

EVALUATION SNAP SHOT

Responses to the evaluation surveys for the 2008 National Addictions Awareness Week campaign were overwhelmingly positive. This comes as good news to the new host organization -Native Counseling Services of Alberta- in this, their first year leading the NAAW campaign.

Some 397 First Nations and Inuit communities received resource and promotional materials via 202 individuals who were in direct contact with the NAAW office for the purposes of accessing these materials. An impressive 44% of community contacts responded to the 202 evaluation surveys that were distributed. Highlights of results included:

- 6 First Nations communities and 1 Inuit community received sponsorship in the amount of \$2,500 each to support their NAAW 2008 events and celebrations.
- It appears that over 20,000 First Nations and Inuit community members participated in NAAW 2008 events across Canada.
- 95% of community organizers and 95% of community events participants surveyed reported that they viewed their community NAAW events and celebrations as successful.
- 90% of responding community organizers reported having incorporated the unique culture of their community in to their 2008 NAAW events and celebrations.
- 99% of respondents indicated that promotional items for the 2008 NAAW campaign were appealing, effective in promoting NAAW values and appropriate for their purposes within the community.

As a result of the evaluation the following three recommendations for improvement are being targeted for NAAW 2009:

- Early distribution of NAAW information, resources and promotional items.
- Development of an easily locatable website that is informative and engaging.
- The engagement of the Inuit Tapiriit Kanatami, as well as 2 regional youth organizations, in relationships of support, enhancement and promotion for NAAW 2009 and beyond.

NAAW EVALUATION REPORT

JANUARY 20, 2009

Background:

In the year that would mark the 19th anniversary of the existence of National Addictions Awareness Week (NAAW) as a national campaign for, and celebration of, sobriety and healthy lifestyles for First Nations and Inuit Health Canada put the hosting of this very important event up for tender to a new organization. Although the changing of host organizations meant more work, it also meant an opportunity to revitalize NAAW... to give it a chance to metamorphosize into something that was fresh and new. This is not to say that the general premise of NAAW was not to remain constant, just that nature seemed to be taking its course and a new phase of the NAAW life was about to take place.

The biggest challenge of this change was that only 15 weeks' notice was given to the selected host organization: Native Counseling Services of Alberta (NCSA). Between the time that they received confirmation of their successful bid to host NAAW in the future and the time that NAAW events were scheduled to take place in 2008 was a short 15 weeks. NCSA did take up the challenge despite the short notice and set out to achieve their goal to take an already successful, stable program and breathe new life into it to make it even more relevant and meaningful to First Nations and Inuit communities now and in the future. As a first step in this transition the slogan was changed from the original "Keep the Circle Strong" to "Living the Good Life". A new, fresh logo would also be developed to be used in informational materials and promotional materials.

These materials would also be designed and developed to bring a new look, and hopefully more attention, to NAAW in 2008 and beyond. In the transition new staff was hired and a new NAAW office was established within the NCSA building in the summer of 2008. The dedicated NAAW staff compliment consists of a full time campaign manager, a full time communications officer and a half time community engagement office. To make these positions feasible, and in order to attract the best people possible, NCSA chose to hire staff to manage both the NAAW campaign and the National Day of Healing and Reconciliation campaign.

This is a very effective and efficient approach to managing and hosting both of these campaigns, especially given that the events take place almost exactly 6 months apart. In theory this gives the staff 4-5 months to prepare for the annual campaigns, the actual time of the events each year, and a little over 1 month to wrap up paper work, develop reports and close the campaign books for that year. The fact that the NCSA-NAAW office and staff pulled off NAAW 2008 with only 15 weeks is quite amazing.

The actual NAAW office, within NCSA, along with the NAAW staff are supported extensively by the pre-existing NCSA infrastructure. This includes NCSA I.T. staff, reception, research staff, a media department, shipping and receiving staff as well as management and the Board of Directors. All equipment, utilities and services are already in place, which was key in making NAAW 2008 such a success given the stringent time restraints given to get the first NCSA hosted campaign off the ground.

