



Listen FIRST

Now more than ever
Listening to children and youth
is the first step to help them
grow healthy and safe



Listen First was launched in 2016 during the United Nations General Assembly Special Session (UNGASS) on the World Drug Problem. It began as a campaign on science-based drug prevention to raise awareness around listening to children and youth as the first step to help them grow healthy and safe.

Key Objectives

- Promote science-based drug prevention using fun, educational and inclusive materials.
- Listen First complements national and other prevention efforts.
- The initiative targets parents, teachers, policymakers, health and prevention workers.



Materials

Listen First the original material consisted of three videos + science sheets focusing on the importance of active listening, setting family rules, and parental involvement.

The Science of Care was a response to the COVID-19 pandemic, to support parents at this difficult time. It is composed of ten videos and Science Sheets on the Science of Affection, Family Activities, Active Listening, Play, Patience, Physical Activity, Praise, Information, Routine, and Keeping Busy.

Super Skills - The Science of Skills supports social and emotional skill development in primary aged children. Five fun, educational 3D animated videos where "Helpful Handy", "Sensitive Smellup", "Likeable Listenup" and "Loyal Lookup" face common life challenges and use social and emotional skills to solve problems, build relationships and improve their magical community. Ten Skills Sheets focused on competencies - Empathy, Compassion, Respect, Gratitude, Honesty, Integrity, Confidence, Hope, Motivation, Curiosity.



www.unodc.org/listenfirst



OUTREACH

Since its beginnings, Listen First has grown into a global campaign. It is endorsed by key prevention experts, translated into over ten languages, and partners and Member States have implemented Listen First in their national strategies, reaching communities and young people worldwide.

Listen First has been used in the following countries:

- Bolivia
- Dominican Republic
- Finland
- India
- Kyrgyzstan
- Maldives
- Malaysia
- Philippines
- Serbia
- Slovenia
- Spain
- UAE

Listen First is available in:

- Arabic
- Dari
- English
- Finnish
- French
- Norwegian
- Pashtu
- Serbian
- Slovenian
- Spanish

Translations underway in 2022:

- Bahasa
- Icelandic
- Italian
- Kiswahili
- Lithuanian
- Polish



How to use the Listen First materials?

- All Listen First materials are available on the [UNODC website](https://www.unodc.org)
- The website includes an “Engagement” section with detailed information about how Partners, Member States, and Key Stakeholders (policymakers, health workers, parents, teachers, and prevention workers) can use the materials.
- The Listen First newsletter is published monthly, highlighting our valuable work with partners and experts worldwide.



“I think the brilliancy of the ‘Listen First’ campaign lies in its simplicity: the notion of something that seems so simple, that when a parent is with their child, listening will give them that perspective that the child needs.”

Dr. Nora Volkow, Director, National Institute on Drug Abuse, National Institutes of Health (NIDA)

Listen First is made possible with the generous support of France

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