



**Planet Youth New
Brunswick**

**Planète Jeunesse
Nouveau Brunswick**

2026



Presented by/Présenté par:

Provincial Planet Youth
Coordination Team

planet.youth@gnb.ca

Land Acknowledgement

We respectfully acknowledge that New Brunswick is situated on the unceded and unsurrendered territories of the Wolastoqey, Mi'gmaq, and Peskotomuhkati peoples. We seek to repair and rebuild meaningful relationships with Indigenous peoples and honour these lands which hold the hopes of future generations.



Webinar series: Alcohol policy in Canadian municipalities
Séries de webinaires : Politique sur l'alcool dans les municipalités canadiennes

Webinar 6: March 5, 2026

**Municipal Alcohol Policy: Bridging Theory, Practice,
and Community Impact — A Saskatchewan Example**
Politique municipale en matière d'alcool : faire le lien
entre la théorie, la pratique et l'impact sur la
communauté — Un exemple en Saskatchewan.



Canadian Institute
for Substance
Use Research

Institut canadien
de recherche sur
l'usage de substances

CA*PE
CANADIAN ALCOHOL
POLICY EVALUATION

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PLANÈTE Jeunesse

PARTENAIRE Nouveau-Brunswick
PARTNER New-Brunswick

Webinar series: Alcohol policy in Canadian municipalities
Séries de webinaires : Politique sur l'alcool dans les municipalités canadiennes

Webinar 7: March 12, 2026

**Grassroots Approach to Alcohol Policy —
A Nova Scotia Sharing**
Approche populaire à la mise en œuvre
de politique sur l'alcool — L'expérience de
la Nouvelle-Écosse expliquée



University
of Victoria

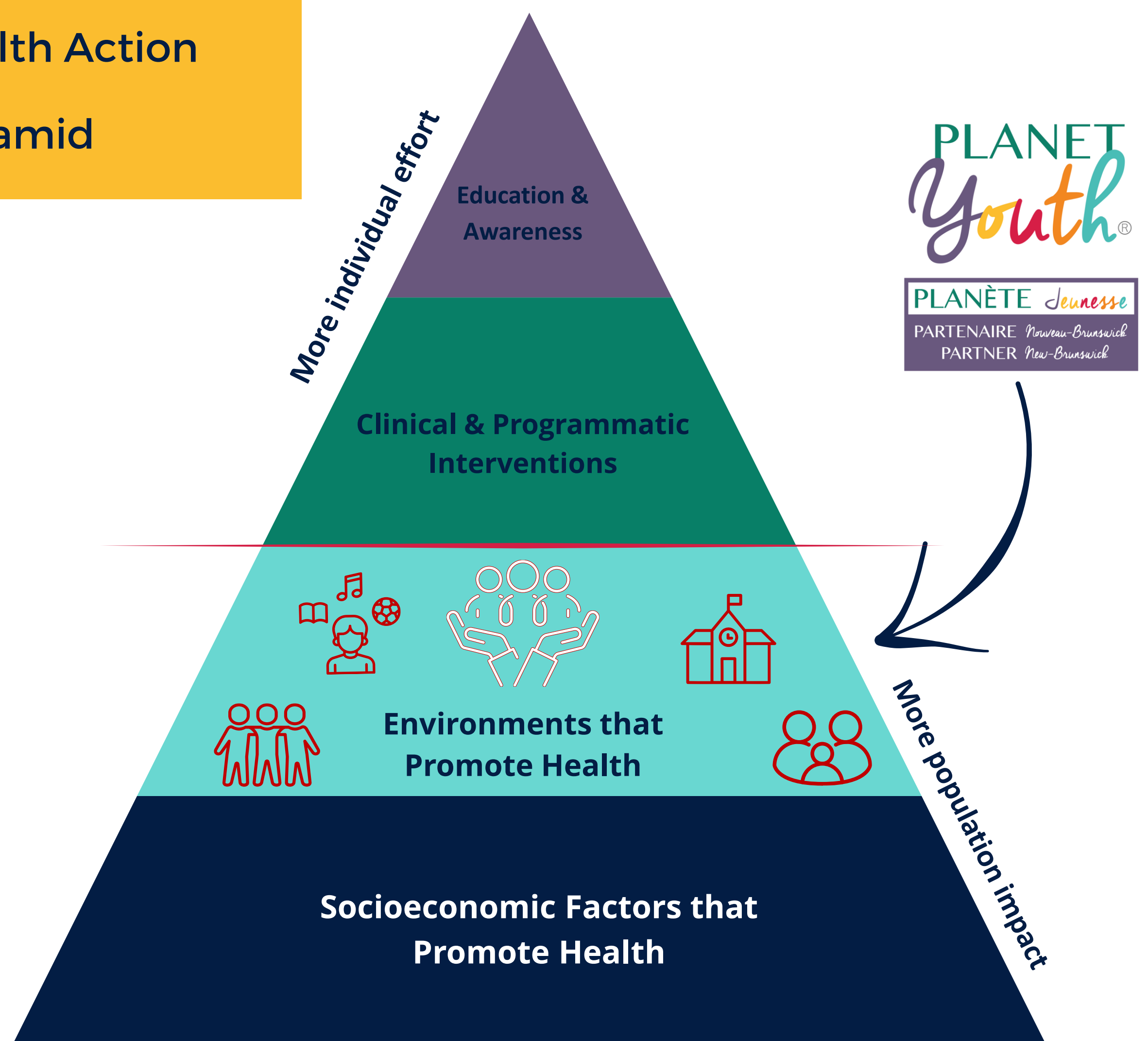
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CA*PE
CANADIAN ALCOHOL
POLICY EVALUATION