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As a first step in preparing to host the NAAW 2008 campaign, NCSA hired a new NAAW/NDHR campaign manager and a new communications officer in the summer of 2008. Unfortunately the office lost the first communications officer due to personal issues and had to re-hire in October. This created considerable set-backs for communications and website development at a very important time in campaign development. This was further exacerbated by the fact that the previous host organization would not hand over the existing web site address and domain to NCSA. The web address that people had become so familiar with for NAAW had become a dead end. This turned out to be the biggest area of concern and discontent for NAAW community organizers, individuals and event participants and it had absolutely nothing to do with NCSA as a host organization and was no reflection of the competence of NAAW staff.

With very little time left before the actual November NAAW events the NAAW staff and new communications officer were able to develop an attractive and interesting NAAW website that seemed to soothe the anxiety of those people so frustrated by the road block that had been placed between them and the new host of NAAW, somewhere out there in cyberspace. Again, it is quite commendable that the NAAW team was able to resolve this situation to the satisfaction of so many NAAW faithful and NAAW newcomers. As a part of the new approach to hosting NAAW, the NCSA-NAAW campaign office offered sponsorships to 7 First Nations communities and 2 Inuit communities in the first year (2008) to help support a higher quality of NAAW events and celebrations. This was very well received by First Nations. Inuit organizations seem to be looking forward to next year when they will have more notice to prepare submissions and apply for this funding as well.

Probably the most difficult challenge, again given the short time frame for the execution of goals, objectives and plans, was the development of partnerships and relationships with national organizations and regional youth organizations. However, under extreme pressure to contact communities, build a web site from nothing and find ways to help people find it, design, order and distribute promotional items, help communities plan and prepare for NAAW in November, the NAAW staff still managed to engage 2 national organizations and 1 national youth organization. They also set the ground work for talks with other national organizations for future NAAW campaigns. Just reading about the events leading up to NAAW 2008 is exhausting. Kudos to the staff of NAAW and NCSA overall for pulling off the virtually impossible and for achieving such positive reviews from First Nations and Inuit communities in the process.

The Evaluation Process:

In preparation for the national evaluation of NAAW 2008 the NAAW staff provided the evaluator with the full contact list of individuals, groups, organizations, and communities that were initially contacted with information regarding the new host organization and information for NAAW 2008. The list included all contact information and notes on how staff had contacted, or attempted to contact, each member of the list.

A total of 397 communities across Canada received resources and promotional materials for NAAW 2008. These materials were distributed via 202 individuals who had direct contact with the NAAW office in order to access these materials and distribute them to the community(ies) that they represent. An accurate list of community contacts who had requested information and promotional items for NAAW was also provided. The 202 contacts on this list were contacted by the evaluator and asked to complete the appropriate evaluation survey: community organizer's survey or individual's survey. Most of these surveys were completed electronically. A very small number of the surveys were conducted by telephone.

An even smaller number of surveys were distributed, and returned, by fax. The accuracy of contact information provided by NAAW staff was impressive and was a major contributing factor in the impressive 89 out of the 202 returned surveys. This constitutes a 44% response rate. All 7 sponsored communities completed and returned their community organizer's evaluation surveys over and above their reporting requirements that were due to be submitted to the NAAW office as a condition of sponsorship funding. As well, organizers of sponsored community events were asked to attempt to have community event participants complete surveys developed explicitly for community members.

This proved to be a big challenge in this first year as time frames were very short and NAAW organizers at all levels were under serious pressure just to get arrangements finalized, organize and host events, and ensure that all materials were available and ready for participants. Despite these significant challenges several communities did manage to secure some community events participant's surveys and submit them to the evaluator. In all 86 surveys from 5 of the 7 sponsored communities were received and included in this evaluation report.

