

# 2014 national prevention week

MAY 18-24

## PARTICIPANT TOOLKIT



## Introduction

Thank you for taking part in the Substance Abuse and Mental Health Services Administration's (SAMHSA's) third annual **National Prevention Week**. Last year, more than **100 community organizations** planned and held **132 events** in 43 states and territories in observance of National Prevention Week 2013! The theme for this year — **Our Lives. Our Health. Our Future.** — emphasizes the important role that each of us has in maintaining a healthy life and ensuring a productive future. Prevention of substance abuse and promotion of mental health are important for personal health and well-being and also the health of our communities. Our futures are shaped by the choices we make. Taking part in prevention-related activities and conversations helps raise awareness of behavioral health issues and change lives. Again this year we are asking everyone — young people, parents, health care providers, addiction and mental health experts, community-based organizations, community leaders, faith-based organizations, military communities and families, school leadership, and others to use the power of your voice and answer questions as individuals and as a community:

- What choices do you make to prevent substance abuse and promote mental health?
- How can you help others make positive choices about their health and well-being?
- What can you and other people in your community do to make a difference?

In the **National Prevention Week 2014** Toolkit, you will find everything you need to plan and hold an event that fits the needs of your particular organization and community while strengthening and creating community partnerships. This toolkit gives you the ideas and resources for what you need, including fact sheets, templates that you can tailor for your needs, and other promotional materials.

Let's get started!

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# What Is National Prevention Week?

In the summer of 2011, the National Prevention, Health Promotion, and Public Health Council announced the release of the National Prevention Strategy, available at <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>, a comprehensive plan that will help increase the number of Americans who are healthy at every stage of life. The National Prevention Strategy emphasizes that prevention should be woven into all aspects of our lives — including where and how we live, learn, work, and play — and that everyone has a role in creating a healthier nation. **National Prevention Week** echoes this notion and embraces this idea that everyone has a role to play in prevention.

**National Prevention Week** — May 18-24, 2014 — is a SAMHSA-supported annual health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. This week-long observance is an opportunity to join with other individuals, organizations, and coalitions in your community to promote prevention efforts, educate others about behavioral health issues, and create and strengthen community partnerships.

**National Prevention Week** supports strategic directions highlighted in the National Prevention Strategy, specifically the idea expressed in ‘Healthy and Safe Community Environments’ that “Communities, including homes, schools, public spaces, and work sites, can be transformed to support well-being and make healthy choices easy and affordable.” **National Prevention Week** also supports the idea that “Preventive services... provide people with the information they need to make good decisions about their health,” a focus of the ‘Clinical and Community Preventive Services’ strategic direction in the National Prevention Strategy.

If at any time you have questions about National Prevention Week or this toolkit, please visit the **National Prevention Week** website at <http://www.samhsa.gov/prevention-week> or contact David Wilson, the coordinator for **National Prevention Week**, at 240-276-2588 or [david.wilson@samhsa.hhs.gov](mailto:david.wilson@samhsa.hhs.gov).

# Why Observe National Prevention Week 2014?

“Our purpose was to raise awareness about mental health in Idaho and share with the community the current issues regarding mental health and how to get involved. Our event brought so many different partnerships together to make it feel like a real community effort.”

**Office of Consumer & Family Affairs, Boise, ID**

Your organization, family, and/or community is already doing the challenging, yet rewarding work of preventing substance abuse and promoting mental health, so why the need for **National Prevention Week 2014**? It serves as a way to recognize your commitment to these important causes, and provides a platform to bring families and community members together to focus on substance abuse prevention and mental health awareness. Holding a **National Prevention Week 2014** event provides your group or organization an opportunity to promote the power of prevention, raise awareness about substance abuse, and galvanize support for wellness and prevention practices that bolster your community’s overall health. Refer to the “[Planning Your Event](#)” section of this toolkit for more information on how to plan and host an effective event. Here are just a few of the benefits:

## Build Visibility

Typically, the work of substance abuse prevention and mental health promotion is difficult to quantify. Holding an event during **National Prevention Week 2014** is a way to make your daily work more accessible to the community at large, as well as to current and potential partners. Holding an event also gives your organization a reason to reach out to the media in new ways and potentially garner media coverage for **National Prevention Week 2014** and the National Prevention Strategy. See sections on “[Free and Low-Cost Ways to Get the Word Out](#)” and “[Working with the Media](#)” for more information and ideas.


## Connect with Partners

**National Prevention Week 2014** offers an opportunity to deepen connections with current partners, explore new opportunities, and energize new and existing partners about your future plans. An event is also a wonderful way to invite potential partners to participate in your organization’s prevention efforts! See “[Identifying and Working with Partners](#)” for more information and ideas.

## Celebrate Your Organization or Group

It’s important to take time to recognize the work that your organization or group does each year. Staff and volunteers deserve to be acknowledged for their hard work, and it’s important that everyone — staff, partners, and your community — take time to bask in the organization’s or group’s accomplishments. **National Prevention Week 2014** provides a great opportunity to honor the work you do.





“Prevention Week is a great way to spread awareness about underage drinking, prescription drug abuse, and more. Prevention and education are two key factors in effectively and permanently reducing substance abuse across the country. At Passages, we are very fortunate to participate in this event and to have the opportunity to shed more light on these important issues.”

**Pax Prentiss, CEO and co-founder, Passages Malibu and Passages Ventura (Malibu and Ventura, CA)**

## Affirm a Healthy Lifestyle

**National Prevention Week 2014** is a chance for your organization or group to communicate the impact that substance abuse and mental health problems can have on your community. It celebrates the idea that your choices matter: even one person’s decision to lead a healthy lifestyle can make a meaningful difference in the community and in the lives of family and friends.

One important cornerstone of a healthy lifestyle is obtaining and maintaining health insurance. Coverage provides access to wellness checkups and preventive services that allow you to take a proactive role in maintaining your physical health and positive mental health. As of October 1, 2013, the implementation of the Affordable Care Act and enrollment with the Health Insurance Marketplace across the United States has changed the landscape of health insurance coverage for behavioral health. Under the Affordable Care Act, covered preventative services include behavioral health services such as depression screening, alcohol misuse screening, alcohol and drug screenings for adolescents, and behavioral health assessments for children of all ages. As emphasized in the National Prevention Strategy, it’s important to weave prevention into all aspects of your life. It’s therefore also important to familiarize yourself with your current health insurance coverage and locate newly available insurance options in your state or region.

If you are interested in updating your current coverage, exploring new health care options, or obtaining health insurance, visit <http://www.healthcare.gov>. There, you can use an interactive guide to find insurance options and identify the plan that’s best for you.

By hosting a **National Prevention Week 2014** event, you can introduce or continue the discussion about new ways of thinking about healthy living, support systems, and resources like HealthCare.gov to people in your community to help raise awareness of behavioral health issues and change lives.

Through promotion of the Prevention Pledge — an interactive Facebook application and printable document — you can invite community members to formally affirm their commitment to living a healthy lifestyle and to make a change in their own lives that will positively affect their friends, family, and the surrounding community. See “[How Can I Encourage National Support by Taking and Promoting the Prevention Pledge?](#)” for more information and ideas.

## Be Part of a National Commitment to Prevention

Participation in **National Prevention Week 2014** further engages your organization in the larger prevention community and connects you with others who are working to prevent substance abuse and promote positive mental health across the country, as well as all those involved in the National Prevention Strategy. Taking part in **National Prevention Week 2014** and shepherding the National Prevention Strategy links your organization or group to a larger network of community-based organizations and schools, as well as local, state, and federal agencies working toward similar goals. By sharing ideas and information through SAMHSA's **National Prevention Week 2014** Facebook page and encouraging people throughout your community to sign the Prevention Pledge, you can help energize not only your community, but others around the country! See [“How Can I Encourage National Support by Taking and Promoting the Prevention Pledge?”](#) and [“Free and Low-Cost Ways to Get the Word Out”](#) for more information and ideas.

