



THE CENTRE FOR ADDICTIONS RESEARCH OF BC

is participating in the University of Victoria's first ever **IdeaFest**, running from March 5-10, 2012 all over campus. With over 30 events in the schedule, you can help celebrate all that is creative and inventive in every corner of campus while having your curiosity piqued by researchers, scholars and artists that help make the world a little bit more interesting – and a little better tomorrow – for everyone.

CARBC'S ACTIVITIES DURING IDEAFEST INCLUDE:

Putting Substance Use Research to Work

Running all week: Open House | 8:30 am - 2:30 pm | Centre for Addictions Research Technology Enterprise Facility (TEF) room 264 2300 Mackenzie Road, UVic

Creating and mobilizing high-quality research related to substance use and addiction is key to the work of the Centre for Addictions Research. Visitors will learn about interdisciplinary research initiatives that impact health and well-being in society through a visual tour and opportunities to talk with researchers who are making a difference in policy and practice in BC and beyond.

Rethinking Drug Education by Building Health Literacy

Monday, March 5: Workshop | 12:30 pm - 1:30 pm | MacLaurin (MAC) D101, UVic

Traditional approaches to drug education such as fear-based, just-say-no approaches do not work. This workshop will look at two critical elements in effectively addressing substance use in the school setting, namely: creating healthy physical and social environments and developing health literacy.

Please visit www.uvic.ca/ideafest to check out all the events.

Please visit www.carbc.ca to check out all CARBC ongoing research and activities .