Telephone interviews were conducted with the contact people from both national organizations and from the one youth organizations that were engaged in some form of partnership for NAAW 2008 and ongoing. Any supporting documentation from the telephone interviews was submitted by the contact person, to the evaluator, by e-mail. A thorough review of the documentation developed by NAAW staff, and maintained in the NAAW office, was also conducted by the evaluator. Interviews with NAAW staff and a review of the new website all contributed to the evaluation process for NAAW 2008.

Response Demographics:

Overall, there was a 100% response rate, to the evaluation surveys, from the 7 sponsored communities. Five out of seven of these sponsored communities also submitted event participant evaluation surveys that they were able to secure. Of the 202 total contacts that requested and received NAAW information and promotional materials, 44% responded to the surveys that were distributed by the evaluator. Of these 89 respondents, 77% identified as being First Nations individuals or organizations, 9% as Inuit and 14% as non-Aboriginal. Response rates by region varied significantly. Newfoundland had an amazing 100% response rate to the survey. Saskatchewan, Ontario and the Yukon responded at over 50% rates. British Columbia and NWT had response rates in the 40% range, although in fairness to BC it is worth noting that this region had 48 contacts, which was significantly higher than any other region.

Alberta, Quebec, New Brunswick, Nova Scotia and Manitoba responded in and around the 30% range. The contact information for the one community in Nunavut that engaged in NAAW was no longer valid and PEI did not have any contacts at all. Of the 89 community organizers who responded to the evaluation survey, 30% identified as working in the area of addictions. The next most common host organizations were health services, youth programs and schools. Mental health services, community cultural programs and social services also identified as being the initiating organizers in NAAW events, with 8% attributed to each of these areas. Other host organizations identified as resources centres, detox centres, interagency groups, victims' services, crime prevention programs and Band offices.

It was very positive to note that 80% of host organizations for NAAW events partner with other organizations and services. The most frequently reported partners were schools and health programs. Police services and addictions programs came next, with family services and community wellness programs placing closely behind them as partnering choices. Other community partnership organizations included Friendship Centres, Youth Centres, Colleges/Universities, Justice committees and women's organizations. Tribal councils, social services programs, SAAD groups and media programs also partnered to support the success of community NAAW programs.

Evaluation Findings:

OBJECTIVE 1: SPONSORSHIP OF COMMUNITY EVENTS FOR NAAW 2008

The response from First Nations communities applying for sponsorship of their NAAW events for 2008 was very good. There were applications from every region of the country except Prince Edward Island. One sponsorship application for NAAW community events was received from each of the following regions: Yukon, Nunavut, Quebec, Nova Scotia, Newfoundland and New Brunswick. The NWT and BC regions submitted 4 applications each and 6 communities submitted applications for sponsorship from Ontario and Saskatchewan. Alberta communities submitted 10 applications for sponsorship in all. The quality of the applications varied a great deal, but there was no difficulty in finding 5 or more worthy events to be sponsored through NAAW funding. Louis Bull First Nation in the Alberta region, One Arrow First Nation in Saskatchewan, Serpent River First Nation in Ontario, the Mohawks of Kanawake in Quebec, Papinau First Nation in New Brunswick and the South Slave Healthy Communities Partnership in Hay River, Northwest Territories each received \$2,500.00 to assist in the support of their designated NAAW events and celebrations.

Although the target number of sponsored First Nations in the first year of NCSA hosting NAAW was 5, the decision to fund 6 First Nations was made when only 1 Inuit community agreed to submit an application for sponsorship in year 1. The NAAW staff clearly made a concerted effort to contact and engage as many Inuit communities as possible, but it was just not possible to make the inroads and connections with the far north given the short time frame that the new host organization, NCSA, was given to prepare for NAAW 2008. In the end, only Inuvik, NWT applied for sponsorship. The final outcome regarding sponsored community events was that 6 First Nations and 1 Inuit community were sponsored to host community events for NAAW in 2008.