# How Can I Encourage National Support by Taking and Promoting the Prevention Pledge?

Encouraging community members to take the Prevention Pledge is an easy way to raise awareness about the importance of embracing a healthy lifestyle. By taking the pledge, community members make a commitment to preventing substance abuse and promoting mental health and emotional well-being, and have the opportunity to share that promise with their friends and family. Taking the Prevention Pledge also demonstrates that, “I support **National Prevention Week 2014!**” and can help galvanize support for this cause.

## How to Support and Promote the Prevention Pledge

**National Prevention Week 2014**'s Prevention Pledge, found on SAMHSA's Facebook page at <http://www.facebook.com/samhsa>, allows visitors to commit to a lifestyle that embodies wellness simply by signing the pledge digitally or clicking “Share” on the Prevention Pledge interactive tab. By “sharing” the pledge, visitors can introduce their friends and family to the pledge and spread the word about **National Prevention Week 2014**.

By promoting the Prevention Pledge in your event materials; linking to it on your organization's or group's website, Facebook or Twitter page; and encouraging people to take the pledge through media outreach or word-of-mouth, you can engage your community members and ask them to play a proactive role in prevention. There's strength in community and power in numbers, and the Prevention Pledge is an easy way for anyone and everyone to promote the positive messages of **National Prevention Week 2014** and the National Prevention Strategy!

The Prevention Pledge can be printed for distribution at your event, so that those without Internet access can still participate. Please see “**National Prevention Week 2014 Promotional Materials**” for a printable version of the Prevention Pledge.

If you are interested in sharing information about the Prevention Pledge in your materials and online, please consider using or customizing the following messages:

### For Your Website or Printed Materials

- Our future is in our hands. Your commitment to living a healthy lifestyle can help others in your community, including your friends and family, do the same. Share the positive choices you're making with others: take the Prevention Pledge at <http://www.facebook.com/samhsa> and lead the way!
- We all have an important role to play in the health and well-being of our community. Lead by example and commit to living an emotionally healthy lifestyle that's free of substance abuse. Join others around the country participating in SAMHSA's **National Prevention Week 2014** by taking the Prevention Pledge today at <http://www.facebook.com/samhsa>!
- **National Prevention Week 2014** is coming up and we want YOU to get involved! By taking the Prevention Pledge at <http://www.facebook.com/samhsa>, you can help kick off **National Prevention Week 2014** and make a big difference in your community!
- Are you ready to make a promise to yourself? Take care of your mental health and stay free of substance abuse. Take the Prevention Pledge and learn more about SAMHSA's **National Prevention Week 2014** at <http://www.facebook.com/samhsa>.

- Prevention works! Take the Prevention Pledge at <http://www.facebook.com/samhsa> and be a part of SAMHSA's **National Prevention Week 2014!**

## For Facebook

- I took SAMHSA's Prevention Pledge and you should, too! Be a role model to your friends and family. Visit <http://www.facebook.com/samhsa> to learn more. #NPW2014
- Our future is in our hands! Take SAMHSA's Prevention Pledge and share your commitment to a healthy lifestyle free of substance abuse. Check out <http://www.facebook.com/samhsa> to learn more. #NPW2014
- **National Prevention Week 2014** is coming up! Learn more about what you can do to prevent substance abuse, promote mental health, and make a difference in your community. Visit <http://www.facebook.com/samhsa> and take the Prevention Pledge! #NPW2014

## For Twitter

- Our health and future are in our hands! Take SAMHSA's Prevention Pledge and commit to a healthy lifestyle! <http://www.facebook.com/samhsa>. #NPW2014
- Take the pledge to promote behavioral health as part of SAMHSA's **National Prevention Week 2014** at <http://www.facebook.com/samhsa>. #NPW2014
- Check out SAMHSA's Prevention Pledge at <http://www.facebook.com/samhsa>. Talk about healthy choices with other people you know!

**NOTE** – Whenever you post anything on Facebook or Twitter about **National Prevention Week 2014**, the “Prevention Pledge,” or your own community event, don’t forget to include the #hashtag for **National Prevention Week 2014**, #NPW2014! This #hashtag is a convenient way to mark your post as part of the larger conversation about **National Prevention Week 2014**. For more information about the **National Prevention Week 2014** #hashtag, see the Toolkit section on “[Social Media Outreach](#).”

# Planning Your Event

As you begin planning your organization's or group's involvement in **National Prevention Week 2014**, you'll want to take into consideration the many factors that will help you plan and host an effective event. By clearly identifying the issues and topics you'll be addressing, setting achievable goals and defining success upfront, establishing a clear budget, determining the type and size of event you'll be hosting, and creating a realistic timeline, your organization or group will be able to execute a successful event that strengthens your relationship with the community and connects your efforts to a nationwide health observance.

## The Themes of National Prevention Week 2014

Following the **National Prevention Week 2014** theme — **Our Lives. Our Health. Our Future.** — six daily themes have been established to highlight issues that are essential to SAMHSA's work. This Toolkit includes information about these specific prevention issues — which may already be a large part of your organization's or group's targeted efforts — as well as ideas for themed events to assist your organization or group as you plan your participation in **National Prevention Week 2014**.

Date	National Prevention Week 2014 Theme
Sunday, May 18	Prevention and Cessation of Tobacco Use
Monday, May 19	Prevention of Underage Drinking
Tuesday, May 20	Prevention of Prescription Drug Abuse and Marijuana Use
Wednesday, May 21	Prevention of Alcohol Abuse
Thursday, May 22	Prevention of Suicide
Friday, May 23	Promotion of Mental Health

There is no requirement to align your **National Prevention Week 2014** events with these themes. Feel free to focus on the area of prevention that best suits you and your community.

Please see the sections on [“Types of Events”](#) and [“Fact Sheets on Themes for National Prevention Week 2014”](#) for more information and ideas.

## Keeping Success in Mind

It may seem counterintuitive to think about the intended results of your event before you've even begun to plan it. However, collectively deciding what a successful event looks like or what you want to achieve through your **National Prevention Week 2014** event will help you determine the type of activity or event that best suits your needs.

For example, your goal may be to raise awareness of your organization, as measured by placement of media pieces about your **National Prevention Week 2014** events or activities. You may seek to further engage funding partners and to fundraise through independent donors, as measured by additional donations. Or, you may want to increase community awareness about ways to get involved in substance abuse prevention and mental health promotion through educational events, as measured by attendance and enrollment in community programs. Determining your ultimate goals upfront will help your organization or group to plan an event that will facilitate success.

## Types of Events

**National Prevention Week 2014** takes place from May 18 through May 24, and is the perfect opportunity to remind your community about the importance of substance abuse prevention and mental health before the summer begins. Summer is a season filled with family fun and outdoor activities, boating excursions, camping trips, vacations, proms, graduations, and weddings. These are exciting occasions that should be celebrated with friends and family in a safe and healthy way. Sometimes these summer activities can be unnecessarily linked to the use of alcohol and other substances or be stressful for some people. By hosting an event that ties into **National Prevention Week 2014** in your community, you can increase awareness about the prevention of substance abuse and the importance of mental health, and kick off the summer season in a way that promotes healthy lifestyle choices.

When planning your **National Prevention Week 2014** event, you'll want to put your personal touch on it and tie it to your community in a way that makes it relevant and engaging. You may want to dedicate your event to a family that has suffered a recent tragedy and needs support, or perhaps you want to use it to encourage or recognize progress in your community. During the initial planning, it's important to consider what type of event would best fit your community while also addressing your organization's or group's designated goals. It's also important that you align your goals with an event plan that meets your needs and fits within your budget.

There are endless ways to bring **National Prevention Week 2014** to your community, and the following ideas can help you brainstorm events you'd like to host, realistic budget ranges, and cost-saving strategies.

