



Resilience: What, How and Where

Barbara Kennedy
Office of Demand Reduction,
National Anti-Drug Strategy
Regions and Programs Branch
Health Canada





Brief History on “Resilience” within Drug Strategies at Health Canada

- 1993: first project to study resiliency and application to health promotion, resulted in 1995 *Discussion Paper (Atlantic region)*
- 1998: *A Study in Resiliency in Communities*
- 2005: *Resilient Children of Parents Affected by A Dependency (2005)*





Analysis of past efforts (2007)

- Created a lot of reports with little application
- Need to define resiliency
- Need to distinguish resiliency from or within other concepts used in Health Canada publications
- Conceptual links to health promotion are rarely explicit
- Need more dialogue about meaning and application of resilience in policy/program





In a nutshell

The powerful concept of resiliency has been widely discussed, vaguely understood and not really applied.....





National Anti-Drug Strategy (2007-2012)

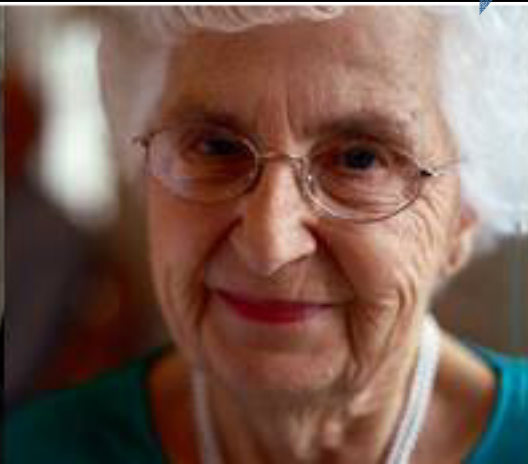
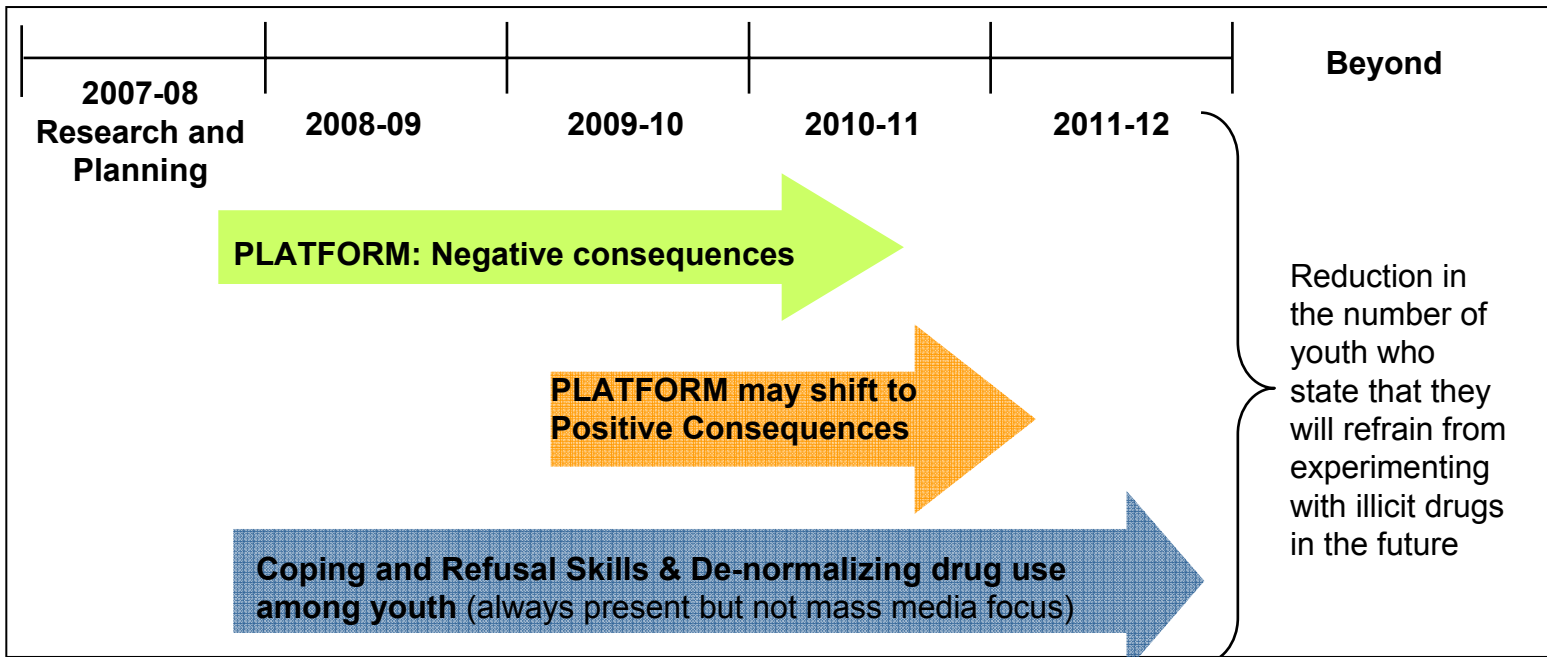
- The Government of Canada is investing \$30M for a national youth drug prevention mass media campaign to help decrease the prevalence of illicit drug use among youth.
- Youth 13 – 15 years of age and their parents
- This is the only national anti-drug campaign in Canada and the first one since 1993.
- Social Marketing Plan with key strategic platforms developed for both target audiences.