It is important to note that in addition to the 7 sponsored communities that organized NAAW events in 2008 there were another 184 organizations and 11 individuals across the country that organized NAAW events. These organizations and individuals accessed NAAW information and promotional materials from the NAAW office to support the hosting of events in their own communities. The events ranged in size from 10 to 1300 participants. In total it was reported that in the events of the 89 contacts that responded to the surveys, over 11,500 community members participated in NAAWA events in 2008. To sponsor 5 First Nations and 2 Inuit communities in the first year.

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OBJECTIVE 2: FACILITATION OF SUCCESS SPONSORED COMMUNITY EVENTS.

All of the community organizers for the sponsored communities indicated that they felt supported by the NAAW staff during the planning, preparation and execution of their NAAW events. Of the other 82 respondents, 87% indicated that they felt supported by NAAW staff. The most important supports that respondents noted were ordering and receiving promotional materials, receiving information for NAAW and receiving guidance and assistance in planning for successful NAAW events. Other positive comments from community organizers included respectful communications and support from NAAW staff, that staff was informative and helpful, the prompt response to calls and shipping of materials was appreciated. Organizers also indicated that they found the website helpful once NAAW they were able to find the site. Funding for the sponsored communities was reported as being very helpful in improving the quality of events that the community was able to host. A small number of respondents indicated that they were somewhat frustrated with mixed messages when calling in to the office, that response time to their telephone inquiries was too slow and that their materials arrived late. The most common negative comments centered around frustration in finding the website.

All of the sponsored communities reported that their community events were successful. The sheer numbers of participants in these events, and events overall, supported these claims of success. Attendance at sponsored events ranged from 70 in Papinau First Nation in New Brunswick and 150 in Inuvik to 270 in Serpent River in Ontario and 300+ in Louis Bull First Nation in Alberta. Kanawake, Quebec had 533 participants and 565 participated in One Arrow First Nation in Saskatchewan. Hay River, NWT reported 1300 participants in their events over the NAAW week. The fact that 44% of the communities that hosted events in Canada reported over 11,500 community members participating collectively in NAAW events speaks volumes about how widely accepted and celebrated this event was in 2008. Overall, 95% of respondents indicated that they felt that their community events were successful. Interestingly, exactly 95% of surveyed participants in community events also stated that they thought their community's event was successful. Indicators of success that were cited by community organizers were largely numbers of participants, positive feedback from participants and demonstrated raised levels of awareness.

As well, messages from community members indicating that they want to see more NAAW type activities, the amount of parent/child participation, the level of youth participation, and the level of community engagement were all very encouraging to community. To facilitate the creation of 7 successful sponsored events that are specific to the unique culture and values of the host community organizers. Organizers attributed some of their successes to support from the NAAW office, partnerships and support from other community organizations, media participation and coverage, and community participation.

All of the sponsored communities, as well as 90% of other respondents, indicated that they did incorporate local, community culture into their NAAW celebrations. Of the participants who responded to evaluation surveys, 81% indicated that they found their community's events to be culturally specific. The means by which this was achieved varied with each community, as would be expected given that the goal was to respect the unique culture and values of each community. Many communities reported prayer, use of the local language, drumming and traditional feasts as means of honoring their own local culture. Many communities also reported that the engagement of community Elders, teachers, and guides/advisors for NAAW events made them especially relevant to community members. Some communities stated that they planned and held craft nights at which local artisans and teachers guided

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community members in creating projects that had specific cultural significance in their community. Other reported ways of honoring specific and unique cultural identities of communities in NAAW events included sacred fires, family dances, the use of the medicine wheel, and the use of traditional art work and decorations to attract community members to the events. Talking circles were held as well as pow wows, round dances and drum dances. Potlucks, give aways, sweat lodges, ceremony and traditional gatherings were all cited as effective ways that community organizers utilized to ensure that their NAAW events were successful.