Let us know about your events! Please e-mail SAMHSA's National Prevention Week Coordinator, David Wilson, at [david.wilson@samhsa.hhs.gov](mailto:david.wilson@samhsa.hhs.gov) and share the following information:

- Your organization's name and website, if applicable
- A brief description of your event(s)
- Location (city, state)
- Date(s)
- Intended audiences

## Educational Events

May is a key time to rally the schools in your community around prevention. As school-aged children and teens head into the summer months — which may include parties, proms, graduations, and temptations to participate in underage drinking or other forms of substance use — it’s important to increase their awareness about substance abuse prevention and emotional well-being. By working with elementary, middle, and high schools in your area, you have an opportunity to educate youth about the importance of behavioral health. As you define the goals of your event, consider including the education community in your plans.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Pep Rally	Work with an elementary, middle, and/or high school (or schools) to create a “Prevention Pep Rally,” and center the event on one of the <b>National Prevention Week 2014</b> themes! Pass out stickers from the toolkit, have students make their own signs, decorate t-shirts to wear to the pep rally, or pick a color for students to wear on the day of the pep rally.	<p>\$50 - \$500</p> <ul style="list-style-type: none"> <li>■ It’s both unifying and cost-efficient to identify a color that signifies support for <b>National Prevention Week 2014</b>; ask administrators, teachers and students to wear this color during a pep rally or other in-school event.</li> <li>■ Use your budget to purchase supplies for Do-It-Yourself (DIY) decorations and signs, or ask a local vendor for in-kind donations like poster board, markers, paint, and other craft items.</li> <li>■ Get the school involved and ask teachers to set aside time for students to decorate inexpensive white t-shirts, or have stations with supplies available at the pep rally.</li> <li>■ Share information about t-shirts and other updates with parents via the school’s website or Facebook page to keep everyone informed.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth leaders in the school or community</li> <li>■ School or youth clubs</li> <li>■ Elected officials</li> <li>■ Local business organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Essay, Poster, Art, or Video Contest	Encourage students in your area to participate in a contest in which participants can creatively express what they can do to help prevent substance abuse and promote mental health in their communities.	<p>\$50 - \$500</p> <ul style="list-style-type: none"> <li>■ Work with schools to spread the word about the contest, and provide administrators and teachers with information about the contest via e-mail to keep printing costs down.</li> <li>■ Utilize digital media and your website to share information about the contest and create buzz and excitement.</li> <li>■ Use your budget to purchase prizes for the winning entries, or ask local businesses to donate prizes like gift certificates or gift baskets. Consider providing DIY stickers or other small tangible items as participation prizes.</li> <li>■ Publish the winning entries on your organization's or group's (or the school's) website, Facebook page or YouTube channel so the whole community can enjoy them.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth leaders in the school or community</li> <li>■ School or youth clubs</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> </ul>
Mural Painting	Work with a school (or schools) to identify an area within the school building or on the grounds that students could paint; help the students design and create a mural that encourages substance abuse prevention and mental health promotion, and includes positive messages about the community.	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Create a detailed plan and mural design or template before you begin to paint.</li> <li>■ Provide trash bags or old sheets for students to wear over their clothing, rather than purchasing smocks or other cover-ups.</li> <li>■ Open and use paint as you go along, rather than opening all of your supplies at once. You may be able to return extra paint that you don't use.</li> <li>■ Ask a local vendor to donate paint, brushes, and other supplies.</li> <li>■ Publish the final murals on your organization's or group's (or the school's) website or Facebook page so the whole community can enjoy them.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth leaders in the school or community</li> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Youth organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.



Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Field Day	<p>Work with a school (or schools, perhaps in a community-wide friendly competition) to host a Field Day in which students participate in fun outdoor activities, games, and challenges. Create a theme for the day, basing it on the idea of students supporting each other as teammates, working together, and recognizing their own physical and mental well-being and health.</p>	<p>\$100 - \$1,000</p> <ul style="list-style-type: none"> <li>■ Coordinate team colors for students to wear during the Field Day, fostering team spirit. Share information about t-shirts and other updates with parents via the school's website or Facebook page to keep everyone informed.</li> <li>■ Ask the school or a local vendor if you can borrow balls, nets, cones, and other supplies.</li> <li>■ Borrow a chalk liner from the school district or a local vendor to save on costs for environmentally-safe paint to create lines and markings on the field.</li> <li>■ Create DIY (Do It Yourself) signs for the events.</li> <li>■ Ask a local vendor to donate coolers, bottles of water and snacks for students to enjoy.</li> </ul>	Elementary, middle, and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Sports coaches and intramural sports leagues</li> <li>■ Youth leaders in the school or community</li> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Health care providers</li> </ul>
Activity Fair	<p>Organize a day for community organizations and school clubs to set up informational tables or booths at a local school (or schools). Explain to students that they can be a part of prevention by getting involved with a club, community organization, team, etc.; and that being a part of a group that shares their interests gives them a built-in support system to help them if they are facing a tough time or a difficult decision.</p>	<p>\$50 - \$200</p> <ul style="list-style-type: none"> <li>■ Advertise the activity fair to multiple schools to maximize participation. Ask participating schools to make announcements and display fliers.</li> <li>■ Work with the school to set up the tables or booths. Encourage participating organizations or clubs to display signs or pictures to demonstrate the benefits of joining the club.</li> <li>■ Use your budget to purchase snacks and drinks for participants, or ask a local vendor to donate snacks and drinks.</li> <li>■ Publicize the event through the school or community newspaper and through social networks, school Facebook pages, and local websites.</li> </ul>	Middle and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Youth organizations</li> <li>■ Intramural sports leagues</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ Behavioral health experts and organizations</li> <li>■ Health care providers</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Health Fair/ Science Fair	Encourage science teachers to assign students presentations that consider the toll that substance abuse takes on the body, and host a Health Fair that features these presentations. In addition, it may be powerful to have an inspirational community member in recovery from substance abuse or mental health issues speak about the impact substance abuse and mental health issues had on his/her life, and the benefits of recovery.	<p>\$50 - \$200</p> <ul style="list-style-type: none"> <li>■ Host the health fair/science fair at a large school to maximize attendance and invite students from other schools in the area to attend. Ask neighboring schools to make announcements and display fliers, and encourage science and health teachers to bring their students as part of a field trip.</li> <li>■ Ask a local 12-step program or a recovery community organization if they have a volunteer that would be willing to talk to students about the consequences of substance abuse or ways to stay mentally healthy when faced with stressful life events.</li> <li>■ Create and distribute fact sheets or brochures that display tips on how to stand up to peer pressure and handle difficult situations involving alcohol and drugs, bullying, and/or problems at home or in school.</li> <li>■ Promote the event on Facebook to create excitement among the students, and create a (moderated) event page for students to talk about their presentations and get ideas and feedback from other students.</li> </ul>	Middle and high school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Behavioral health experts and organizations</li> <li>■ Health care providers</li> <li>■ Youth leaders</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ First responders</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Age Range	Potential Partners*
Battle of the Bands/ Talent Show	Work with a school (or schools, perhaps in a community-wide friendly competition) to host a Battle of the Bands or general talent show open to high school students. The competition could encourage students to highlight and display their creativity in a positive way, and could communicate the importance of expressing oneself through art, music, or other creative outlets as a way to stay substance-free and maintain positive mental health.	<p>\$1,000 - \$2,000</p> <ul style="list-style-type: none"> <li>■ Organize a committee to run the show, consisting of parents, teachers, and community members.</li> <li>■ Ask an inspirational community member to volunteer and serve as the emcee, and students from a local high school to run the sound and lights. Ask local celebrities or officials to serve as judges on a panel in an “American Idol” format, and ask the audience to participate by cheering for their favorite contestants or groups.</li> <li>■ Find local sponsors to help support the event and include their logos on promotional materials.</li> <li>■ Ask a local school or venue to sponsor the event by hosting it in their auditorium/gymnasium free of charge.</li> <li>■ Sell healthy snacks; consider asking a local grocery store or restaurant to sponsor the event and provide a discount on the food sold.</li> <li>■ Use your budget to provide prizes for the winners of the battle, or ask local businesses to donate prizes, such as gift certificates or gift baskets. Consider creating prizes for all participants.</li> <li>■ Promote the event in local and school newspapers, as well as social media.</li> </ul>	High school	<ul style="list-style-type: none"> <li>■ School officials, educators and teachers</li> <li>■ Behavioral health experts, health care providers, and organizations</li> <li>■ Youth leaders</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> <li>■ Elected officials</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Community Events

Substance abuse and mental health issues are widespread, and rallying a community to advocate for prevention can have a large impact on those living in your area. In addition, families often look for fun and inexpensive events in the spring and summer months, so hosting an event can gain a large amount of attention. While planning a community event, keep in mind what type of event would interest your community members and raise awareness around specific community issues. Remember to keep the size of your community in mind, and consider any partnerships that could help make the event a reality.