A Framework for Public health Action

The Health Impact Pyramid



Reference:

1. Frieden, T. R. (2010). A framework for public health action: the health impact pyramid. American Journal of Public Health, 100(4), 590-595. <https://doi.org/10.2105/AJPH.2009.185652>

1

Coalition
Development

Développement des
équipes d'action



2

Funding
Identification

Identification du
financement



3

Pre-Data Collection
Planning

Planification préalable
à la collecte de données



4

Data Collection and
Processing

Collecte et
traitement des
données



5

Community Engagement

Engagement de la
communauté



6

Dissemination of
Findings

Diffusion des résultats



7

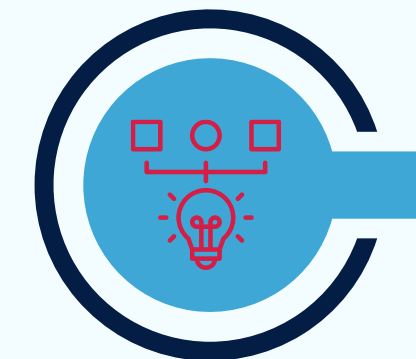
Community Goal-Setting

Fixation des objectifs
communautaire



8

Policy and Practice Alignment
Harmonisation des politiques
et pratiques



9

Child Immersion in Primary
Prevention Environments

Immersion des jeunes dans des
environnements de prévention
primaire



10

Repeat Steps 1-9 bi-annually

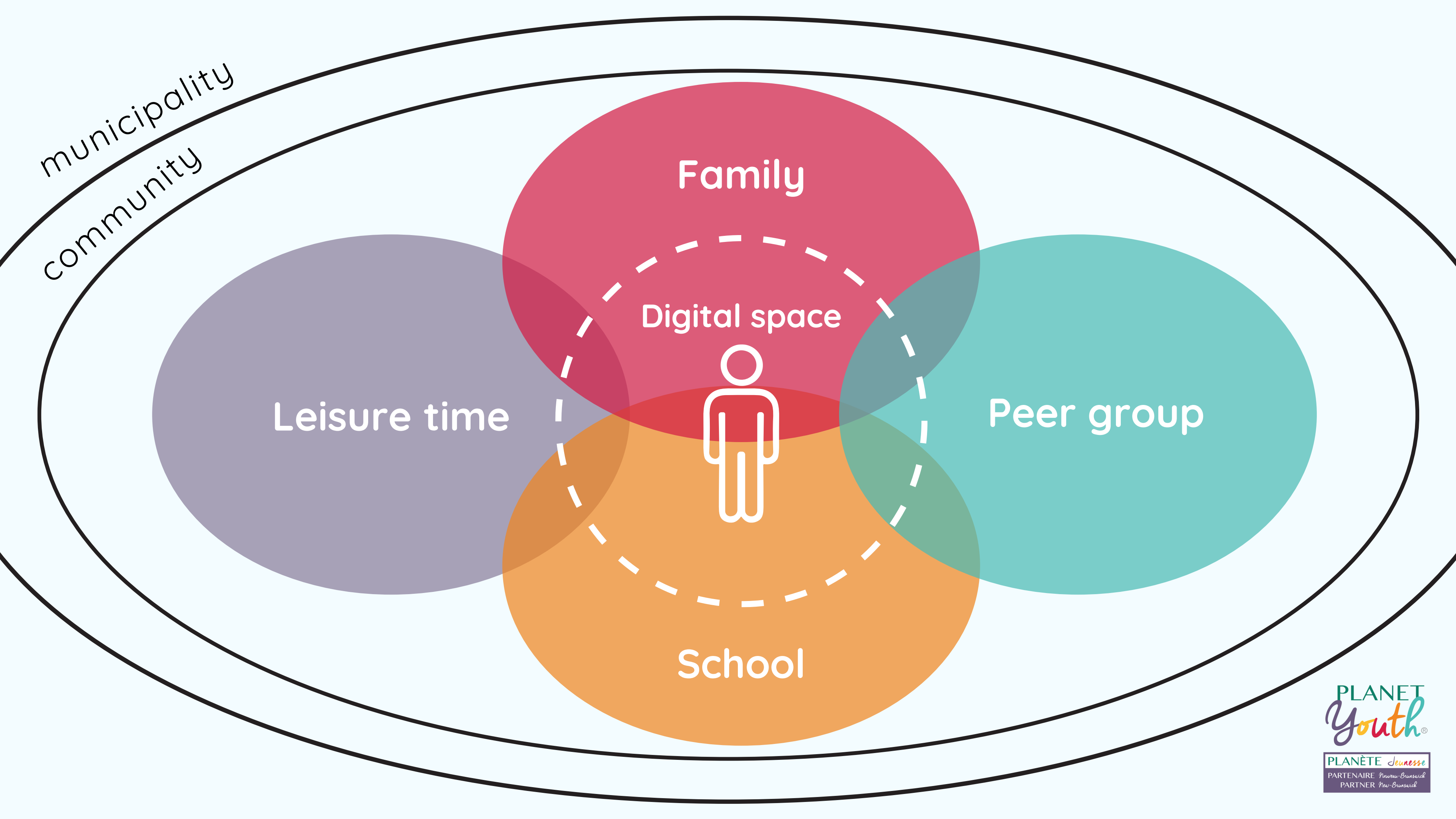
Répéter les étapes 1-9 à tous les
deux ans