**Youth
Campaign**

Youth Campaign Strategic Platform Roll-out*



**strategic platform roll-out will be contingent upon research and evaluation findings.*



Projects on resiliency

- Marketing Approach: Content development plan to support Social Marketing strategic platforms.
- Academic Approach: University of Victoria: 5 papers on resiliency
- Participatory/Applied Approach: CASH: Webinars with a focus on applications





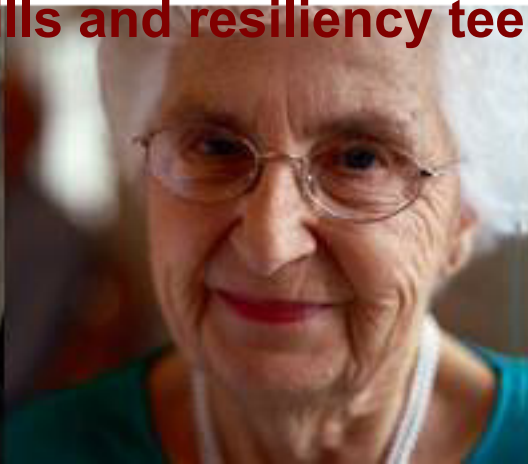
Marketing Approach: Content on strategic platforms

For Teens:

- **Content that enhances teen's relationship with their parents and builds resiliency**
- **Contents that moves beyond awareness raising to skill development and specifically, that builds teen's coping and refusal skills**

For Parents of Teens:

- **Content that moves beyond awareness-raising to skill development, specifically that enhances parents' relationship with their teens and helps build coping and refusal skills and resiliency teens**





Academic Approach :

5 Knowledge Summaries

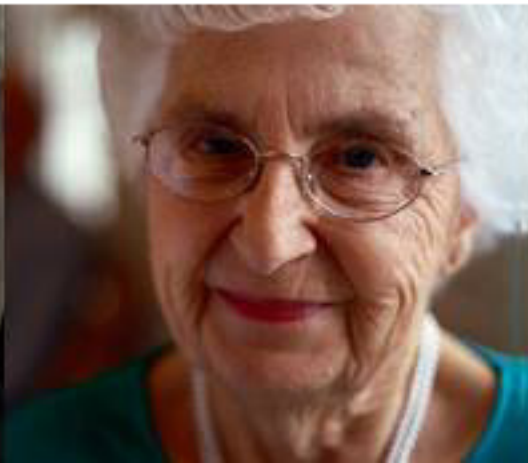
- Resilience defined and applied, (Dr. Ann Masten)
- School based Promotion that includes resilience by (Doug McCall and Colin Mangham)
- Promoting Resiliency throughout Youth Transitions (Dr. Kim Schonert-Reichl)
- Promoting Resilience Among Youth Through Families (Dr. Tina Daniels)
- Promoting Resiliency through After-School Programs (Dr. Claire Crooks)





Definitions of Resilience

- Definitions include the construct that adversity is followed by a positive outcome
- A broad and complex concept
- Involves numerous factors, processes, systems, setting and sectors
- It is dynamic not static, status can change through life transitions
- Research suggests that resilience can be promoted





What resilience is not

- Does not reside solely in the child/person
- Is not a magical trait (superhuman characteristic)
- Not something a child is born with
- Resilience does not equal Resilient





More knowledge is required

.....but there is sufficient evidence at hand to inform and guide efforts to promote resilience in young people. (Masten)

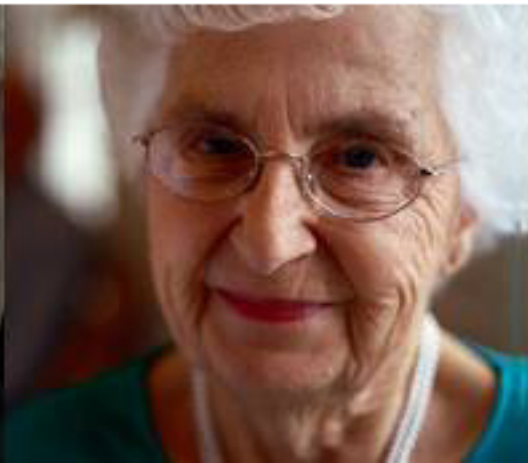
- **Recommendations from papers**
 - **Further Explore potential of resilience models and frameworks for practice and policy (e.g.4M)**
 - **Need to further study the links and complementarities between other evidence based implementation models and frameworks**





Application to Program

- Many excellent programs exist focusing on family, school and school based and through the life transitions.
- Seeing best practices beginning to emerge (presented in the papers)
- More evidence based outcomes need to be measured.





Participatory Approach: Live Webinars

- Using new web-based technology: Elluminate software with chat box
- Schools for all Encyclopedia for ongoing comment
- To identify realistic programs and services
- To discuss knowledge exchange strategies.





Where from here

- Apply learning's from papers to NADS programs (mass media and funding)
- Encourage practitioner input to knowledge generation and exchange (methodology challenge)
- Reach out to international community to encourage collaboration
- Increase the critical mass of practitioners to apply what is being discovered.