“For us the most successful event was the ‘I Choose’ campaign. It was something that we were able to take and run with and had a lot of fun doing it.”

**Working Together Coalition, Pine River, MN**

One way of engaging community members in **National Prevention Week** is through the “I Choose” Project. This project involves taking a photograph of yourself holding a sign, or small poster, with your personal message about why substance abuse prevention or mental health is important to you. For example, you could say “I choose prevention because I want to be healthy for my family.” Or you could write “I choose treatment...” or another “I choose” statement, such as “I choose not to give up because things do get better.” You can print “I Choose” posters from the **National Prevention Week** website and make these available to community members at your event. After taking photos of people with their “I Choose” photos, you can upload them to your website or Facebook page or post them in your facility, school, or community center. The “I Choose” Project could be included as part of many of the events suggested below.



*Images from Cherokee Nation's "Rock the Block" week-long community event during **National Prevention Week 2013***



*Youth participating in the "I Choose" Project.*

## Sporting Events

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Walk/Run/Bike Ride	Organize a community-wide walk/run/bike ride to raise money for local substance abuse prevention, mental health, treatment or recovery organizations; or a local community center or coalition; and promote the importance of an active community.	<p>\$500 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Have participants find sponsors for their walk/run/bike ride to raise money for local prevention, mental health, treatment or recovery organizations.</li> <li>■ Ask the city council and local police department to approve the routes ahead of time and to block off certain roads the day of the walk/run/bike ride.</li> <li>■ Organize community volunteers to work behind the scenes, assisting with the start and finish lines, and to line the route and cheer participants on.</li> <li>■ Have local organizations and coalitions set up booths at the start and finish lines to raise awareness, distribute information and answer questions about specific issues.</li> <li>■ Utilize social media to spread the word about the event and participant sponsorship opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local law enforcement</li> <li>■ First responders</li> <li>■ Behavioral health experts and organizations</li> <li>■ Health care providers</li> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Youth organizations</li> <li>■ Faith-based organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Soccer/ Softball/ Basketball/ Flag Football Game or Tournament	<p>Organize a community-wide sporting event or tournament in which players or teams are sponsored to raise awareness. Money raised through donations can go to local substance abuse prevention, mental health, treatment or recovery organizations of the winning team's choice. Before the game, the community could have a pep rally, spreading awareness and excitement.</p>	<p>\$250 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask local vendors or businesses to sponsor teams through a charitable contribution, purchase shirts with the company logo on them, or contribute to other team costs.</li> <li>■ Utilize social media to spread the word about the event and organize teams.</li> <li>■ Coordinate team colors for participants to wear during the game, fostering team spirit.</li> <li>■ Ask a local vendor or athletic department to donate balls, nets, cones, and other supplies.</li> <li>■ Borrow a chalk liner from a local school district or vendor to save on costs for environmentally-safe paint to create lines and markings on the field. Existing materials such as sticks, coolers, chairs, or other items can also be used to mark end zones, goals, and "out-of-bounds" territories on the field.</li> <li>■ Create "Do It Yourself" (DIY) signs for the events.</li> <li>■ Use portable stereos, iPods with speakers or radios to play music during the games, pep rally and at breaks to energize players and fans.</li> <li>■ Contact local vendors to ask for in-kind donations of food or beverages, and offer to list the donating vendors as sponsors of the event.</li> <li>■ Have participants find sponsors to raise money for local prevention, mental health, treatment or recovery organizations or coalitions.</li> </ul>	<ul style="list-style-type: none"> <li>■ Sports coaches and intramural leagues</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Local business organizations</li> <li>■ Neighborhood associations</li> <li>■ Local law enforcement</li> </ul>

\*See the [Create New Relationships](#) section in "Identifying and Working With Partners" for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Golf Outing	Host a golf outing at a community course in which teams come together to raise money for local substance abuse prevention, mental health, treatment or recovery organizations, or a local community center or coalition.	<p>\$500 - \$2,500</p> <ul style="list-style-type: none"> <li>■ Utilize social media to spread the word about the event and organize teams.</li> <li>■ Coordinate team colors for participants to wear during the outing, fostering team spirit.</li> <li>■ Ask a local golf course to waive or reduce fees for the day and to donate the use of golf carts and/or caddies.</li> <li>■ Contact local vendors to ask for in-kind donations of food or beverages, and offer to list the donating vendors as sponsors of the event.</li> <li>■ Ask local vendors or businesses to sponsor teams and purchase shirts with their logos on them, or contribute to other team costs.</li> <li>■ Utilize your budget for prizes for winning teams.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> </ul>
Bowling Night	Host a bowling night at local bowling lanes in which teams come together to raise money for prevention, mental health, treatment or recovery organizations, or a local community center or coalition.	<p>\$500 - \$2,500</p> <ul style="list-style-type: none"> <li>■ Utilize social media to spread the word about the event and organize teams.</li> <li>■ Coordinate team colors for participants to wear during the evening, fostering team spirit.</li> <li>■ Ask a local bowling alley to waive or reduce lane fees for the evening and to donate the use of balls and shoes.</li> <li>■ Ask the bowling alley to reduce the cost of food and beverages at the concession stand; or ask local vendors for in-kind donations of food or beverages and offer to list the donating vendors as sponsors of the event.</li> <li>■ Ask local vendors or businesses to sponsor teams and purchase shirts with their logos on them, or contribute to other team costs.</li> <li>■ Utilize your budget for prizes for winning teams.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Leisure Events

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Clean-Up/ Green-Up Day	Organize an event within the community that's focused on cleaning up or revitalizing a specific neighborhood, block, garden, park, or playground. Galvanize the community to work together to improve the neighborhood and take care of the environment. Through an event like this, you can make a difference by doing something positive and proactive while participating in <b>National Prevention Week 2014</b> and raising awareness about behavioral health issues in your community.	<p>\$150 - \$500</p> <ul style="list-style-type: none"> <li>■ Donate any funds collected from recycling refunds to local substance abuse prevention, mental health, treatment or recovery organizations, or a local community center or coalition.</li> <li>■ Ask local vendors or community members to donate trash bags, gloves, buckets, sponges, paint, dirt, or any other necessary tools and supplies.</li> <li>■ Ask local vendors or community members to volunteer time and vehicles to haul away trash and other debris to the appropriate recycling sites.</li> <li>■ Create a sense of friendly competition, taking "Before and After" pictures of the areas and posting the pictures on your organization's or group's website. The team responsible for "Most Improved" site could be awarded a prize, such as a pizza party, donated by a local vendor.</li> <li>■ Ask local bands or disc jockeys (DJs) to provide music at the clean-up locations, creating a fun atmosphere during the cleanup efforts.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ Faith-based organizations</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in "Identifying and Working With Partners" for more information and ideas.



Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Open House	<p>Host an Open House, and open your headquarters or center up to the community. Invite community members to enjoy food and beverages while learning about the work that your organization does in the community and getting to know your team. Advertise the event to local university programs that focus on behavioral health and/or prevention to tap into potential recruitment or workforce development opportunities.</p>	<p>\$250 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Utilize social media to promote your event.</li> <li>■ Use your budget to cover printing costs for informational materials, brochures, fact sheets and signage.</li> <li>■ Use Microsoft Office programs or free tools provided online (through Google or similar services) to create slideshows and presentations that highlight your group's or organization's successes, or set a specific time for a Q&amp;A session with your leadership team.</li> <li>■ Ask local vendors for in-kind donations of food or beverages, and offer to list the vendors as sponsors of the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> </ul>
Dance Contest/ Workshop	<p>Host a dance-centered event celebrating positive body image, mental health, and physical fitness for both men and women. Create the event as a dance contest, workshops to teach community members different types of dance, or both. If your event is aimed at children, consider tying in First Lady Michelle Obama's <i>Let's Move!</i> initiative, which promotes the importance of good nutrition and physical activity to prevent childhood obesity.</p>	<p>\$250 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local school or community center to host the event free of charge.</li> <li>■ Ask local dance studios for donations in exchange for advertisements at the event.</li> <li>■ Recruit dance instructors of all ages, shapes, and sizes from the community.</li> <li>■ Utilize social media to promote your event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ School officials</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in "Identifying and Working With Partners" for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Community Gathering	Host a community gathering or flea market in a local church, school or another community venue. Encourage community members to bring healthy potluck dishes to exemplify healthy community living, or donate a portion of the proceeds from the flea market to a local prevention, mental health, treatment or recovery organization, program or coalition. Events at the gathering could include games, arts and crafts, dancing, and other activities.	<p>\$500 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local school, community center, or church to provide indoor or outdoor space for the event (keep in mind that weather may necessitate a backup indoor location).</li> <li>■ Utilize social media to create awareness online.</li> <li>■ Organize a volunteer committee to plan activities and events for the gathering.</li> <li>■ Use your budget for venue permits and booths for the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ Local law enforcement</li> <li>■ Media organizations</li> </ul>
Partner Recognition Luncheon/ Dinner	Recognize your partners and show your appreciation for their support by hosting a luncheon or dinner in their honor. Use the event as an opportunity to reconnect, talk about new ideas, and celebrate your successes together.	<p>\$1,000 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local restaurant or venue to reserve a private room or provide you with space for your event at a reduced rate or free of charge.</li> <li>■ Ask a local florist or bakery to provide flowers or dessert for the event as a sponsor in exchange for promotion at the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Media organizations</li> </ul>

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Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Health Fair	<p>Host a health fair that features local clinics, services, behavioral health screenings, and programs to inform the community about all the options available for living a healthy life.</p> <p>This event can also be expanded to recognize military service members and the behavioral health issues specific to this population by organizing a parade in recognition of service. You can end the parade at the health fair, and provide resources and information specific to military service members and their families.</p>	<p>\$500 - \$1,500</p> <ul style="list-style-type: none"> <li>■ Ask a local school or community center to host the event at a reduced rate or free of charge.</li> <li>■ Invite a local community leader to kick off the event, preferably one with a history of prevention support.</li> <li>■ Utilize social media to create awareness online; highlight all the behavioral and physical health screenings services that these organizations have to offer within the community.</li> <li>■ Use your budget to secure permits for the event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Behavioral health experts and organizations</li> <li>■ Health care providers</li> <li>■ First responders</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Faith-based organizations</li> <li>■ Local business organizations</li> <li>■ Youth organizations</li> <li>■ Local law enforcement</li> <li>■ Media organizations</li> <li>■ Veterans/military service organizations</li> </ul>
Stress Management Workshop and Yoga Class	<p>Host a workshop to teach community members a range of techniques for managing stress. Combine the workshop with a yoga and/or meditation session, and explain the benefits of these practices for mental and physical well-being.</p>	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Advertise the event via social media.</li> <li>■ Hold the event outdoors, if weather permits. (Have an indoor location available in case of inclement weather.)</li> <li>■ Contact local yoga studios to see if their facilities and services could be provided at a reduced rate.</li> <li>■ Provide an opportunity for participants to share their personal, healthy techniques for managing stress.</li> </ul>	<ul style="list-style-type: none"> <li>■ Local business organizations</li> <li>■ Community-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Youth organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Town Hall	Host a town hall question and answer session with local officials, leaders and representatives, where members of the community can ask a panel of officials about prevention, substance abuse, mental health, bullying, community efforts and programs in these areas, and more.	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Ask a local school, community center, or Chamber of Commerce to sponsor your event by providing you with meeting space or a hall for an evening at no cost.</li> <li>■ Utilize social media to spread the word about your event.</li> </ul>	<ul style="list-style-type: none"> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> <li>■ Community-based organizations</li> </ul>
Mayor's Lunch	Arrange for your Mayor to have lunch with leaders of local community organizations, coalitions and businesses to discuss behavioral health issues in your community and to outline specific action steps.	<p>\$200 - \$500</p> <ul style="list-style-type: none"> <li>■ Ask a local restaurant or caterer to provide a discounted rate for lunch.</li> <li>■ Utilize social media to request questions and comments from the community that you can share with the Mayor.</li> </ul>	<ul style="list-style-type: none"> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Media organizations</li> <li>■ Community-based organizations</li> </ul>
Community Rally	Organize a community rally that brings community members together to strengthen prevention efforts and raise awareness about key behavioral health issues.	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Host the rally in a local park or green space, or ask a local school to sponsor your event by hosting it in their auditorium or gym. (Always plan for an indoor back-up space if you are planning an outdoor event.)</li> <li>■ Ask a local disc jockey (DJ) to sponsor the event by providing a free (or discounted) sound system, speakers, and music in exchange for promotion at the event.</li> <li>■ Ask local leaders to speak at the event, or ask an inspirational community member to serve as the keynote speaker, free of charge.</li> <li>■ Use your budget for necessary permits and signage.</li> </ul>	<ul style="list-style-type: none"> <li>■ Elected officials</li> <li>■ Local business organizations</li> <li>■ Local law enforcement</li> <li>■ Behavioral health experts, health care providers, and organizations</li> <li>■ School officials</li> <li>■ Youth organizations</li> <li>■ Community-based organizations</li> <li>■ Faith-based organizations</li> <li>■ Neighborhood associations</li> <li>■ Media organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Workforce Events

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Staff Skills Training	Provide a workshop or training session to your staff about a prevention topic relevant to your community. Topics could include the Strategic Prevention Framework, cultural competence, data and evaluation, special populations, or a behavioral health problem your staff may be less familiar with.	<p>\$250 - \$500</p> <ul style="list-style-type: none"> <li>■ Implement a “training exchange” with an organization in your community that has expertise in a different area of prevention or promotion than your organization.</li> <li>■ Avoid an honorarium by having an in-house expert provide the training.</li> </ul>	<ul style="list-style-type: none"> <li>■ Partner organizations</li> <li>■ Universities</li> <li>■ Behavioral health experts, health care providers, and organizations</li> </ul>
Leadership Development Forum	Hold a forum for your staff and partner organizations’ staff to help prevention specialists in your community reach their full potential. Include communication skill-building exercises, personality assessments, and/or other leadership development techniques.	<p>\$1,000 - \$2,000</p> <ul style="list-style-type: none"> <li>■ Search online for reputable activities and tools that are available for free download and use.</li> </ul>	<ul style="list-style-type: none"> <li>■ Partner organizations</li> </ul>
“Burn-Out Prevention” Event	Host an event for prevention and treatment professionals about how to recognize and prevent burn-out on the job and in life. Feature information presented by therapists and/or mental health specialists.	<p>\$250 - \$1,000</p> <ul style="list-style-type: none"> <li>■ Collaborate with other organizations and agencies to share the cost of the event.</li> <li>■ Contact a local therapist and see if he/she would be willing to participate at a reduced rate or free of charge.</li> </ul>	<ul style="list-style-type: none"> <li>■ Partner organizations</li> <li>■ Behavioral health experts, health care providers, and organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

