

DRUG STRATEGY

Serving Haliburton County, the City of Kawartha Lakes, and Northumberland County

May 1, 2019 - The Haliburton, Kawartha Lakes, Northumberland Drug Strategy (HKLNDS), PARN – Your AIDS Resource Network, Women and HIV/AIDS Initiative (WHAI), Kawartha Sexual Assault Centre (KSAC), Thrive Coalition Northumberland, and Peterborough Drug Strategy are committed to working together to continue to raise awareness about various issues facing the residents of these represented communities. Rachel Petty, WHAI Coordinator for the four counties says, “Coming from a place of strength we want to work within in our communities to acknowledge the complexities of people’s lives as related to their substance use, to enhance capacity for critically thinking about the risks associated with certain behaviours and enable low barrier access to necessary harm reduction tools and supports.”

We will be partnering on a very important issue during the week of May 6th to 10th, as part of Sexual Assault Prevention Month (SAPM), focusing on the harms associated with alcohol and substance use as they relate to sexual assaults. The number of sexual assaults involving alcohol and other drugs is an issue that warrants our attention, considering 25-50% of reported sexual assaults involved licit and illicit substances.

In order to assist our partners in promoting this campaign we have developed a social media toolkit, called “Unblurring The Line”. Megan Deyman, Coordinator for HKLNDS says, “The goal of the campaign is to increase awareness of the role of substance use in sexual assaults, and to connect people with the necessary supports. The campaign will also give people information about boundaries and consent, and to encourage conversations free of shame and blame.”

“Thrive Northumberland is a coalition of local agencies who support women and children fleeing violence. Our participation in collaborative campaigns such as Unblurring the Line helps us build capacity across the VAW sector and more importantly, raise awareness about the services and supports available to women and children in our communities” – Nicole Beatty.

Our social media campaign will engage our collective audiences with directed messages daily in order to bring more awareness to these issues and stop future assaults before they happen.

Thank you for your continued support,

