



UNODC

United Nations Office on Drugs and Crime



Listen FIRST

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



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.

Listen First is made possible with the generous support of France

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- Focus on **POSITIVE PARENTING & ACTIVE** listening
- Linked to science and the International Standards on Drug Use Prevention
- Fun and engaging
- Diversity
- Not a stand alone - should be incorporated into a prevention approach or system
- Target groups: parents, teachers, policy makers, health workers and prevention workers



Launched in 2016 during the United Nations General Assembly Special Session (UNGASS) on the World Drug Problem.



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Science of Care



Science of Skills

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Original Listen First Materials

Three areas of focus:

- Listening
- Ice Cream Rules (about rule setting)
- Sandcastles: Parental Involvement

- Based on science - messaging to parents has a greater impact on children

- Longer videos with science sheets





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The Science of Care

· Videos and Science Sheets

· 10 Areas:

· Science of Affection

· Science of Active Listening

· Science of Play

· Science of Patience

· Science of Praise

· Science of Physical Activity

· Science of Information

· Science of Routines

· Science of Keeping Busy



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Super Skills - The Science of Skills

- Five videos
- 10 Sheets
- Four Super Skills characters



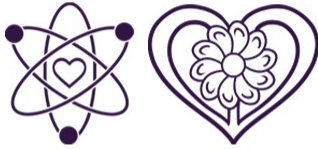
10 competencies:

- Empathy, Compassion,
Respect, Gratitude,
Honesty, Integrity,
Confidence, Hope,
Motivation, Curiosity

· Link to Social and Emotional Learning

- Self Awareness
- Self Management
- Decision Making
- Relationship Skills
- Stress Management

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SELF MANAGEMENT

Being able to regulate one's emotions.
Do you think before acting?
Do you set and achieve goals and plans? Do you recognize anger?

RESPONSIBLE DECISION MAKING

The ability to make decisions about your life and others.
Do your decisions have a positive impact on others?
Do you use critical thinking skills to set priorities?

STRESS MANAGEMENT

Being able to make changes to your life if you are in a stressful situation.
Do you prevent stress by practicing self-care and relaxation?
Do you manage your response to stressful situations when they do occur?

SELF AWARENESS

To recognize one's emotions and behavior.
Do you know your emotions?
How do they influence your behavior?

Grow Your
Super Skills
AND THRIVE!

RELATIONSHIP SKILLS

The ability to build positive relationships, especially with diverse groups.
Do you use communication skills such as active listening, and conflict resolution?
Do you practice empathy?



COMPASSION

SUPER SKILLS

WHAT IS

Compassion enables kindness and is crucial in maintaining and building social relationships and developing social awareness. Though compassion is closely linked with empathy (to feel for another), compassion is the desire to act to prevent other people's suffering when confronted by it.

It is an essential skill in achieving self awareness and self management.



Compassion enables loving behavior, is fundamental in building social connections, and improves relationships between children and parents. People with healthy, compassionate relationships live longer, are healthier, and are less likely to engage in risky behaviors, including substance use.

Compassion is connected with a higher level of self-esteem, well-being, and happiness. It improves stress resilience, strengthens the immune system, and may lead to a longer life. It is also linked with increased learning and improved academic performance.

Compassion is "the glue that holds the world together." It makes people help those in need and contributes to the development of humanity.

Compassionate behavior such as volunteer work benefits both the giver and the receiver. Research suggests that the act of giving can be even more rewarding than the act of receiving.

Did You Know?

Compassion for others starts with self-compassion: to avoid self criticism and treat ourselves kindly.

WHY COMPASSION MATTERS



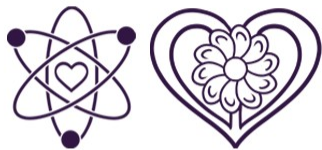
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THE SCIENCE OF SKILLS

Listen First, a UNODC initiative to support happy, healthy and nurturing families.
www.unodc.org/listenfirst



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UNODC Listen First

Listen First Global Outreach



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OUTREACH

In 2022, Listen First is translated into ten languages, endorsed by key prevention experts, and used in the following countries:

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





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Listen First is available in:

Translations underway:

- Arabic
- Dari
- English
- Finnish
- French
- Norwegian
- Pashtu
- Serbian
- Slovenian
- Spanish
- Bahasa
- Icelandic
- Italian
- Kiswahili
- Lithuanian
- Polish



Listen First has reached millions worldwide through (social) media including television, newspapers and press releases. Member States and partners have disseminated Listen First through family centers and other prevention facilities.





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*"Listen First is great!
Prevention is much more cost-effective,
and it prevents a lot of suffering.
It's also very difficult for many countries
to implement, so this is how 'Listen First'
can help. Parents don't always have the right
tools to connect with their children to protect them.*

*I was watching the videos thinking it can help
me addressing some of these issues with my
teenagers at home!"*

*Maria Melchior, Senior Researcher, Pierre Louis
Institute of Epidemiology and Public Health at
INSERM and Sorbonne University in Paris*

*I think in the simplicity of the
'Listen First' campaign lies its
brilliance: 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)*



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How to use Listen First?

- 1. It depends on your activities, resources and needs*
- 2. Listen First compliments evidence based programs in place.*
- 3. Use them to increase interest & highlight areas of other existing programs - its a resource!*
- 4. The materials are free to use and available on www.unodc.org/listenfirst*



Listen FIRST



Visit our engagement pages

- 3 areas
- Partners
- Member States
- Key Stakeholders
- Teachers
- Healthcare Workers
- Policy Makers
- Parents
- Substance use prevention and treatment professionals
- Newsletter
- Success Stories





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INSPIRATION - Examples of activities undertaken by partners

Strategic social media campaigns

Print the posters/ science sheets and hang them in your waiting rooms / community center/ classroom

Screen the videos in waiting rooms at family centers

Use the materials during therapy or as a resource / starting point for discussion with families/students etc

Incorporate in trainings, organise sessions around the different 'themes'.

Webinars, conferences

Health apps!

Psychodrama?

Collaborate with other NGOs/ government for national outreach

OTHER IDEAS?



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Using Listen First is easy! Follow these steps:

Step 1 Identify a Listen First focal point. Fill out the Engagement form for Stakeholders online

Step 2 Planning/evaluate resources. Incorporate them in your existing evidence based prevention programs and activities. National/Local level.

Step 3 Do you need translations? Get in touch!

Step 4 Collect data and share with UNODC! Newsletter & Success Stories

Visit the website: www.unodc.org/listenfirst





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Summary

- *Endless possibilities! Compliments, not replace other evidence based programs*
- *Be creative - but strategic!*
- *Engagement section & Success Stories for inspiration*
- *Translate the materials for your community*
- *Collect & share data with UNODC*
- *Sign up to the monthly newsletter*

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Questions?

Discussion?

Other ways of using Listen First?

*Ideas for future material? (e.g next age group?
Focusing on a specific setting such as schools?)*



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Listen, First is made possible with the generous support of France