OBJECTIVE 3: CREATION AND DISTRIBUTION OF PROMOTIONAL MATERIALS

Over 11,500 First Nations and Inuit community members received promotional items in the 44% of the responding communities alone. These materials were distributed from the NAAW office through the 202 contacts that requested these materials. Of those who responded to the survey, 88 out of 89 stated that they found the promotional materials appealing, appropriate for their purposes and effective in promoting the values of NAAW. The only respondent that indicated a negative response to all of the questions did so with the explanation that she had not received the materials in time to use them so they did not serve her purpose. In this case this is not a valid reflection of the promotional items themselves. There was an overwhelming positive response to the necklaces in particular. They were by far the “biggest hit”. Respondents stated that they couldn’t get enough necklaces for everyone that wanted one. Comments included that they were pretty and classy, excellent especially for youth, that the youth wore them as a symbol of pride and that they could be worn all year long.

The posters were also very well received. People commented that the posters were bright, attractive and that many people liked the sticky quality of the posters. The size was also something that community organizers really liked. There were suggestions that the poster could be designed to leave space for local language, community messages and event information to be inserted. Reviews were varied regarding the tattoos, magnetic picture frames and the window clings. People seemed to really like them or to find little use for them. Response to these items seemed to be much more specific to the demographics of the clientele of the organizations hosting the events. The promotional items were reported to have been distributed mostly during community events. They were also made available at information booths for NAAW and handed out at schools, day cares, offices and treatment centres. One organization even mailed promotional items out to communities in northern Quebec. Posters were hung up around communities and one youth organization stuck the posters to the sides of their van so that they could promote NAAW while they were on outings. To design, create and distribute widely, promotional items that appeal to a diverse Indigenous population, promote NAAW and honor, celebrate and encourage healthy, additions free and responsible lifestyles through the building of healthy family and community relationships.

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General comments regarding the promotional items included that the items were good for all ages, that they were beautifully done, good quality, they contained clear messages, that everyone liked them and that they were symbols of pride. Community organizers also indicated that the promotional items were fun, creative, attractive and that they did not have any stigma or shame attached to them: rather messages of hope. The only concern with the promotional items was that some communities did not receive their items in good time before their NAAW events. When asked for suggestions for promotional items for future NAAW celebrations community organizers and participants alike were happy to give their input. The number one suggestion was to keep the necklaces. The most popular suggestions were T-shirts, pencils, pens, pins and keeping the posters.

THE FULL SUGGESTION LIST INCLUDED:

- Bookmarks
- Magnets
- Variety of Posters (big ones to hang up, small ones to hand out, ones with more detail about NDHR, 64 Ways Poster)
- Water bottles
- Balloons
- Flashlights
- Key Chains
- Erasers
- Hats/caps
- Games (trivial pursuit/ knowledge quest type)
- Coloring books
- Note pads
- Inspirational cards
- Socks
- Pocket folder information
- Thank you cards for NAAW
- Booklet of event suggestions
- Rings
- Bubbles
- Lip balm with NAAW logo
- Stickers
- Ribbons
- Art, music and hands on activities for kids
- Mouse pads
- “Kid stuff “(different for each age level)
- Highlighters
- Desktop calendars with inspirational sayings on each day/page
- Story books for children
- Sweat shirts
- Stress balls
- Jackets
- Craft kits
- Make the necklaces magnetic for healing
- Baby toques
- Colorful plastic bracelets
- Something beaded or leather
- Coffee cups, mugs and insulated coffee cups
- Gloves, scarves and toques
- Decks of cards with NAAW logo
- Cloth bags
- Inspirational wallet cards

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OBJECTIVE 4: WEBSITE DEVELOPMENT

The website was the area that caused most concern for NAAW community events organizers. The fact that all “NAAW.anything” domains were previously taken, and the previous host organization would not turn the domain over to the new host caused a tremendous amount of undue grief to First Nations and Inuit community organizers and community members. That said, a surprising 66% of respondents still indicated that the website was useful. This is testament to the hard work and innovation of the NCSA-NAAW staff. Of the 44% of respondents that indicated that the website was not useful, none of them found fault with the site itself. The only negative comments were that the site was too hard to find, that it was frustrating trying to locate the site so people gave up, and that the site was up too late.

