



CHILL PILL



# Press Release 1

The Chill Pill project aims to address the growing concern of drug use among young people in Europe. By focusing on positive well-being and mental health education, Chill Pill aims to empower young people to become peer leaders in advocating for drug awareness and alternative pathways. Our main goal is to equip young individuals with the skills and knowledge to promote mental health and challenge the stigma surrounding substance use.

The Chill Pill project takes inspiration from the VIDA project (Vital Information for Drug Awareness), a successful collaboration between AKLUB, YAD, and FIP in 2020. VIDA effectively used interactive digital tools to educate young people about drugs.

However, Chill Pill acknowledges the importance of moving beyond simply providing information. Expanding on the VIDA project, Chill Pill aims to address the emotional challenges that may lead to drug use, particularly in the aftermath of the COVID-19 pandemic. Although VIDA initiated a peer leadership programme, it did not include coaching tools to help young people to support their peers effectively.

Partners from seven European countries will develop a unique and innovative strategy for drug prevention, empowering young people to become peer-led well-being coaches and deliver drug awareness training within their communities. Unlike traditional drug education programmes, this approach emphasises youth empowerment and promotes positive mental health.

By leveraging the relatable and accessible nature of peer coaching, Chill Pill aims to build trust and rapport with young people, making it easier to communicate important information about drug use and its consequences. Additionally, well-being education plays a crucial role in preventing drug use by equipping young people with self-care strategies, healthy coping mechanisms, and positive lifestyle choices.

Through Chill Pill, we are committed to providing comprehensive support to both young people and youth workers, fostering a community-driven approach to drug prevention and promoting a healthier future for all.



Through the Chill Pill project, we will produce the following results:

- **Peer-Led Well-Being Coaching:** Young people will become trained peer coaches to address mental health concerns and promote drug awareness within their communities.
- **Digital Content Creation:** Participants will create engaging short films to raise awareness about drug prevention and encourage healthy choices.
- **Upskilling Training for Youth Workers:** Professionals will receive training to effectively implement the Chill Pill resources and support young people in their mental health journey.

The COVID-19 pandemic has intensified drug use among young people, driven by factors such as social isolation and stress. Chill Pill acknowledges the urgency of tackling this issue and provides a holistic approach that emphasises mental health and wellbeing.

The project will engage primarily with young people and youth workers, as well as secondary target groups such as schools, sports clubs, universities, and drug prevention organisations.

Chill Pill invites individuals and organisations to join the effort to promote positive mental health and combat drug use among young people. For more information or to get involved, please visit [our Facebook page](#).

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