Event	Description and Purpose	Potential Budget Range and Cost-Saving Tips	Potential Partners*
Alcohol-free “Happy Hour”/ Potluck	<p>Host an alcohol-free happy hour after work. Emphasize good food in place of alcohol and provide information about the benefits of an alcohol-free diet. For a broader focus on health and wellness, provide information on tobacco use prevention and cessation and/or tie your event into National Employee Health and Fitness Month in May. Encourage employees who attend to sign and share the <b>National Prevention Week</b> Prevention Pledge.</p>	<p>\$150 - \$750</p> <ul style="list-style-type: none"> <li>■ Save on happy hour snacks by holding a company- or department-wide potluck instead.</li> <li>■ Distribute informational fact sheets from the <b>National Prevention Week 2014</b> Toolkit.</li> <li>■ Create and send event fliers electronically instead of printing them.</li> </ul>	<ul style="list-style-type: none"> <li>■ Partner organizations</li> </ul>
Employee Seminar	<p>Host an employee seminar that focuses on one or more of the National Prevention Week 2014 daily themes. Topics could include:</p> <ul style="list-style-type: none"> <li>■ Talking to Your Teen About Drinking</li> <li>■ Kick the Habit – Tips on How to Quit Smoking</li> <li>■ Reducing Stress and Promoting Well-being</li> </ul> <p>Encourage employees who attend to sign and share the <b>National Prevention Week</b> Prevention Pledge.</p>	<p>\$100 - \$500</p> <ul style="list-style-type: none"> <li>■ Allow employees to vote for possible seminar topics to gauge interest and encourage attendance.</li> <li>■ If applicable, invite your organization’s or company’s Employee Assistance Program (EAP) representative to talk about health benefits and wellness programs available to employees.</li> <li>■ Invite an expert within your organization to speak, or ask an expert from the community or a partner organization to present for a reduced fee or for free.</li> </ul>	<ul style="list-style-type: none"> <li>■ Partner organizations</li> </ul>

\*See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Attention to Detail

Little things can make all the difference when you're planning an event. As you plan yours, incorporate your group or organization's history, goals, and/or mission into materials you create that highlight what's important to your group or organization and to your community. The following are a few additional ideas and tips to keep in mind as you begin this exciting process.

### Think Visually and Capture the Event

If you are working with the media, they will want compelling images. Try to use photographs from the event in your marketing materials and reports. There is a budding photographer in every organization...so find yours! Good photographs will extend the reach of the event far beyond a single day. Photographs can be included in thank-you e-mails, on your website, in newsletters, and in annual reports. They can also help build a "brand" for what may become an annual event in your community.

### The More the Merrier

Before you start inviting large numbers of people to participate, think carefully about who your intended attendees are. While you want to maximize the attendance of your event whenever possible to spread your messages, too many attendees can also strain resources and make an event more difficult to manage. If your resources are limited, you may want to request RSVPs or send personal invitations to select members of your community.

### Stay Focused

Planning an event takes a lot of hard work and can be stressful at times. Remember to delegate tasks to your committee members so all of the planning doesn't end up on your plate. Unexpected things can happen, such as inclement weather or vendor cancellations. It's important to stay flexible, prepared, and organized while keeping the end goals of your event in mind.

## Planning Considerations

The cost of the event is likely central to your planning — and it should be. As you are planning your event, think about the power of in-kind support and volunteered time. When contacting local vendors and organizations with requests, consider offering to volunteer your time in return for a service or rental space for your event. Your willingness to help clean a community center or plant flowers in a garden may open the doors to a trade, such as a few hours of free time at a venue that would otherwise break your budget! Organizations with any budget can make a difference during **National Prevention Week 2014**.

## Suggested Timeline/Calendar

Early in the planning process, it's important that you and your planning committee or team set a timeline to stay organized and on task. The time it takes to plan your event will vary based on the type you choose. Be sure to give yourself ample planning time. The following is a general timeline that you can use to help organize the planning of your event:

- **Four months out:**
  - Brainstorm with staff, board members, and event planning committee members.
  - Create a draft budget.
  - Form teams and assign specific duties to each team.
  - Determine how many volunteers you will need the day of the event.
  - Create a marketing strategy (see [“Working with the Media”](#) for more information and ideas).
  - Ask sponsors, partners, and vendors to help underwrite the costs.
  - Submit requests for necessary permits.
  - Create a detailed supplies list – determine what must be bought and what can be borrowed or received as donations.
  - Invite speakers or special guests.
  - Book necessary vendors.
- **Three months out:**
  - Announce your event to your supporters.
- **Two months out:**
  - Draft a tentative schedule for your event.
- **One month out:**
  - Create media advisories and press releases (see [“Working with the Media”](#) and [“Media Communication Samples and Templates”](#)).
- **Month of event:**
  - Send out reminder invitations, post reminders on websites and social media networks, and post fliers.
  - Send out media advisories and press releases.
- **Week of event:**
  - Hold a meeting to finalize any logistics prior to the event.
  - Confirm all arrangements (e.g., payment, delivery of goods, and schedule) with any vendors, speakers, or important event attendees.
- **Month after the event:**
  - Place thank-you calls.
  - Write thank-you letters and notes.
  - Write lessons learned or thoughts for next year while they are fresh in everyone's minds.
  - Submit articles that describe the event to the community newspaper – and include photos!



## Whom to Include

Once you know the goals of your event, deciding whom to include becomes a little easier. Consider partnering with other organizations to strengthen your event and maximize attendance. Additionally, if any members of your community can speak about the benefits of substance abuse prevention and mental health promotion, ask them to participate — event attendees may benefit greatly from personal stories or a motivational speaker. See the [Create New Relationships](#) section in “[Identifying and Working With Partners](#)” for more information and ideas.

## Where and When

The type of event you are having and whom you choose to invite will help you determine the appropriate venue. Keep in mind how many people you are inviting and how many people you expect to actually attend. As you determine the date and time, be sure to note if other events are taking place at the same time that may compete with your event.

It may be helpful to talk to other local organizations to see where they have held events in the past and which venues they prefer. If you want to host an indoor event, you can save costs by considering sites that are free to community organizations. If you are hosting your event outdoors, be sure to have a back-up location or rain date in case of inclement weather. Outdoor venues often require permits, so be sure to secure any necessary permits in advance.

# Identifying and Working with Partners

The National Prevention Strategy “envisions a prevention-oriented society where all sectors recognize the value of health for individuals, families, and society and work together to achieve better health for all Americans.” Collaboration is critical to this national success, and the success of many community-wide and state-wide efforts as well. Sustaining these partnerships and creating new ones, in part through **National Prevention Week 2014**, can allow your group or organization to widen the reach of an initiative while also providing additional support for your cause, mission, and event.

## Create New Relationships

To grow, thrive, and make an impact with your efforts, your group or organization may need to establish new partnerships. **National Prevention Week 2014** presents an opportunity to introduce your work to fresh audiences: using your event as a platform, your group or organization can approach potential partners with a tangible way to get involved in important prevention and behavioral health issues at a local level. The following are some ways you may be able to leverage **National Prevention Week 2014** to create new relationships:

- Research potential partners to identify areas where your current goals, programs, or initiatives align. Reference this specific information when talking with potential partners to highlight areas in which a partnership would be natural and could make the most impact within your community.
- Use your **National Prevention Week 2014** event to start a conversation. Tying your work to a specific event allows you to showcase your organization and highlight areas for collaboration.
- If you are looking for new partners to support your group or organization, focus on asking for donations of goods or services rather than monetary support.
- Invite potential partners to “meet” your organization through the event. Instead of asking for a donation, simply ask them to attend and meet other current and potential partners.
- If you are holding a large event that requires volunteer support, invite staff from your potential partners’ organizations to participate by volunteering.

Consider the following groups, organizations, and individuals as you think about potential partners that may be valuable to you during your **National Prevention Week 2014** event planning. This list is not exhaustive and should only serve as a starting point for you to brainstorm potential partners within your community:

- Health care providers, including primary care physicians within group practices, school nurses, hospital staff (e.g., doctors, physicians’ assistants, nurses, and nurse practitioners), and specialists in your community such as pediatricians;
- Addiction or mental health experts, including psychologists, peer counselors, researchers, social workers, members of your local substance abuse prevention coalition (find coalitions online at <http://www.cadca.org>), or your National Association of Alcoholism and Drug Abuse Counselors (NAADAC) state affiliates (available at <http://www.naadac.org>);
- Peer navigators and others in your community who are assisting individuals with accessing the health insurance marketplace;
- Community-based organizations, including the Lions Club, Veterans of Foreign Wars (VFW), Rotary Club, Kiwanis, homeless shelters, domestic violence shelters, and food banks;

- Organizations serving youth, including the Boy Scouts of America, Girl Scouts of America, and 4-H;
- Local business people and organizations, including the Chamber of Commerce, and local retail associations that represent local bar or restaurant owners;
- Elected officials, including members of the city council and neighborhood officials;
- Neighborhood associations, including neighborhood crime watch groups and homeowners' associations;
- Faith-based organizations and leaders;
- Local law enforcement, including members from the Fraternal Order of Police;
- First responders, including paramedics, firefighters, and other emergency personnel;
- Local school leadership, including principals and teachers at local elementary, middle, and high schools, as well as administrators and professors at local colleges and universities;
- Parents and caregivers;
- Young adults participating in youth groups, school organizations, sports leagues, and other community organizations that serve youth; and
- Media organizations, including your local print and broadcast news sources (find more information through the Association of Regional News Channels at <http://newschannels.org/resources/index.cfm>).