Some respondents indicated that they were frustrated with the fact that when they contacted the previous host organization to ask for help finding the new site they got “the run around”. Many respondents reported that once they found the website it was very attractive and useful. The primary purpose for accessing the website was reported as being to find promotional items, to access information, to find pictures and to see what others were doing. People also used the website to download NAAW images and to get contact information of the new NAAW office.

When asked if the website resulted in increased participation in NAAW events only 3% of respondents said a definitive yes, 11% said a few and 86% indicated that it was too hard for most community members to find the site and that it did not help for participation rates this year. This is clearly a result of the domain and web address issues and should be easily rectified for the 2009 NAAW campaign.

Develop a website that facilitates on-line communications, interaction and eventually increased participation in NAAW and promotion of healthy, addictions free lifestyle.

OBJECTIVE 5: BUILDING RELATIONSHIPS WITH NATIONAL ORGANIZATIONS

To target relationship building and meaningful collaboration with at least three national organizations each year to support and enhance their staff or membership participation in local NAAW activities. Within the limited time frame that NCSA was given to initiate the process of hosting NAAW for 2008 and beyond, the organization was able to engage 3 national organizations in a collaborative relationship.

The 2 organizations were the National Native Addictions Partnership Foundation (NNAPF) and the Aboriginal Healing Foundation (AHF). NNAPF contacts indicated that to date they have had discussions with NCSA regarding collaboration for NAAW and a memorandum of understanding is in the process of being developed. This process is ongoing as the time available between the time that NCSA was awarded the contract to host NAAW and the actual NAAW events was too short for a meaningful, long term relationship to be developed. NNAPF contacts were very positive about the future collaboration between the 2 organizations.

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To date NNAPF has shared their data base with NAAW staff and the organization has submitted a letter of support for NCSA to host NAAW. NNAPF staff have also worked hard to assist community members in accessing the new NAAW website as they have received many calls inquiring about directions to the website. NNAPF contacts indicated that they look forward to working with NCSA and, that they see a real benefit to promoting NAAW as it benefits communities by recognizing the need for addictions, recovery and healing at a “special time” each year. Although there was not time this year to impact NNAPF staff or membership participation in local NAAW 2008 activities, NNAPF contacts indicated that they definitely see the potential for this in years to come. A final comment from NNAPF representatives was that they hope to see NAAW go international at some point in the future.

The Aboriginal Healing Foundation (AHF) had much the same issues and hopes as NNAPF in that the time frame was too short to formalize any official relationship for NAAW 2008 but contacts indicated that they are developing a document for reciprocal support between NCSA and AHF for NAAW. For this year AHF reported that they did open up their facility in Ottawa for local communities and organizations to use for NAAW meetings and events. They did not, however, host a NAAW event of their own this year. AHF also acted as a liaison to help communities find the new website and new NAAW host organization.

AHF representatives indicated hope for a positive relationship for the future of NAAW. In the interview it was stated that AHF sees NAAW as being very important. The reason given was that for over 40 years now addictions has been the central issue in First Nations struggles. NAAW is seen as a great way to get the “ball rolling” for the whole healing movement.

OBJECTIVE 6: BUILDING RELATIONSHIPS WITH REGIONAL YOUTH ORGANIZATIONS

To target relationship building and meaningful collaboration with four regional youth organizations and/or youth service organizations each year to increase their participation in local NAAW activities. The only youth service organization that NCSA-NAAW staff were able to engage for 2008 was Youth Solvent Abuse Centres (YSAC). NAAW staff, and the YSAC representative that was interviewed, indicated that they had made several attempts to connect and to communicate. The YSAC contact reported that the relationship between YSAC and NCSA as the new NAAW host is just beginning. She also indicated that the relationship will be formalized this year and that she looks forward to working with NSCA to promote NAAW for the benefit of First Nations, Inuit and Métis youth across Canada.

