

t b m YEŞİLAY

**ADDICTION PREVENTION TRAINING
PROGRAM OF TURKEY**



The content of TBM has been developed by the Green Crescent.
For your questions, ideas and suggestions contact iletisim@tbm.org.tr

What is TBM?



Addiction Prevention Training Program of Turkey (TBM) is a protective and preventive program developed by the Turkish Green Crescent.

TBM has been developed as an effective action plan against addictions by taking into account Turkey's sociological structure, needs, and current education system.

TBM aims to raise awareness of addiction among young generation awareness of addictions with the intent of supporting children and youngsters to lead a safer and healthier life away from addictions. Targeting students first, TBM is also designed to reach the whole society with its specialised content and material for all age groups.

Within the scope of the program, professionals who are directly in contact with and have influence on the target group are trained so that they can share their knowledge and expertise through the use of interactive materials, presentations, and activities.

TBM Contents








The whole content of TBM was prepared by a team of professionals including the Green Crescent Scientific Committee as a scientific, evidence-based, and modular program applicable and appropriate for all age groups.

TBM modules have been developed taking into account the prevention standards established by the United Nations Office on Drugs and Crime and the socio-cultural characteristics of our country. Training contents prepared in 5 sub-areas including “Tobacco

Addiction”, “Alcohol Addiction”, “Substance Addiction”, “Technology Addiction”, and “Healthy Living” for preschool, primary school, secondary school and high school students as well as adults are acquisition- based and consist of 18 modules in total.

‘The Guidebook for Trainers of TBM’ was prepared as a standard for implementations of TBM. In the guidebook there are conditions of all TBM materials and activities based on age groups.

MODULS					
	 Preschool	 Primary School (1,2,3,4)	 Secondary School (5,6,7,8)	 High School (9,10,11,12)	 Adult
Healthy Living	✓	✓	✓	✓	✓
Technology Addiction	✓	✓	✓	✓	✓
Tobacco Addiction		✓	✓	✓	✓
Alcohol Addiction				✓	✓
Substance Addiction				✓	✓

TOOLS



Books, guides, brochures, presentations, bill-posting, additional materials



Distance learning system, Education Portal (tbm.org.tr), interviews (videos)

TBM Distance Learning System



Considering the learning characteristics of the new generation, we developed interactive contents for TBM.

A Distance Learning System including interactive training materials has been specially designed to serve the scope of TBM. This is the first and only program in Turkey in the field of addiction prevention. Created to serve the aim of maintaining the continuity of the knowledge and extending it countrywide, the Distance Learning System is implemented through

Advancity Learning Management System (ALMS). Having over 300 interactive contents, constantly developing TBM Distance Learning System is made available for the use of our students and teachers.

Users should complete their registration to the Distance Learning System through www.tbm.org.tr from where they can register also via lms.tbm.org.tr



The Green Crescent built www.tbm.org.tr where all TBM Trainers of Trainers and Trainers who will take part in the program's dissemination activities can access all the content, information, and up-to-date news about TBM. The website consists of sub-sites tailored to all age groups.

www.tbm.org.tr is also a reference website thanks to its rich content with digital versions of training materials for all age groups, additional content and materials as well as details of TBM Trainer school counsellors. The website also includes various educational videos, expert interviews, songs and

games for kids.

TBM also targets visually impaired citizens. For this purpose, TBM books and presentations are made accessible to the visually impaired by means of voice description. The voice descriptions prepared by the collaborative work of description experts and voice actors are available at www.tbm.org.tr.

There are also booklets of activities for Green Crescent Clubs in primary, secondary and high schools, educational videos, expert interviews, songs and games for kids in the website.



TBM Dissemination Model

Primary target audience of the Addiction Prevention Training Program of Turkey is students and then the entire community. TBM reaches the target group thanks to dissemination works conducted in partnership with various institutions.

Within the scope of the cooperation between Green Crescent and the Turkish Ministry of National Education in 2013, TBM reached 10 million students in every year. With the cooperation protocol renewed in June 2017, students continue to receive TBM training at schools.

This has been the first time in Turkey that a training program addressing such an extensive

and large target audience is being carried out in the fight against addiction. This program is successfully disseminated thanks to a model integrated in the National Education System through public education centres operating under the Turkish Ministry of National Education Lifelong Learning Directorate General. TBM In-Service Training Program is the most extensive and systematic in-service training that has been organized throughout the country within the Ministry of National Education.



808

TBM TRAINERS



32.000

**SCHOOL
COUNSELLORS**



10.000.000

**STUDENTS
(EACH YEAR)**

TBM by Numbers

32

658 school counsellors have been trained as TBM trainer of trainers by Green Crescent experts. TBM trainers of trainers trained 32,000 school counsellors as TBM trainers in a 3-day in-service training organized within the system of the Ministry of National Education. According to data from the Ministry of National Education, 32,000 TBM trainers had provided TBM training to 10 million students and 2 million parents by the end of 2017 - 2018 academic year.

Additionally, more than 7 million TBM brochures and 90,000 banners have been sent by the Green Crescent to our institutions totally free of charge. In addition to the banner and brochure requests, all training requests can be made through www.tbm.org.tr.



