

# CAMPAIGN GUIDE



## **NOTA SOBRE EL LENGUAJE**

En la Confederación Don Bosco, trabajamos por igual mujeres y hombres, chicos y chicas, niñas y niños. Pensamos que es importante contar con la participación de todos y todas y no entendemos que haya diferencias por cuestión de género.

Este manual ha sido escrito tratando de utilizar un lenguaje igualitario y no sexista aunque, en algunos casos y para facilitar la lectura, se hace uso genérico del masculino para designar a los dos sexos.

## CAMPAIGN GUIDE

The 0.0 Passport Campaign is an initiative of the Don Bosco Confederation of Youth Centres in Spain, within the framework of health education. It is aimed at young people between the ages of 13 and 17, in particular those who are in situations of risk and exclusion, whose socio-demographic characteristics make them particularly vulnerable with regard to drug consumption and addiction.

The main aim of this programme is to delay the age at which minors start consuming alcohol. It seeks to provide information and raise awareness about the consequences of alcohol consumption and abuse, and also to provide social mediators with tools and training for prevention education.

The materials and information contained in this campaign are the perfect support for the educational initiatives of mediators who work in Youth Centres and Associations, offering real educational alternatives with regard to Leisure and Free Time, aimed at comprehensive personal development.

In addition, the Don Bosco Confederation has designed a digital application which, in an attractive, innovative manner, seeks to highlight the skills and knowledge acquired by the young people through this campaign.



## WHY IS A CAMPAIGN ABOUT THE PREVENTION OF ALCOHOL CONSUMPTION NECESSARY?

Different studies, media, surveys and publications have amply demonstrated that the average age at which young people start consuming alcohol is around 14.

Moreover, some forms of consumption are widespread and generally accepted among adolescents and young people, such as binge drinking. There is a general – and erroneous – perception that occasional heavy consumption does not have negative effects on the organism.

Given that alcohol can be a first step towards the consumption of other substances, and given that it has negative effects on the body and on social relations and behaviours, we believe it is necessary to intervene, undertaking prevention measures among the young people we work with.

Alcohol is the most frequently consumed and socially accepted drug. Particularly significant is the extremely low perception of risk with regard to both alcohol and cannabis. It is therefore necessary to dispel the myths around the consumption of those substances and to draw attention to the associated risks and harms.

Alcohol consumption represents a risk to physical, mental and social health, and it is also a clear factor in potential dependency in adulthood.



Apart from the physical consequences, such as permanent damage to the memory, the brain cells, the accumulation of fats, etc., we must also consider the effects of alcohol consumption on social relations and behaviours, such as the breakdown of relationships with the family, teachers and colleagues, poor school performance, as well as numerous problems in interactions with others, such as fights, disputes or aggressions.

## OUR COMMITMENT

Our proposal arises from the need for preventive measures among young people, to offer them objective information and also educational activities and games which help them to improve their health habits and so improve and strengthen their quality of life and that of those around them.

Society as a whole must become aware of the health and social risks of alcohol consumption among minors, whose bodies and personalities are still developing.

The Don Bosco Confederation is aware that not all young people associate having a good time with alcohol consumption. Many young people engage in other ways to spend their free time and have fun, such as sport, excursions to the countryside, taking part in drama or music groups, collaborating with associations, etc.

However, there are many young people who are not aware of the risk of alcohol consumption, both individually and socially, which sometimes is compounded by their relative inability to make independent decisions, a lack of social skills, low self-esteem, etc. Those circumstances justify our intention to not only offer an awareness-raising campaign, but also to complement that information with a range of real alternatives for leisure, enjoyment and socialisation.

We have some advantages, such as the fact that we are entities which organise activities for young people during their free time, offering alternatives to alcohol consumption. The fact that the information is conveyed through other young people, who are slightly older but who live in the same environment and reality, facilitates listening and acceptance of the information they receive. Finally, our entities can offer educational alternatives aimed at comprehensive personal development, equipping young people to take independent decisions.



## **A CAMPAIGN WHICH IS OPEN TO OTHER ENTITIES AND MEDIATORS**

This campaign is made available to all those youth organisations and associations which have a positive vision of young people and their capabilities and potential. The materials will be available on the website for those organisations which want to use them in their prevention work on different youth programmes, and also for any educators who want to use them in their educational work with adolescents and young people.

## **YOUTH CENTRES AND ASSOCIATIONS FOR PREVENTION**

The Don Bosco Confederation works together with the Salesian Youth Federations and Centres in the defence and promotion of childhood and youth, particularly those who are at risk of exclusion, through active engagement and the educational style of Don Bosco.

We undertake a series of actions and programmes as part of our work on prevention, education and the comprehensive promotion of children and young people. Those actions and programmes are implemented by Youth Centres and Associations at the local level, and by the Federations at the regional level.

We believe that prevention means creating the right conditions so that each and every young person can develop their full potential. Likewise, prevention is also applied to help those young people who are already suffering the consequences of risk situations and abandonment. Even more, it is the best way to spark the energy that remains inside them and thus avoid further deterioration.

Prevention is exercised through different social networks, both in the neighbourhood and at school and other institutions.

