

Summary

The majority of teenagers and young adults between the ages of 15 and 20 are in vocational training. According to current estimates, the consumption of alcohol and tobacco especially, but also cannabis, is widespread in this age group. For this reason, the apprenticeship would be the ideal time for a prevention campaign and the early detection of substance abuse. However, this group has so far not been targeted by prevention campaigns. The aim of this project is to ascertain the need and demand for addiction prevention among apprentices in small and medium-sized enterprises (SMEs), so that suitable campaigns can be developed if necessary.

Procedure

The project comprises four sub-projects:

1. Identifying existing campaigns
2. Qualitative survey of service providers³ to evaluate existing campaigns and possible gaps
3. Qualitative survey to ascertain the need and demand for addiction prevention campaigns in SME training companies.
4. National meeting of experts from campaign organizers to discuss possible future measures in addiction prevention for apprentices.

Results

In Switzerland there are various campaigns for addiction prevention in companies. However, it is sometimes unclear which of them specifically target apprentices and to what extent they are utilized. The survey of campaign organizers showed that existing campaigns in the corporate environment are for the most part too resource-intensive and high-threshold, especially for micro-companies. In general addiction prevention campaigns are only carried out in very few SMEs. To better meet the needs of SMEs, service providers advocate closer cooperation between the training establishments and the placement companies. In addition, it is recommended that vocational schools include health promotion and prevention in the curriculum and support the training supervisors in their mentoring role. Should problems arise, the training supervisors should also have access to address lists of cantonal addiction centres and be able to easily find out about 'best practices'. To meet this need, the company should be supplied with a kit containing flyers, checklists, and examples of rules and guidelines regarding the consumption of psychoactive substances. Providing easy access to this information on a website would appear to be an appropriate approach.

In conclusion, it can be stated that there is no significant need for new campaigns; however, existing campaigns should be publicized more and adapted more closely to requirements.

³ Organizations that run addiction prevention campaigns.