



‘Listen First’

Engagement for Prevention Workers

How can we use ‘Listen First’ materials when implementing effective drug demand reduction programming?

- Identify a lead coordinator to support the implementation of ‘Listen First’.
- Determine the target audience for the materials. Note – it helps to be focused in the process, and then based on the success it can be expanded to other audiences.
 - For example, pilot ‘Listen First’: Science of Care, with the Ministry of Education. In March, they are implemented in five elementary schools, impacting 250 children and ten educators. Upon success, plan to expand to all elementary schools in each district by the end of the year.
 - For example, pilot ‘Listen First’: Science of Skills, with the Ministry of Social Affairs, distributing the materials through ten community organizations over six months, targeting children aged 6 – 10.
 - For example, pilot ‘Listen First’ in full with the Ministry of Health, using the materials to enhance the existing evidence-based substance use prevention programming already in place at the national level.
- Follow the guidance available at www.unodc.org/listenfirst to translate and prepare the materials for the national level.
- Collect data and share your success with UNODC!