



National Addictions Awareness Week November 22-28, 2020

Social Media Content Bank 2: Share the Facts

Note: The posts below are to be paired with the social media graphics for the “Share the Facts” campaign. Its objective is to raise awareness with Canadians about facts on substance use in Canada during National Addictions Awareness Week.

Sunday, November 22 — Cannabis

Share the Facts: 33% of 18- to 24-year-olds reported consuming cannabis in the 3 months before being surveyed by the National Cannabis Survey in 2019:

<https://www150.statcan.gc.ca/n1/pub/82-003-x/2020002/article/00002-eng.htm> #NAAW

Share the Facts: Cannabis use is on the rise among Canadians 65+. CCSA has A Guide to Cannabis for Older Adults: <https://www.ccsa.ca/guide-cannabis-older-adults> #NAAW

Monday, November 23 — COVID-19 and Substance Use

Often, people who use substances report a loss of social connection and supports and an increase in isolation, fear and anxiety due to the COVID-19 pandemic: <https://www.ccsa.ca/impacts-covid-19-pandemic-people-who-use-substances-what-we-heard> #NAAW

Share the Facts: Health Canada has a toolkit for service providers to support people who use drugs to physically distance, self-isolate and stay safe. <https://www.canada.ca/en/health-canada/services/substance-use/toolkit-substance-use-covid-19.html> #NAAW

Tuesday, November 24 — Methamphetamine

Share the Facts: 3.7% of Canadians have used methamphetamine at least once in their lifetime (CTADS 2017). Learn more about meth: <https://www.ccsa.ca/methamphetamine-canadian-drug-summary-0> #NAAW

Share the Facts: Methamphetamine has over 15 different street names including tina, peach, jib, glass, pink, blade and peanut. Learn more: <https://www.ccsa.ca/methamphetamine-canadian-drug-summary-0> #NAAW

Wednesday, November 25 — Opioids

Share the Facts: This year, between January and March 1,018 opioid deaths occurred. 96% were unintentional. Learn more: <https://health-infobase.canada.ca/substance-related-harms/opioids/> #NAAW



Share the Facts: 9.6% of adults prescribed opioid medications report some form of problematic use (2019 Society for the Study of Addiction). Learn more: <https://pubmed.ncbi.nlm.nih.gov/31166621/> #NAAW

Thursday, November 26 — Gambling

Share the Facts: 66.2% of Canadian adults participated in some form of gambling in 2018. <https://opus.uleth.ca/handle/10133/5803> #NAAW

Share the Facts: In 2018, only 0.6% of the population were identified as problem gamblers, with an additional 2.7% being at-risk gamblers. <https://opus.uleth.ca/handle/10133/5803> #NAAW

Friday, November 27 — Alcohol

Share the Facts: Approximately 15% of Canadians who drink alcohol consume above Canada's Low-Risk Alcohol Drinking Guidelines. Learn more: <https://www.ccsa.ca/alcohol-canadian-drug-summary> #NAAW

Share the Facts: Canadians are five times more likely to have consumed alcohol than cannabis in the past year (78.2% vs. 14.8%) (CTADS 2017): <https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey/2017-summary.html> #NAAW

Saturday, November 28 — Journey to Wellness Is Real

Share the Facts: Recovery is possible! 90.7% of people in recovery report having a positive quality of life. Learn more at: <https://www.ccsa.ca/life-recovery-addiction-canada-report-glance> #NAAW

Life in Recovery from Addiction in Canada found the leading factors people identified to initiate recovery include quality of life, mental health, relationships & physical health. Read more: <https://www.ccsa.ca/life-recovery-addiction-canada-report-glance> #NAAW



Canadian Centre
on Substance Use
and Addiction

CCSA was created by Parliament to provide national leadership to address substance use in Canada. A trusted counsel, we provide national guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives.

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