

But why, exactly, do we need Education in Prevention ?

Hubert Sacy
Director General of Éduc'alcool
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What is Prevention all about?

- Avoiding wrong and undesirable behaviour
- Primary prevention: avoiding the occurrence of developing various problems in the first place
- Secondary prevention: where problems already exist, reducing their incidence or development before they reach the point of no return
- Reduce the number of your « clients »

Is Education useless?

- A few people say Education is totally useless.
- Some even say, it has a perverse effect and increase problems
- School Education is especially targeted.
- Hence, we'd better just adopt policy measures.

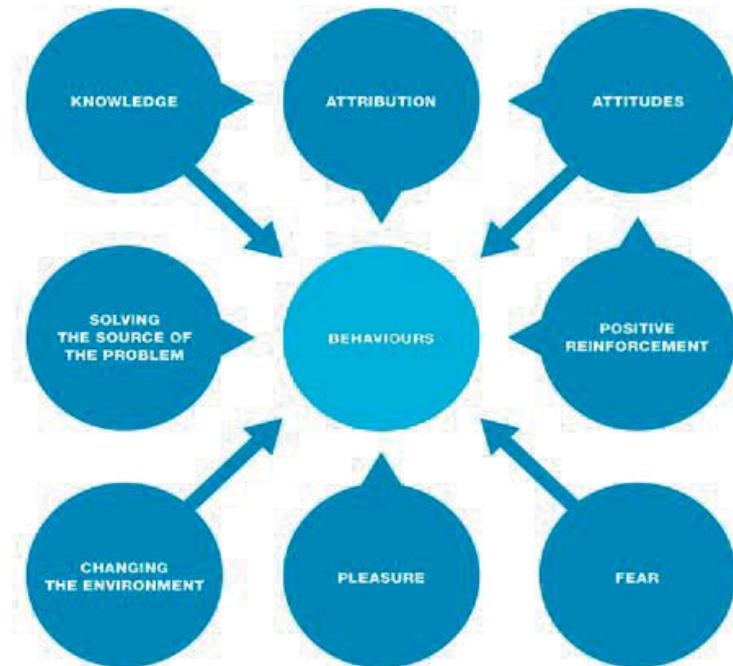
A Matter of Culture

- Not all cultures share the same basic attitudes towards prevention
- Some countries have developed a (partial or total) " zero tolerance " approach towards alcohol
- Others are less rigid and think that « the best is the enemy of the good »

Foundations

- Education is not a panacea: family environment, social culture and objective conditions play a determining role
- Education act on knowledge and attitudes
- Behaviour is the result of many factors including education.

Eight Determinants in Changing Behaviours



Questions

- Is it possible to set a limit with which everyone is comfortable?
- Can a consensus be reached on what we are trying to achieve ?
- What exactly are we trying to prevent?
- The answers depend mainly on age.

For All

Drinking Alcohol
is not mandatory.
One can live very happily
without alcohol.

For Teens

Help minors :

- Start to drink as late as possible
- Convince and help resist peer pressure
- If they start, do it it under parental surveillance
- When they drink, respect the recommended limits
- If they go overboard, make them look as fool as possible

For Adults who can drink

- Practice responsible drinking at all times
- Avoid even occasional intoxication
- Be aware of their role model status
- Know more about alcohol
- Contribute to alcohol education
- Drink better

What is Drinking better?

- Respect the LRGDs
- Drink for the right reason
- Drink in the right context
- Drink better quality products
- Sometimes not drink at all
- Respect those who choose not to drink

In Addition

- Broaden the relation to alcohol and link it to other behaviours
- Make moderation a rule with no exceptions
- Become moderate drinkers rather than just responsible drivers

As Alcohol Educators

Define the problems related to alcohol:

- Social misbehaviour ?
- Personal problems ?
- Quantities ?
- Reasons ?
- Disobedience ?

As Alcohol Educators

- Develop made to measure programs
- Set the target and the evaluation tool before we start
- Plan but change if need be
- Do not go back and forth

Our Challenge

Develop links
and collaborate
with the treatment sector
in a win-win relation.

One last remark

If you Really Think
Education is Useless,

One last remark

Try Ignorance.

Merci
Thank you