Corporate Partnerships

The Green Crescent organises trainings for trainers/trainer of trainers through cooperation protocols with institutions such as the Ministry of Education, the Ministry of Family and Social Policies, the Ministry of Youth and Sports, the Directorate General of Press and Information, Presidency of Religious Affairs and Employment Agency (İŞKUR). Thus, it is ensured that TBM reaches different layers of the society. In addition to corporate partnerships, peer education trainings are organized in universities and youth camps so that young people understands the real meaning of the program.



Ministry of Education

808 School Counsellors – Trainer of Trainers Program

32.000 School Counsellors – Trainer Program



The Ministry of Family and Social Policies

144 Psychologists and Social Workers – Trainer of Trainers Program

1856 Psychologists and Social Workers – Trainer of Trainers Program

23.884 (Virtual Class)



Presidency of Religious Affairs

82 Religious Officers



İŞKUR Turkish Employment Organization

120 Basic Awareness Program (Face to face)

3700 Basic Awareness Program (Virtual Class)



Ministry of Youth and Sports

50 Coaches– Trainer of Trainers Program

350 Coaches– Basic Awareness Program

1623 Directors and Qualified Personnel - Basic Awareness Program (Virtual Class)

TBM Assessment and Evaluation System



Assessment and evaluation tools and manuals for primary, secondary and high school and adult levels have been prepared to be used within the scope of TBM Trainer of Trainers Program, Trainer Program, and Field Trainings. The TBM assessment and evaluation tools have two parts with which the level of knowledge and sensory evaluations are conducted. The tests are available at www.tbm.org.tr with directions of use.

12 provinces have been selected according to NUTS1 as sample. In view of the 92,144 valid data obtained from these provinces, effectiveness of the TBM was analysed to determine how effective the program is on the target audience.

RESULTS OF THE ANALYSIS

It has been found that the program is effective in developing positive emotions and improving knowledge of students about addiction. Modules where the effect of the program is not at the desired level have been updated and improved. The latest updated versions of TBM training materials are available at www.tbm.org.tr.

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1. Northeast Anatolia-IĞDIR
2. Middle East Anatolia-MALATYA
3. Southeast Anatolia-URFA
4. ISTANBUL
5. West Marmara-TEKİRDAĞ
6. Aegean-AYDIN

7. East Marmara-BURSA
8. West Anatolia-KONYA
9. Mediterranean-HATAY
10. Middle Anatolia-KAYSERİ
11. West Black Sea-AMASYA
12. East Black Sea-RİZE

It is the first and only nation-wide protective-preventive training program which achieved civil society-public sector coordination and cooperation in the fight against addictions.

Addiction Prevention Training Program of Turkey (TBM):

is a protective-preventive training program against addiction.

is a school- and family-oriented, community-based training program.

is designed for different target groups from kindergarten children to adults.

aims to combat addictions with a common language and a unique voice.

focuses on strengthening family ties and developing relationships.

is free from intriguing content and visuals.

includes also the training of the teachers, and it aims to increase their knowledge and capacity.


has interactive content prepared with pedagogical approach.

has been welcomed by the public authorities and at the national level.

has an applicable assessment and evaluation system.



One Step After *TBM*



“Life Skills Training Program” and “Program on Addiction Intervention in Schools” have been developed by the Green Crescent as a complementary action to TBM in order to complete the TBM’s mission regarding informing and creation of awareness.

Green Crescent Life Skills Training Program (YYBEP)

While TBM primarily aims to inform the target audience, the main aim of the Green Crescent Life Skills Training Program (YYBEP) is to upskill and expand their ability to say no and to protect themselves.

As a school-based, protective-empowering program within the scope of primary prevention, the main objectives of the YYBEP are:

- To prevent substance use,
- To delay the age of experimenting/ beginning to use substance,
- To reduce the risk factors associated with substance use, and to increase protective factors.
- To support the physical growth of children and to support the healthy children.

The program is designed to develop attitudes and behavioural changes against addiction by teaching basic skills as below to children and young people.

- Refusing (ability to say “NO”, avoidance),
- Recognising risky environments,
- Protecting yourself from negative influences, and
- Coping with negative emotions.

Target Group: 7th grade students who never tried or have tried but are not a user.

Main Objective: To upskill and expand one’s ability to say no and to protect oneself, beyond just informing.



Program on Addiction Intervention in Schools (OBM)



The primary objectives of the OBM as a program enhancing school counsellors's intervention capacity in secondary prevention works are as below:

- To upskill psychological counsellors and expand their ability to diagnose the problem and prevent its advance,
- To intervene before the children/adolescents become addicted,
- To try to win the children/adolescents without excluding him/her from the education system by adopting a public health perspective.

Target Group: Children and adolescents who tried or are users but are not addicted.

Main Objective: To intervene at schools by informing, motivational interviewing,

psychosocially evaluating, and referring to health institutions according to a student's risk rate after a risk screening against alcohol, tobacco, and drugs conducted by school counsellors.



SINGLE VOICE
IN THE FIGHT
AGAINST ADDICTION
**AT NATIONAL
LEVEL**

SYSTEMATIC
SUSTAINABLE
MEASURABLE

KNOWLEDGE
MAKES A
CHANGE
LEARN
FOR YOURSELF



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PROGRAM OF TURKEY