## Work with Community Coalitions

Community coalitions are groups or organizations that have come together around a common goal or cause. Working with community coalitions can be beneficial because they already have an established presence in the community. When planning your **National Prevention Week 2014** event, consider providing information regarding your mission, work, and upcoming event to community coalitions that share your group's or organization's ideals, goals, and causes, and are also aligned with the National Prevention Strategy. This will enable you to garner unified and organized support from many groups or organizations that belong to a single coalition. You may also be able to combine efforts through joint meetings, events, and participation in **National Prevention Week 2014** and other national or community observances (e.g., SAMHSA's 2014 Town Hall Meetings, National Children's Mental Health Awareness Day, **National Recovery Month**, National Substance Abuse Prevention Month, Women's Wellness Week, Mental Health Awareness Month).

## Enhance Existing Relationships

Your current relationships and partnerships are strengthened through continued appreciation, attention, and engagement. Use the time leading up to **National Prevention Week 2014** to start conversations with current partners about the successes you've had together to date, future collective goals, ways to improve your partnership moving forward, and ways to strengthen your joint initiatives — including your event for **National Prevention Week 2014**.

The following are some ways to acknowledge and thank your partners during **National Prevention Week 2014** so that your partnerships continue to thrive:

- Invite staff from your partner organizations to play an active role in planning your **National Prevention Week 2014** event. Ask members to sit on the event planning committee and have hands-on roles during the event activities.
- Describe your partners' roles in your group's or organization's marketing materials or event promotion.
- Publicly acknowledge your partners' support for your event by including their company logos in all printed materials.
- Hold an awards ceremony in recognition of your partners and present them with certificates or tokens of appreciation.

# Free and Low-Cost Ways to Get the Word Out

When publicizing your **National Prevention Week 2014** event, it's vital to maximize the event's visibility by promoting it to your intended audience effectively. While traditional methods such as media outreach and advertising are popular promotional strategies, you can also spread the word inexpensively by focusing on promotion through local and online resources described below.

Always remember to keep your intended audience in mind. If wide-reaching exposure is your goal, consider a large campaign to spread the word. If you want to focus on reaching a specific population such as a youth audience or community leaders, narrow your outreach efforts to businesses, online networks, websites, and locations that are popular with these specific groups.

## Publicize Your Event Locally

Hosting a **National Prevention Week 2014** event can rally your community around prevention and mental health. By spreading the word locally, you will ensure that your community members are aware of your group's or organization's prevention efforts. Below are some free and low-cost ways to publicize your event within the community and the surrounding area.

**NOTE** – If you team up with local businesses, chambers of commerce, organizations, or community members to publicize your event, be sure to provide them with an ample amount of fliers, information to post on their website or e-newsletter, and a contact number for someone they can turn to if they need more fliers or additional information about your event.

### Local Businesses

In many communities, there are coffee shops, restaurants, salons, grocery stores, bookstores, libraries, the commissary, pharmacies, and other popular places where community members spend time and share information. Brainstorm to identify popular and trusted local businesses in your community, then approach them about helping to promote your event. Can you post fliers in their window or on their announcement board? Can you leave a stack of cards at the check-out counter announcing the event? Do they have a way to reach their customers online — a website, Facebook page, an Instagram account, or e-mail distribution list — and would they be willing to share information about your event there?

## Community Centers and Schools

Is your event geared toward youth? Families? Intergenerational groups? Senior citizens? Community centers and schools can provide ways to spread the word about your event to specific audiences. Make sure to contact the director of the community center or the principal of the school to get approval on publicizing your event within the center or school, and to find out if there are regulations on what materials you can post and where. You may also want to ask if there is an upcoming assembly or gathering where you can make an announcement about your **National Prevention Week 2014** event.

## Places of Worship

Faith-based organizations and places of worship can offer another way to promote your event. You may be able to share fliers or include information about your event in a weekly bulletin or in a congregation's e-newsletter or website. You also may want to reach out specifically to youth groups within the organization. However, be sure to first talk to leadership within the organization or place of worship to ensure that you are following any guidelines and policies they have in place.

## Community Event Calendars

Print and online community events calendars are a great resource for free event promotion. Contact your local newspaper to see if they have a community events calendar. As **National Prevention Week 2014** approaches, request that your event be included in the listings. Be sure to research the deadlines to submit information in advance of your event, and ask about online listings as well. Since you are often given a limited space to describe your event, list the most important details (what, where, when, and why) and provide readers with a website or phone number that they can turn to for more information.

## Word-of-Mouth

Never doubt the power of “word-of-mouth” in gaining your community's attention! Create a telephone or word-of-mouth ‘chain’ — ask your partners to help your group or organization share information about your **National Prevention Week 2014** event by having members volunteer to each call or tell five friends about your event, and ask those five friends to pass the information along to five more friends.

You can also consider connecting with community organizations such as the Rotary Club, Lions Club, Parent-Teacher Association (PTA), Knights of Columbus, or Veterans of Foreign Wars (VFW) to increase your event's visibility. These organizations often have a strong local presence and large membership rosters, providing a powerful voice in the community. Provide volunteers and organizations with a simple card or flier that highlights the information you'd like to share, in addition to a website or phone number that anyone can turn to for more information.

## Social Media Outreach

Facebook, Twitter, YouTube, Instagram, Vine, and other social networking sites can reach a large audience quickly, at minimal or no cost. If your group or organization has accounts with these or other sites, then it's likely that you are already using them to promote your work. If your group or organization doesn't use these sites, think about starting! You can also ask staff members or volunteers who have accounts to help promote the event through their personal profiles.

The following are social media strategies and tools you can use to promote your event. See the [Sample Social Media Content](#) section in “[Working with the Media](#)” for more information and ideas!

### Outreach to Bloggers

Bloggers in your community can be very influential, especially if they have a large or devoted local following. Identify and contact a community blogger who writes about community news or events, and see if he/she would be willing to blog about your **National Prevention Week 2014** efforts. You can also contact bloggers around the country who write about the issues that are central to your group's or organization's work. These bloggers may be willing to cover your **National Prevention Week 2014** event, especially if you've formed a genuine connection by engaging them through their blog on a regular basis. Be sure to supply any blogger you contact with clear, compelling information so that he/she can write an accurate summary of your group's or organization's efforts in the community and upcoming event.

### Facebook

This popular social network, <http://www.facebook.com>, has many options to publicize your event. Start by creating an event page and sending out invitations to your network, as well as to your current and potential partners. Once an event page is created, you can update details on a regular basis and people can ‘Share’ the event with others to spread the word throughout their own networks. Invitees can also respond to the page by letting you know if they plan to attend your event.

You can keep friends, local businesses, and members of the community in the loop about your **National Prevention Week 2014** event by regularly updating your Facebook profile status with new information and event reminders. Include links to your group's or organization's website, as well as the websites of your sponsors or partners. You can also link to partners' and sponsors' Facebook pages by typing their Facebook name in your posts and selecting their pages from the drop down menu. Link to your own Facebook event page in your posts, as well as your group's or organization's Twitter and YouTube pages.

When promoting your event on Facebook, you may want to identify other Facebook users that have shared interests by using the search function and typing in keywords such as “prevention,” “substance abuse,” or “mental health.” You can send “friend” requests to or “like” local members or pages that you think would be interested in promoting your event.

You can also link to the Prevention Pledge on SAMHSA's Facebook page (see “[How to Promote and Support the Prevention Pledge](#)” for more information) to share information about this national commitment to healthy living.