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municipality
community

Family

Digital space

Leisure time

Peer group

School

SITES PILOTES

PILOT SITES

Chaleur

Vanessa Couturier, Vitalité

Acadian Peninsula/Alnwick

Jeannie Duguay, Vitalité
Maggie LeBouthillier, Vitalité

Northwest

Normand Bourdeau & Elaine Côté, RSC
Karine Trudel & Martine Michaud,
Vitalité

Woodstock

Emily Shapiro, Horizon
Alyson Ross, Horizon

Kent

Lucie Chaisson, Vitalité
Miguel Allain, RSC/ RSC
Chanelle DaPonte, Vitalité

Saint John

Samantha Wentzell, DOH/santé

140⁺

Alcohol consumption

27%
Tried alcohol at the
age 13 or younger
30% females
22% males

16%
Have been drunk in
the last 30 days

30%
Drink alcohol at
their own home*

40%
Get alcohol from
a family member*



Chaleur - 2025 survey data

25%
Tried alcohol at the
age 13 or younger

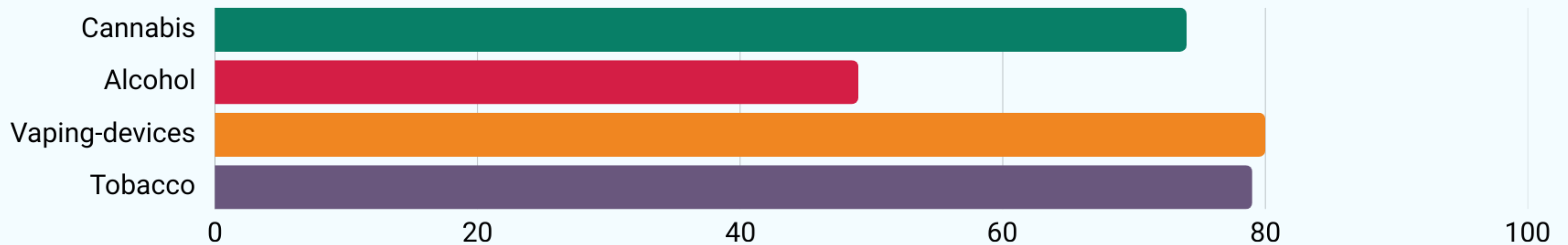
14%
Have been drunk in
the last 30 days

70%
Drink alcohol at
their own home*

50%
Get alcohol from
a family member*

29%
Have been drunk in their
lifetime

Proportion of youth who believe the use of the following substances is very harmful or harmful



25% of youth are NOT engaged in any organized, adult supervised out-of-school activities

50% of youth are NOT engaged in any sports with a club or team

● Participate in out-of-school activities

● Do NOT participate in out-of-school activities

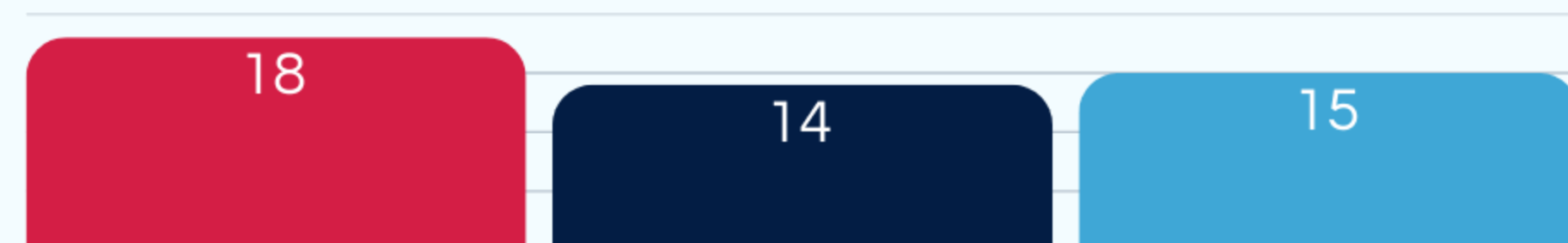
● Sport 3x/week

● Sport 1-2x/week

● Never participate in sport



Got drunk in the last 30 days



Got drunk in the last 30 days

Community ACTIONS

LEISURE DOMAIN



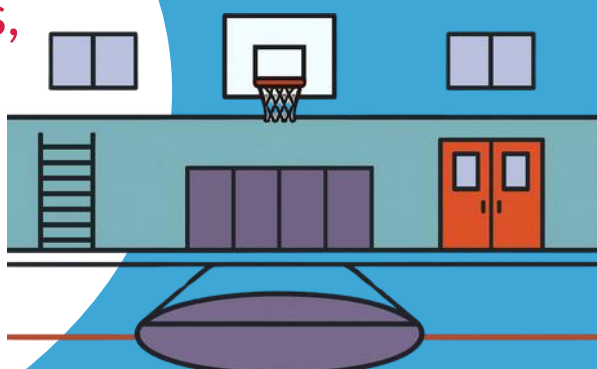
Working with partner organizations to create accessible, inclusive public leisure spaces, co-designed by youth.



Development and delivery of training opportunities to volunteers, coaches, local organizations.



“Leisure card” initiative enabling young people to discover and participate in wellness activities in safe and supervised environments, promoting their personal development.



Advocating for the adoption of school policies that facilitate community use of school spaces.



Supporting the “Champions Program,” an initiative designed to enhance youth access to artistic, cultural, and physical activities.



PLANÈTE *Jeunesse*

Partner N.B. Partenaire N.-B.

