



'Listen First'

Social Media Guidance

UNODC's initiative 'Listen First' is supporting evidence-based drug use prevention to raise happy, healthy children worldwide. 'Listen First' consists of fun, compelling, educational videos that come with 'science sheets' supporting parenting and life skill development. The materials are suitable for parents, teachers, educators, prevention workers, and the general public.

How to use Listen First?

All 'Listen First' materials are available on www.unodc.org/listenfirst in English, French, and Spanish. Partners worldwide are also translating the materials, making them available in a range of other languages too.

The materials are shared on @UNODC_PTRS social media accounts and are available to use and share for educational purposes. We encourage our partners to disseminate widely using the English language hashtags: #ListenFirst #SuperSkills @UNODC_PTRS

Material

The Science of Care

[The Science of Care](#) consists of ten animated videos and science sheets with science-based parenting information during and after the COVID-19 pandemic.

The Science of Skills

[The Science of Skills](#) consists of five fun, educational videos encouraging social and emotional skill development. They are accompanied by ten science-based skills sheets and five movie posters.

General Guidelines:

- Share the videos and our social media posts via

Twitter: @UNODC_PTRS / **Facebook:** @UNODCYouthInitiative

- Create your own posts using the "Skills Sheets" and other materials as listed - using the English language hashtags: #ListenFirst #SuperSkills @UNODC_PTRS
- The posts can be shared in any language, but the hashtags remain in English.
- Are you a health worker, educator, prevention worker, or policymaker? Click [here](#) for more information on how to use Listen First.



UNODC

United Nations Office on Drugs and Crime



**Listen
FIRST**

**Now more than ever
Listening to children and youth
is the first step to help them
grow healthy and safe**



Social Media Accounts:	Twitter: @UNODC_PTRS Facebook: @UNODCYouthInitiative Instagram: https://www.instagram.com/youth_initiative_unodc/?utm_medium=copy_link
Hashtags	#ListenFirst #SuperSkills @UNODC_PTRS
Taglines	Grow Your #SuperSkills and thrive! #ListenFirst to support children and youth to grow healthy and safe!
Longer taglines/text	#SuperSkills is the latest @UNODC_PTRS #ListenFirst initiative promoting social and emotional learning as a foundation for science-based substance use prevention. #Listening to children and youth is the first step to helping them grow healthy and safe!
Key messages	Evidence-based science to prevent drug use in children and youth is an effective investment in communities' global health and well-being. Listening to children and youth is the first step to helping them grow healthy and safe. Social and emotional skill development lay an essential foundation for substance use prevention in children and youth.
Sample Messages: <i>The information in the "Science Sheets" can be used to create messages, such as these examples.</i>	DYK? The best way to teach children respect is to act respectfully towards them and others. Active listening and empathy are key in fostering and expressing respect. DYK? Affection can help children grow smarter, healthier, and happier.