
Raymonde Lavoie – Director/Chair, Marketing committee
Christophe Lecomte – Treasurer
Rich Padulo – Director/Marketing committee
Giuseppe Papia – Director

Eloise E. Opheim
Richard Pound Q.C.

SPECIAL ADVISOR TO THE BOARD – Janine Davies

ADVISOR TO THE MARKETING COMMITTEE – Danièle Perron



OUR TEAM

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Chantal Vallerand

National Director of Philanthropy
Paola Gonzalez

Community Manager and Content Strategist
Susan K Hutt

Project Manager
KC Larocque

Media Partner Relations Officer
Nicole Levac

Accounting
Patricia Caskey

Information Technology
Jenson Yu