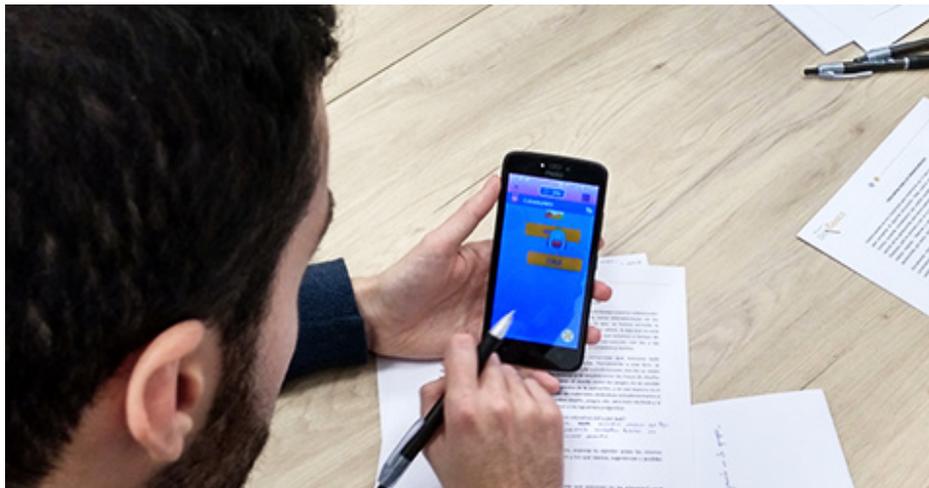
The Salesians and the Daughters of Our Lady of Perpetual Succour update the Educational Project of Saint John Bosco and Saint Maria Mazzarello.



The Salesian Youth Centres have worked to successfully create the Oratories and Youth Centres, as true free-time education structures capable of interesting young people and engaging them in the development of their own personal growth.

The manifestations of contemporary culture are, without doubt, expressed through free time, and personal and social lives are organised around it. Young people especially see free time and leisure as an opportunity for self-realisation, an expression of their personal identities, hence our interest in presenting healthy leisure alternatives.

Our educational proposal is based on people-focussed education, with a positive vision of young people and their capabilities, accepting people as they are, with their problems, hopes and expectations, helping them to integrate differences, nurturing personal growth, fostering the maturation of their life projects, sharing the reality with others and promoting efforts to find forms of protagonism within society and the Church, and the search for the meaning of life.



## THE ROLE OF MEDIATORS

In this Campaign, the role of mediators is very important, as they have participated in the decision-making, the design and the creation of the "0.0 Passport" application. Likewise, they have contributed their opinions, visions and experience to the different materials and activities necessary for the campaign. We start from the philosophy that mediators are familiar with the different realities, and therefore their vision, experience and knowledge are fundamental when it comes to developing the Campaign.

Through the use of the mobile application and the other initiatives of the campaign, we seek to prevent the start of alcohol consumption at an early age and abusive consumption by working on the following aspects.

- The dissemination of information about drugs and their negative effects.
- Presenting and publicising healthy leisure alternatives.
- Dispelling the myths around certain aspects related to alcohol.
- Identifying the factors which facilitate consumption and developing skills of resistance and rejection, promoting personal autonomy and decision-making.
- Developing generic skills for individual competency and social interaction.

For that, adequate, accurate information is required - young people must be aware of the effects of alcohol consumption and its risks. Likewise, we must strengthen their ability to take independent decisions, fomenting self-esteem, developing critical abilities, tolerance, creativity and positive attitudes, the ability to cope with frustrations, etc.

We believe that that information will have the desired effect if it is offered to minors and young people by mediators. Likewise, without social mediators this campaign would not make sense, because, in its very conception, it is based on inter-relation and interaction with young people through their actions.



## THE MATERIALS OF THE CAMPAIGN AND HOW TO USE THEM

The 0.0 Passport Campaign is developed with the support of the following materials:

### 0.0 PASSPORT APPLICATION.

It is a digital tool. We hope that it will be used not only as an educational tool by the mediators in Youth Centres, but also by the participants in the activities, both individually and with their friends in their free time. The application was designed with the involvement of a group of adolescents, mediators, other professionals and parents.



### CAMPAIGN WEBSITE

It includes the explanation of the aims of the campaign, the materials to download, the instructions for the application and other information of interest.



## CAMPAIGN GUIDE

it outlines the approach of the campaign within the prevention option of the Don Bosco Confederation, the purposes and aims of the campaign, and it describes the materials which comprise it.

## EDUCATIONAL MATERIALS

they are a support which the mediators can adapt to their realities, to work on the prevention of alcohol consumption among minors.

**CAMPAIGN POSTERS/PLOTTER:** They will serve to illustrate the presentations at those places where the campaign is developed. They can be used to decorate the spaces for group activities and other places.



Este material ha sido elaborado por la Confederación Don Bosco como parte de la Campaña Pasaporte 0,0 dentro de la línea de Educación para la Salud. Ha sido creado como recurso orientativo por lo que está abierto a las aportaciones y la experiencia de los agentes sociales que los vayan a utilizar. Esperamos que la información y las dinámicas ofrecidas os sean útiles en vuestra labor preventiva.

Asimismo, queremos agradecer y alabar el trabajo y la dedicación de los jóvenes voluntarios como impulsores de hábitos de vida saludable.



[www.pasaporte00.org](http://www.pasaporte00.org)



**DonBosco**  
confederación  
de centros juveniles  
de España

	GOBIERNO DE ESPAÑA	MINISTERIO DE SANIDAD, CONSUMO Y BIENESTAR SOCIAL	SECRETARÍA DE ESTADO DE SERVICIOS SOCIALES
	GOBIERNO DE ESPAÑA	MINISTERIO DE SANIDAD, CONSUMO Y BIENESTAR SOCIAL	DELEGACIÓN DEL GOBIERNO EN EL PLAN NACIONAL SOBRE DROGAS
	POR SOLIDARIDAD <b>OTROS FINES DE INTERÉS SOCIAL.</b>		