

LISTEN FIRST and PARTNERS

'Listen First' is an initiative to increase support for prevention of drug use that is based on science and is thus an effective investment in the well-being of children and youth, their families and their communities. Listening to children and youth is the first step to help them grow healthy and safe.

The United Nations Office on Drug & Crime is pleased to partner with NFL Superbowl Champion Dr. George Koonce and Touchdown for Humanity, the Walther Center in Global Palliative Care & Supportive Care at Indiana University, and Ethan Films to get the word out about helping children grow healthy and safe, especially during the COVID-19 challenges. Children have a right to quality healthcare including access to essential medicines for pain relief to support recovery from severe medical conditions or in cases when palliative care is required.

'Listen First' was launched in 2016 during the United Nations General Assembly Special Session (UNGASS) on the World Drug Problem. The materials are developed with a strong foundation in science to give parents, teachers, policy makers, health workers and prevention workers the tools they need to help children grow healthy.

The materials associated with Listen First are available at <https://www.unodc.org/listenfirst> and include the following resources to support science-based prevention:

- Newest addition - 10 short video clips demonstrating a valuable parenting or family lesson accompanied by a science sheet. The areas of focus are affection, family activities, active listening, play, patience, praise, physical activity, safe information, importance of routines and ways to stay busy.
- Parenting resources specifically focused on the challenges of parenting during COVID-19.
- Three videos demonstrating the importance of parents listening to children, setting rules and being involved with children. Each video also has a corresponding science sheet.
- Five fact sheets with basic information for different stakeholders working to prevent substance use including health workers, parents, teachers, prevention workers and policy makers.

These materials are unique in that they are based on science and include references. They are currently available in English, French and Spanish with local languages being added. Work is already happening around the world with parents in Central Asia, policy makers in Eastern Europe and community workers in Africa. Join our team and help get this valuable information out to the people who need it the most – children, youth and families around the world.

Please follow Listen First using the following social media:

TWITTER: @UNODC_PTRS

Facebook: UNODCYouthInitiative, #ListenFirst, #ScienceofCare

For more information, please contact Elizabeth Mattfeld, UNODC Project Officer, at Elizabeth.mattfeld@un.org.