

Why engage with Friends in Focus?

Friends in Focus is a science-informed prevention programme

1

reviewed by a group of global experts on prevention science.

Friends in Focus has a multiplier effect

2

through its cascade training: 1 round trains 300+ peers, who are expected reach 1,000+ youths through peer interactions.

Friends in Focus empowers youth and builds capacity

3

through training and tools aimed to build their resilience and positively influence their surrounding social dynamics.

Youth are the main implementers of Friends in Focus,

4

and are also actively contributing to its development.



Contact Us

Prevention, Treatment and Rehabilitation Section
United Nations Office on Drugs and Crime
PO Box 500, A-1400, Vienna, Austria

Email

unodc-friendsinfocus@un.org

Website

www.unodc.org/unodc/en/prevention/youth-initiative/friends-in-focus.html



United Nations
Office on Drugs and Crime

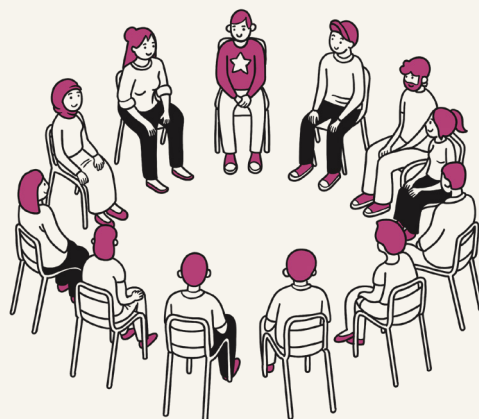
Friends in FOCUS

For Youth, with Youth

The United Nations Office on Drugs and Crime (UNODC) is dedicated to promoting the health and well-being of youth worldwide, and in the context of substance use prevention, empowering youth to be advocates for evidence-based prevention and health promotion.

To support youth in helping peers build resilience against substance use, UNODC is developing **Friends in Focus**, a peer-to-peer drug prevention programme designed to be used by youth, for youth.

In addition to fostering a culture of evidence-based prevention, UNODC aims to promote meaningful youth engagement and empowerment through this new initiative.



Friends in Focus builds resilience by...

- Learning how to **recognize risk and protective factors** to substance use
- **Critically reflecting** and challenging **normative beliefs** and **misperceptions** about substances
- **Experiencing** how group dynamics **affect behaviour** and can interfere with prosocial intentions
- Learning how to **become an upstander** in situations of pressure.

Why Peer-to-Peer?

- As children grow into early adolescence, **peer influence** begins to have **greater impact** on youths' behaviour.
- **Peer-to-peer** interactions can foster more **authentic** interactions, compared to those with authoritative adult figures.
- With Friends in Focus, young people will learn about **preventive thinking** for themselves and how they can **disseminate** it amongst their friends.
- **Positive youth interactions** can promote healthy attitudes, social skills and resilience, serving as protective factors against substance use and other risky behaviours.

