



## New! Youth Resource Guide

NCADD recently received a grant from Sierra Health Foundation to fund a new youth-oriented *Recovery Resource Guide*. The new *Guide* will provide information and referrals for prevention, treatment, aftercare and other resources for Sacramento region youth vulnerable to substance abuse problems.

Two major goals of the project are: to engage youth effectively in the creation and distribution of the *Guide*; and to increase access to and use of existing community resources aimed at reducing and preventing substance abuse in youth. To create and distribute the new *Guide*, scheduled for production in the spring of 2008, NCADD will recruit a Youth Advisory board and use best practice marketing techniques.

By creating the new Youth Advisory Board, NCADD anticipates innovative strategies for development and distribution of the *Guide* such as a new design and look, a My Space site, a list of youth “hang outs” where *Guide* information might be seen effectively, as well as mailings to school counselors and doctors in family practice.”

Previous editions of NCADD’s *Alcohol and Drug Recovery Resource Guide* have always sold out quickly with listers reporting an increase in referrals and high demand from their clients. NCADD will be looking for new organizations and services to list in the *Guide*, as well as providing opportunity for previous listers to be included.

The project will ask youth and others to help NCADD answer questions such as: how can we improve the organization and distribution of information about existing community resources so that more Sacramento youth get information they will act upon? What are the “market segments” within Sacramento area youth that require targeted outreach? What specific distribution channels will increase effectiveness? Who is the best messenger? How might the internet be used?

NCADD is one of 11 grant recipients in the region chosen for funding to increase youth participation in quality programs through Sierra Health’s REACH youth program. Through REACH, Sierra Health is committed to helping California Capital Region youth succeed by increasing participation in quality programs and activities, providing opportunities for youth to develop leadership and decision making skills, and helping communities take positive action for youth.

Interested organizations and professionals and youth are encouraged to contact NCADD if they want to participate in the new *Guide*—as listers, on the editorial board or with referrals of youth for the Advisory Board. NCADD will contact previous listers and others with more detailed information when the project begins in 2008.