



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 **UNODC/WHO 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, policymakers, 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.

WHY COMPASSION MATTERS

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.



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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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Listen First is available in:

Translations underway:

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

- Bahasa
- Icelandic
- Italian
- Kiswahili
- Portuguese
- 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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How to use the materials?

- That depends on your resources and needs!
- Integrate them into existing prevention efforts
- Not a stand-alone event
- Interactivity

Key Stakeholders:

- Teachers
- Healthcare Workers
- Parents
- Substance use prevention and treatment professionals
- Policy Makers



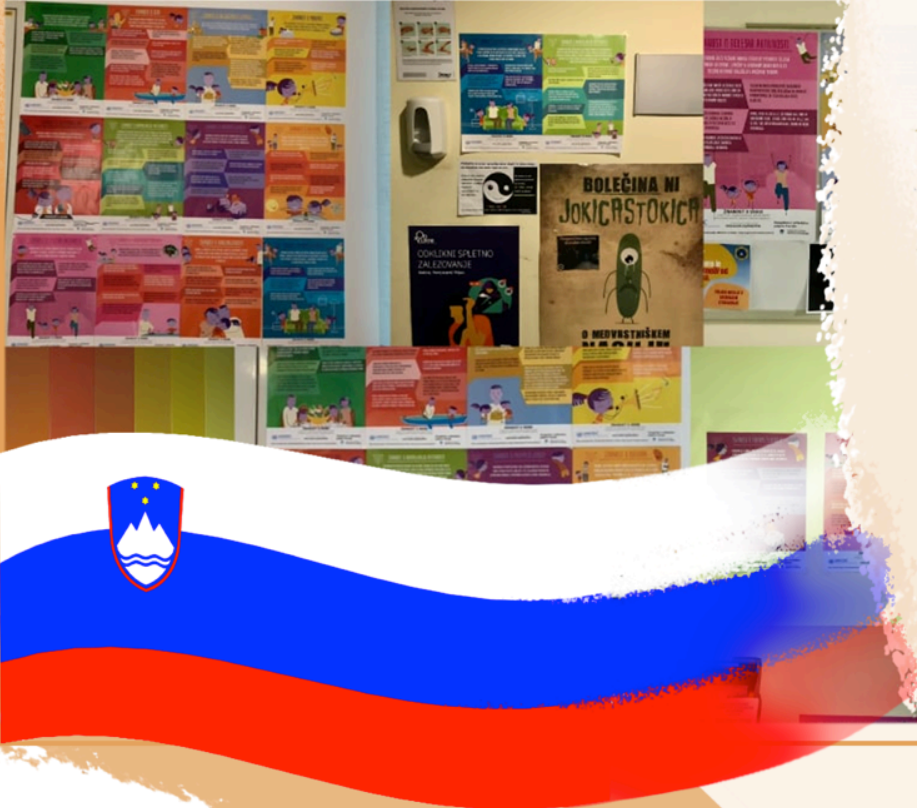
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EXAMPLE 1, SLOVENIA

NGO UTRIP

- Incorporated Listen First in national prevention program (Ministry of Health)
- Kindergarten programs targeting parents and teachers nationwide
- Media campaigns (social media, TV)
- 20,000 posters to schools, kindergarten, social & health services, NGOs
- Outreach: 250 000 people



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EXAMPLE 2, TANZANIA

- HuruApp project (digital researchers from Muhimbili University of Health and Allied Science)
- Translated Science of Care materials to Swahili
- Digital health app for health workers & those seeking rehabilitation



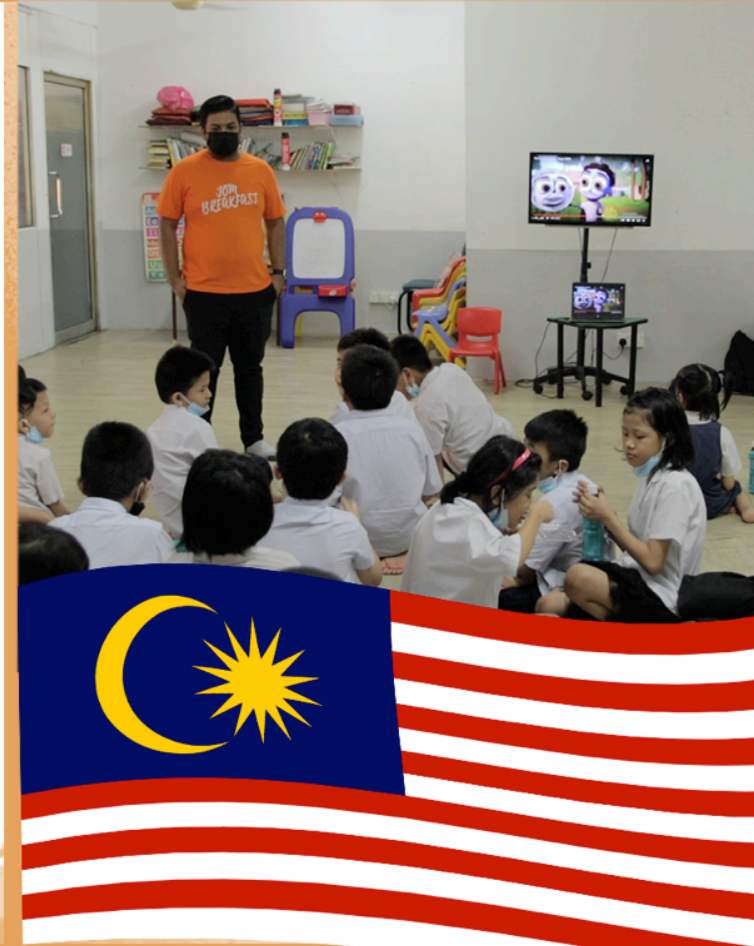
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EXAMPLE 3, MALAYSIA

NGO IOJ (former UNODC Youth Forum participant)

- Breakfast program for vulnerable children
- Screening Super Skills videos with reflective questions (kids & teachers)
- Discussions around the science sheets





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INSPIRATION - Examples of activities undertaken by partners

Incorporate in training & educational programs

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

Screen the videos in waiting rooms / at events

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

Strategic (social) media campaigns

Webinars, conferences around parenting/ SEL

Health apps!

Psychodrama?

Collaborate with other NGOs/ government agencies for national outreach

OTHER IDEAS?



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Using Listen First is easy! Follow these steps:

The Materials are **free** to use and available on www.unodc.org/listenfirst

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

Step 2 Planning/evaluate resources. Incorporate them into 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 it with **UNODC!**

Step 5 Appear in our Listen First newsletter and website





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Summary

- ***Listen First complements, does not replace evidence-based programs***
- ***Its use is endless - be creative - but strategic!***
- ***Sign up for our newsletter***
- ***Get in touch for translations or more info:
jenny.roston@un.org***



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www.unodc.org/listenfirst

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