



Substance

Abuse

Casreep Communications Inc.
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Discover the Potential!

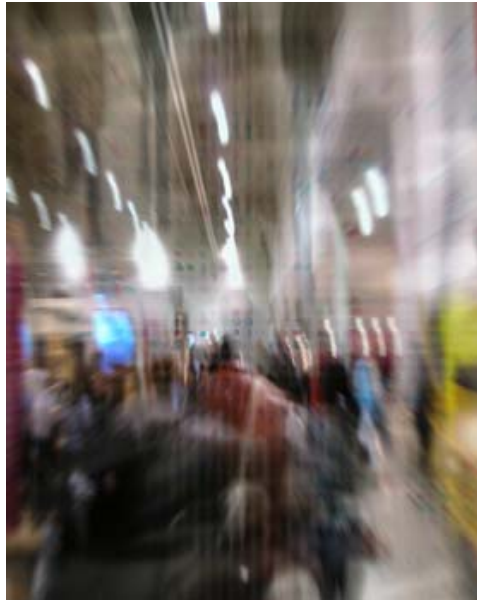
Too many youth hooked on a *feeling*

Substance abuse is on the rise among Canadian adolescents. Over half will have used an illicit drug before they leave high school.

The use and “benefits” of smoking, drugs and alcohol are glamorized through today’s music lyrics, movies, music videos, and sometimes even through parents. And the word is spreading like wildfire.

Kids experiment because of curiosity, peer pressure, boredom, drugs being easily available, and a sense of rebellion.

However, the key factor that takes a youth from experimentation into



addiction stems from the feeling of euphoria brought on by cigarettes, drugs or alcohol. Much like adults with substance abuse problems, kids talk about how their drug of choice helps them to relax and let go of life’s stresses.

All this experimentation comes at a time when the developing teenage brain is most susceptible to addiction.

What can be done to stem this tide?

Opening young minds to their options

Many parents and teachers have found that “smoking/alcohol/drugs are bad” lectures typically fall on deaf ears.

Casreep Communications has come up with an educational program on Substance Abuse that engages youth in a way that opens their mind to examining the choices they can make.

Our interactive presentation can be easily presented to kids by almost anyone, with very little advance

preparation. It presents information in bite-sized pieces, and then asks kids to discuss the ideas with a partner or the whole group. By having the chance to process the knowledge they are gaining through their own perspective, kids absorb what they hear, and learn that they have options. If they are in trouble or know others who are, they also learn how to get help.

Try the Casreep educational experience with your students today, and notice how excited kids can get over knowledge!

Discover the benefits of Casreep’s highly interactive educational materials!

- ***Motivation***
Our revolutionary teaching techniques are guaranteed to engage virtually every member your audience, and dramatically increase course material retention.
- ***Presentation***
Our easy-to-use customizable program can be effectively presented by almost anyone.
- ***Leisure***
Once you choose to buy a Casreep education product, *you can relax*. Almost all of your prep work has been done by us!

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Discover the Potential in other Casreep Programs

Casreep has another excellent program dealing with *Bullying*.

Using the same teaching format and type of presentation materials developed for our Substance Abuse presentations, our Bullying program will help you guide youth through this challenging social issue that can leave a lifetime of psychological scars.

Learn more about our Bullying program by visiting our website: www.casreep.net/bullying.html

To get on our mailing list to learn when new Casreep presentations are developed, e-mail us at: jeanine@casreep.net

What people are saying about Casreep presentations:

The drug seminar was very interesting, helping me realize that the so-called "positive" benefits of drugs do not exist, and that substance abuse only hurts you and the people around you.

Gary (Student)

This presentation was different from others I've seen. Not only was there interaction between presenters and the audience, it allowed students to interact with each other.

Jon (Student)

Discover the potential!

Substance Abuse Program gets through to kids

Casreep Communication's Substance Abuse Presentations breaks this complex topic down into seven sections: The User, Stimulants (overview), Stimulants: Ecstasy, Hallucinogens (overview), Hallucinogens: Marijuana, Depressants (overview), and Depressants: Alcohol.

Each of these sections can be handled in one 45 - 75 minute period.

These materials are most appropriate for presentation to students in grades 6 through 12, and can be offered to small and large groups alike. By following our format, you will gain the trust of your students, allowing free and non-judgmental discussion about this sensitive and timely issue.



Discover the learning potential in the Casreep teaching style!

Casreep educational materials are foolproof – they are incredibly easy to present, requiring almost no preparation on your part, and structured to maximize student interaction and topic retention.

You follow a clear presentation assistant guide, and show your audience a simple slide presentation, given to you in both CD-ROM and DVD formats. You guide students through the information a bit at a time, and every few minutes, you help students process the information by allowing them to reflect on what they have just heard with a partner, or discuss the topic with the whole group.

The results using our presentation format is remarkable – you are guaranteed almost 100% participation, and students achieve a very high rate of retention!

Cooperative learning has long proven to be very effective. In 1986, *The Journal of Social Psychology* published a study entitled "The Impact of Group Processing Achievement in Cooperative Learning Groups." Three groups of third graders went through an intensive five-week unit on transportation. Each group was asked to study the information in a different way. Group A's students were treated in a conventional individualistic manner –

they studied and completed their worksheets on their own. Groups B & C used cooperative learning models. They broke students into groups of 4 and students completed their worksheets together. Group C was given the additional opportunity to spend five minutes processing their work as a group, and setting goals for future improvement. Each group was tested after the course, and again three weeks later. Class C achieved the highest rate of achievement (87%) and experienced *no* loss in the retention of knowledge after three weeks (see chart below).

Allow your students to discover their potential, using Casreep educational materials!

