

**MA Defence: “Disconnected realities: An analysis of
the *DrugsNot4Me* campaign and its impact on street-involved youth in
Vancouver, Canada”
by Lianlian Ti**

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Our dear colleague, Lianlian Ti, will defend her MA Thesis on Friday, April 15, 2016 at Harbour Centre, Room 1520 (10:00 am - 12:00 pm). Here is the abstract of her thesis “Disconnected realities: An analysis of the *DrugNot4Me* campaign and its impact on street-involved youth in Vancouver, Canada”:

Abstract:

Given the popularity of public service announcements (PSAs), as well as the broader implications of risk associated with illicit drug use, this study sought to identify potential disconnects between drug prevention messages espoused by the Canadian government’s *DrugsNot4Me* anti-illicit-drug PSA campaign and how high-risk, drug-using street-involved youth perceive the campaign. A qualitative content analysis was undertaken to examine the framing of illicit drug use among youth, and a series of qualitative interviews were conducted with a group of street youth to explore their perspectives on the campaign. Results indicate that not only did drug prevention messages *not* address the needs of this population, including providing resources for support, they also did not translate to youth and rather caused undue emotional harm and suffering. Rigorous evaluation of PSAs are necessary to mitigate negative outcomes for youth with increased vulnerability to illicit drug use.

Keywords: public service announcements; public health communication campaign; *DrugsNot4Me*; illicit drug use; street-involved youth; social suffering