PÉNINSULE ACADIENNE - ALNWICK

ACADIAN PENINSULA - ALNWICK

Community Schools





Forum Sport, Loisirs et Culture 2025

2025 Sports, Recreation and Culture Forum



Feed our sports



Promotional campaign to encourage healthy eating habits among young people

Objective: Improve the availability and quality of food options at local sports facilities

NOURRISSONS
le sport!

Le guide super parent

La meilleur recette est la conversation

Carte Loisir PJPA

Super Parent

*Guide pour parent
de jeunes ados*



2025

Parent Power booklet

This booklet shares learnings and emphasizes the power parents hold — with simple, effective tips to help guide your child from elementary school towards a thriving adolescences.

Family time

Screen time

Bedtime

Importance of a good night's sleep

Alcohol, drugs and parents

Interests, leisure and sports

La meilleure recette est la conversation

Carte Loisir PJPA

Conversation is the Best Recipe

In a world where screens play such a big role, it's essential to remind young people and families of the importance of face-to-face interaction.

Our goal is simple: To bring conversation back to the heart of mealtimes

La meilleure recette, c'est la conversation!
Pause ton écran et profite du moment!

SABIEZ-VOUS QUE :
Les moments sans écran
sont bénéfiques pour
toute la famille?

**THÈME DE
DISCUSSION :**
Qui est la personne la
plus gentille que
tu connais,
et pourquoi?

ACTIVITÉ :
Devine le mot – une
personne pense à un mot,
l'autre tente de le deviner en
posant des questions.

Ensemble,
créons des environnements
favorables à la santé!

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Youth®**
PLANÈTE jeunesse
Partenier N.B. Partenaire N.-B.
PÉRIODE D'ADHÉSION : 15 NOVEMBRE
2023 - 15 NOVEMBRE 2024

En partenariat avec le Réseau de
la petite enfance francophone Nord-Est

Youth Recreation Card

Goal: To make recreational activities more accessible to young people aged 12 to 18 in the Acadian Peninsula and Alnwick region



- ✿ Support a positive regional initiative for the young people in your community.
- ✿ Enjoy increased visibility and showcase your establishment and facilities
- ✿ Contribute directly to the development of young people



Challenges with alcohol policy work at the local level



The Normalization of Alcohol Consumption



Social Acceptability and Policy Challenges



Planet Youth's Preferred Approach



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Partner N.B. Partenaire N.-B.

PÉNINSULE ACADIENNE - ALNWICK
ACADIAN PENINSULA - ALNWICK



PJPA@gnb.ca



**Planète Jeunesse - Péninsule
acadienne - Alnwick**



@pjpeninsuleacadienne

PLANET YOUTH CHALEUR

Opening the Conversation on Alcohol
During Municipal Elections



CONTEXT

2023

Vitalité Health Network's Public Health division brings together partners concerned with substance use among young people.

A committee has been formed.

2024

Funding has been received to implement the Icelandic prevention model in the Chaleur region.



CONTEXT

2025

Distribution of the survey to 10th-grade students at the two high schools in the Chaleur region.



CONTEXT

2026

The survey results are currently being released.

An action plan is expected in the summer of 2026.



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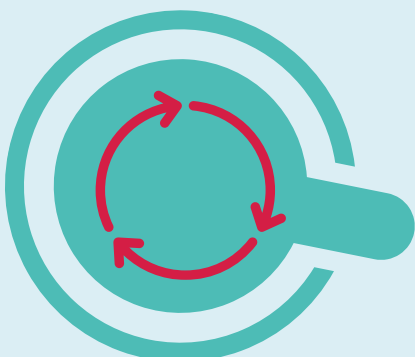
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HIGHLIGHTS OF THE SURVEY



63%

of young people agree that alcohol is easily accessible to high school students in their community

51%

of young people say their parents or guardians would not allow or would discourage alcohol consumption

53%

53% of young people view alcohol as a fairly dangerous or very dangerous substance

MUNICIPAL ELECTIONS



- Goal: To meet with all candidates running in the elections by May 11, 2026.
- To highlight the importance of primary prevention of substance use among youth so that it becomes a priority for municipalities.
- To encourage municipalities to reach out to Planète Jeunesse Chaleur to learn about best practices in primary prevention.



THANK YOU

@planetyouthchaleur
www.planetyouthchaleur.ca
info@planetyouthchaleur.ca