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OBJECTIVE 7: ROLE MODELS

To help identify an individual, family or organization in each of the 7 selected, sponsored communities that are positive, healthy role models. Three of the sponsored NAAW communities chose to identify a group, an organization, or a segment of their population as role models for NAAW. Louis Bull First Nation chose the Louis Bull Tribal Police for their contributions to trying to keep the community drug and alcohol free. Papinau First Nation chose to honor a group of ten Elders for passing on the stories to help their people live the good life. The South Slave Healthy Communities Partnership chose to honor a group of grade 8 to 12 students from Diamond Jenness Secondary School who chose to take on the drug and alcohol problem in their school. Three communities, Kanawake, Inuvik and One Arrow First Nation identified individual role models, while Serpent River First Nation chose a family. Although the approach to selecting and honoring role models varied from community to community, the values celebrated were quite similar. The most commonly celebrated quality of role models, not surprisingly, was sobriety. Healthy lifestyle, healthy choices, positive attitude, resiliency, and recovery were also very highly celebrated qualities of role models. Communities honored the value for family, community involvement, spirit of cooperation and caring in their role models as well. Communities focused on role models that portrayed fun without alcohol, the ability to lead and take action, and the will to educate others. Role models were seen as those individuals or groups that emulated pride, happiness, unity, cooperation, respect and living the good life. Most communities held a gathering, feast or other event to honor their community role models as a part of their NAAW celebrations. Information on the role models from each of these communities is posted on the National Addictions Awareness Week campaign website.

OTHER SUGGESTIONS:

When asked for suggestions for the improvement of future NAAW campaigns the number one comment from survey respondents was “get the materials out earlier”. This will not be difficult for NAAW staff to rectify as they will have a full year to prepare for the NAAW 2009 campaign. The second most requested change that respondents asked for was a website address that was as simple as NAAW.ca or NAAW.com.

Respondents seemed to like the new NAAW slogan for the most part, but some commented that it should stay the same now so that people are not confused by too many changes. There were many comments in this section that started out with “Keep...”. Keep the poster, keep the necklaces, keep up the great work, keep promoting healthy choices, keep working together to combat addictions. Respondents were very positive and several commented that NCSA had done a very good job in their first year hosting NAAW.

Some organizers requested the development of event planning guides, curriculum materials for younger children and youth, lesson plans, activities for all ages, children’s story books and more. There were also suggestions for the development of downloadable materials such as posters, book marks, T-shirt transfers, radio announcements, and PA endorsements narrated by famous people for use in schools. A data base of NAAW activities was also requested. Several communities also suggested that NAAW staff should travel to communities to assist in planning and preparations for NAAW events. This could prove difficult due to the limited funding that is available. Other less costly planning and preparation supports included monthly NAAW newsletters throughout the year and calendars that listed suggested start and finish dates for NAAW planning, reporting etc, as well as NAAW campaign office deadlines. Other suggestions included more promotion of NAAW through the media, a bigger focus on young people in NAAW campaigns and to expand NAAW so that it is not limiting this “human issue” to only First Nations and Inuit.

“IN THE BUBBLE STUFF”:

- one organization had a speaker come in to speak to all of their employees on addictions and offer support for those who need help
- One youth treatment centre stuck posters on each side of their van to display to the public during all of their outing during NAAW
- One community organizer suggested the development and creation of a NAAW flag to be hoisted to the top of the flag pole in every community across the country every day of NAAW each year.
- One community organizer suggested a set time for simultaneous prayer across the country every morning of NAAW.

APPENDICES:

- The evaluation surveys
- Table of Contacts by region