

# WeFree Days Programme

Friday 5th October 2012

10:00 - "Fughe da fermi"  
Theatrical show on drug prevention

10:00 - **Drugs in the mainstream**  
Educational opportunities in recovery oriented treatment

13:00 - **Lunch**

14:00 - 18:00 **Forumio**  
Personalities meeting students

14:00 - 18:00 **Experience**  
Interactive Workshops with youth international organizations

18:00 - **Alcohol free Disco**

Saturday 6th October 2012

10:00 - "Ragazzi Permale"  
Theatrical show on drug prevention

10:00 - **Emotion and information**  
Peer to peer education strategies for drug abuse prevention Forum

13:00 - **Lunch**

14:00 - 18:00 **Forumio**  
Personalities meeting students

14:00 - 18:00 **Experience**  
Interactive Workshops with youth international organizations

18:00 - **Alcohol free Disco**

For further information, updates and registration, please visit our websites:

[www.wefree.it](http://www.wefree.it)  
[www.wefreeworld.org](http://www.wefreeworld.org)

or contact our event office:  
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**WeFree  
DAYS**

**5-6 OCTOBER 2012**



**SanPatrignano**

The San Patrignano Community, with the support of the Italian Ministry for Education and the National Anti Drug Department, implements the WeFree Project. WeFree articulates a broad network of interventions on drug prevention, based on peer to peer education, undertaken by some of the guys in the community programme.

  
**WeFree  
DAYS**

WeFree Days is a very special event, created and implemented thanks to the contribution of the guys in the community. It will be held on 5-6 October 2012 in San Patrignano, Rimini, Italy. WeFree Days mark the start of the annual project for the school year 2012-2013. The two day event will offer the opportunity to learn more about subjects related to drug addiction and social marginalization. Our aim is to stimulate the debate on and finding common solutions to the worrisome trend of considering drug consumption normal and socially accepted.

More than 2000 students from Italian middle and high schools are participating in the event, along with representatives of international and national institutions, United Nations and delegates from associations engaged in social work around the world.

## FORUM AREA

### Amphitheater

The two roundtables in the programme will host ministers, representatives of therapeutic communities, not for profit associations and delegates of national and international institutions. The speakers will interact with the audience providing food for thought and stimulating a debate. The audience will be tailored according to the subject discussed and will include experts, social workers, and representatives of public, private and not for profit actors participating in the event.

### 5<sup>th</sup> OCTOBER - 10:00

#### Drugs in the mainstream

#### Educational Opportunities in recovery oriented treatment

Use of mind altering drugs is a symptom of an educational void. Meanwhile, myriad new forms of addiction are becoming increasingly common: to food, sex, gambling, even video games. The evolution of this social dynamic provides a unique opportunity for the therapeutic community model which offers long term programmes fostering personal growth and promoting social reinsertion. New challenges and opportunities: a discussion among experts in the field.

#### INVITED SPEAKERS

**Kristina Blixt**, Coordinator Basta, Sweden - **Father Luigi Ciotti**, Director, Gruppo Abele, Italy - **Pierino Gelmini**, Founder Incontro Community, Italy - **Rowdy Yates**, President, European Federation of Therapeutic Communities - **Frans Koopmans**, Manager Public Relations & Prevention, De Hoop, The Netherlands - **Richard Le Blanc**, Founder, Woodwynn Farms, Canada - **Father Antonio Mazzi**, President and Founder, Exodus, Italy - **Teresa Marzocchi**, Councillor for Social Policies, Emilia Romagna region, Italy - **Father Chino Pezzoli**, Founder, Promozione Umana, Italy - **Giovanni Serpelloni**, Director, National Anti Drug Department, Italy - **Maura Tedici** - Department of Addiction, Asl 11, Empoli, Italy

### 6<sup>th</sup> OCTOBER - 10:00

#### Emotion and information

#### Peer to peer education, strategies for drug abuse prevention

Scientific data show that drug addiction is increasing in young people. It is crucial to inform them on risk vulnerability and threats, but this is not enough. We have to engage them in a story that might be their own to foster a second thought. The current limit of prevention campaigns is to be too informative and not engaging enough. The challenge of peer to peer education is to share stories who can speak to their mind through their heart.

#### INVITED SPEAKERS

**Françoise Branget**, former member MILDT (Parliamentary Antidrug Commission), France - **Gilberto Gerra**, Director of Prevention Department, UNODC - **Ólafur Ragnar Grímsson**, President of Iceland - **Richard Gil Kerlikowske**, Director Office for National Drug Control Policy, USA - **Jeff Lee**, Executive Director, Mentor International, UK - **H.R.H. The Duchess of Cambridge**, **Catherine Middleton**, Great Britain - **Francesco Profumo**, Minister of Education, Italy - **Andrea Riccardi**, Minister for International Cooperation and Integration with special mandate on Anti Drug Policy, Italy - **Paola Severino**, Minister of Justice, Italy - **Antonio Tajani**, Vice President of the European Commission

## THEATER AREA

### 5-6 OCTOBER - 10:00

#### Auditorium "Fughe da fermi" e "Ragazzi Permale"

In the Auditorium we are presenting the theatrical shows on drug prevention created and implemented by San Patrignano. "Fughe da Fermi" and "Ragazzi per Male" are starring young people in the recovery programme which belong to the WeFree project. They share true stories that will reach more than 30.000 students around Italy in the school year 2012-2013.

## FORUMIO AREA

### 5-6 OCTOBER - 14:00-18:00

#### Amphitheater

An area meant for students who want to discuss social issues with prominent personalities in show business, sport, culture and with the "Experiences", national and international best practices.

#### INVITED SPEAKERS

**Luca Argentero**, actor, Italy - **Giorgia Benusilio**, prevention advocate, Italy - **Marco Berry**, presenter, Italy - **Alessandro D'Avenia**, writer, Italy - **Paolo Maldini**, football player, Italy - **Aldo Montano**, olympic fencer, Italy - **Noemi**, singer, Italy - **Dott Reed**, singer, Australia - **Giuseppe Tornatore**, director, Italy - **Javier Zanetti**, football player, Argentina



## EXPERIENCE AREA

### 5-6 OCTOBER - 14:00-18:00

#### Special locations

The Experience area is a multiple location space which is designed to facilitate interaction among participants and some of the world's best organizations working with youth, tackling drug abuse and social marginalization, fostering growth and empowerment. They use arts, in all forms, as a powerful tool promoting social reinsertion. We created interactive workshops where all the participants will get engaged in activities, while listening to inspiring stories and gaining perspectives.

#### INVITED ORGANIZATIONS

**ALI Onlus**, Italy - **Breakdance Project Uganda**, Uganda - **Youth Center MDCC**, Slovenia - **Companhia Urbana de Dança**, Brazil - **Contourella Dance Group**, Italy - **ECAD**, European Cities Against Drugs, Sweden - **Fifteen**, Great Britain - **Jump Start Move**, Great Britain - **Musikanten Minorem**, Italy - **Opus 118**, United States - **Responsabilidad Compartida**, Colombia - **Skateistan**, Afghanistan - **Street UniverCity Berlin**, Germany - **Transformers**, Portugal - **Unity Charity**, Canada.