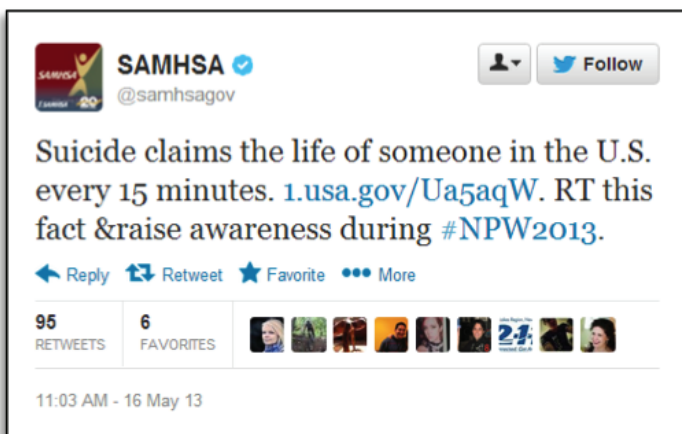
You can now create a #hashtag on Facebook that highlights a key phrase (like your event's name) and consistently attach it to the end of your posts about your **National Prevention Week 2014** event. This #hashtag will enable other Facebook users to easily search for information and updates about your upcoming event. You can also include the **National Prevention Week 2014** #hashtag, **#NPW2014**, to share information about your event.



## Twitter

This social networking and microblogging site, <http://www.twitter.com>, allows for easy updates and information-sharing in 140 characters or less (called “Tweets”). Since you can only include a limited number of characters in each post, focus on a call to action and a positive message, or highlight the most important information about your event. Post information and updates about your event, and link to your organization's or group's website to provide followers with more information.

Consider creating a #hashtag that highlights a key phrase (like your event's name) and consistently attaching it to the end of your tweets about your **National Prevention Week 2014** event. This #hashtag will enable Twitter users to easily search for information and updates about your upcoming event. You can also include the **National Prevention Week 2014** #hashtag, **#NPW2014**, to share information about your event.





## YouTube

This video site, <http://www.youtube.com>, can be used in creative ways to share information about your group or organization, your work in the community, or your upcoming **National Prevention Week 2014** event. You can create a single video or an entire YouTube channel and include promotional commercials, testimonials about your group or organization, or highlights of your event footage (in the preparation stages, or post-event). Whether your video is promotional, informative or educational, it should include information about your upcoming event and encourage others to take action to prevent substance abuse and promote mental health.

Spur your imagination by viewing videos on the SAMHSA YouTube channel. To promote your video, include a link to the YouTube video or YouTube channel in your Facebook posts and tweets, and embed your videos in your group's or organization's website to share your creativity with a larger audience. If your video is 15 seconds or less, you can also upload and share it through your Instagram account.

## SAMHSA's National Prevention Week 2014 Facebook Page

In the months prior to **National Prevention Week 2014**, SAMHSA's Facebook page, <http://www.facebook.com/samhsa>, will feature an interactive tab highlighting the Prevention Pledge (see "[How to Promote and Support the Prevention Pledge](#)" for more information). Visit and "like" SAMHSA's Facebook page to learn more about **National Prevention Week 2014** and the Prevention Pledge, link your group's or organization's Facebook page to this national health observance, and learn what others are doing to participate in the observance.

# Working with the Media

Through media coverage of your event, your group or organization has an opportunity to promote the important prevention work that you do in your community, expand the reach of your message, and spread the word about **National Prevention Week 2014**. The following are helpful tips for telling your story to the local media, along with customizable templates and sample materials you can use to help craft your messages and get the word out.

## Identify the Story You Want to Tell

Effective media coverage is one way to put a “face” or a personal touch on the prevention work that you and others do. Before you begin developing media outreach materials, consider your goals in obtaining media coverage. You may want to receive coverage that focuses primarily on your **National Prevention Week 2014** event; ties into larger initiatives such as the National Prevention Strategy, the White House and SAMHSA-sponsored National Dialogue on Mental Health, or SAMHSA-supported underage drinking Town Hall Meetings; or brings more attention to the work that your group or organization does year-round. By defining your priorities, you will know what to include in all of your outreach materials. In addition, your event’s connection to a national health observance can increase interest for reporters, journalists, writers, and other media professionals who are looking for a “hook,” or reason to write about your event.

## Communicate Your Message Effectively

While working with the media, be prepared to tell your story and respond to questions. All media outreach materials should be concise and persuasive. Media outlets and reporters receive numerous pitches for stories every day, so your materials need to convince reporters quickly and effectively that your event will be a worthwhile story for their paper, blog, or broadcast. Focus on the where, when, and why of your event when creating your outreach materials, and only highlight details that are relevant to current issues in your community. You will have time to share other important information with reporters during a follow-up call, interviews, and when they attend your event.

Another way to effectively communicate your story to the media is to create a set of core messages and incorporate them into all of your media outreach materials. Consider creating two or three short messages that highlight the mission or purpose of your event, your event’s theme, and a call to action. It’s also helpful to create a list of important details to include in all materials — event date, time, location, partners, sponsors, and other pertinent information. Pairing a list of details with your key messages ensures that essential information is included consistently and accurately. Don’t forget to include the overarching **National Prevention Week 2014** theme: **Our Lives. Our Health. Our Future.**

If you or someone you know has personal experience with behavioral health or prevention, you can also offer quotes along with the story or coordinate an interview with the journalist. Make sure to get permission before using a person’s quote or providing their contact information to a journalist for an interview.

Example key messages:

- “[INSERT COMMUNITY NAME]’s **National Prevention Week 2014** Health Fair will bring together health care providers, community service organizations, mental health counselors and treatment facilities on Sunday, May 18th at [INSERT ORGANIZATION] Community Conference Center from 12 pm – 6 pm. The Health Fair will provide the [INSERT COMMUNITY NAME] community with an opportunity to learn more about living a healthy lifestyle, participate in behavioral health screenings, and explore available local resources.”
- “The [INSERT COMMUNITY NAME or ORGANIZATION] **National Prevention Week 2014** Health Fair is hosted by [INSERT ORGANIZATION] and sponsored by [INSERT SPONSOR(S)]. [INSERT ORGANIZATION] encourages you to lead by example in your community and talk to others about healthy choices!”

These key messages will serve as a base for all of your outreach materials. Although you do not need to repeat them word-for-word in all of your outreach, the messages will keep your communication on track and consistent.

## Create a Media List and Contact the Media

Promoting and publicizing your event may organically generate media interest, but the best way to receive coverage is to contact media outlets and reporters directly to let them know about your **National Prevention Week 2014** activities. It’s also important to be strategic and create a media list that targets those most likely to cover your event.

When drafting your media list, familiarize yourself with media outlets in your area and the reporter(s) who are responsible for specific “beats,” or topics. Reporters who focus specifically on your community’s or neighborhood’s news will likely cover your event, especially if it involves a large part of the community (like a rally, sporting event, or community clean-up). Reporters who cover health or public safety may be interested in your event if it focuses on healthy living and educating the public (like a community walk/run/bike ride, health fair, or field day). If your event involves elected officials or local leaders (like a town hall or Mayor’s lunch), news and political reporters may also be interested.

Your media list should include the following outlets:

- City-wide daily print newspapers;
- Community print newspapers (weekly or monthly distribution);
- Local online-only newspapers;
- Local TV news stations;
- Local radio stations;
- Community blogs and bloggers;
- Community print or online newsletters; and/or
- Community or neighborhood online forums.

Send your carefully tailored outreach materials via e-mail to the reporters that are most likely to cover your event. Most print and online newspapers provide reporters’ e-mail addresses in their bylines or at the end of articles. If their e-mail addresses aren’t listed, or you are trying to reach TV or radio reporters, search the outlets’ websites under ‘Staff,’ ‘Contact Us’ or ‘Directory’ links. You can also try calling reporters directly, but because reporters are often out of the office investigating and reporting on stories, e-mail is generally the best way to reach them.

## Create Media Outreach Materials

Different types of outreach materials are used for different media outlets in different situations. Below are explanations and templates that may help you create your own outreach communications. Make sure your materials contain essential event details; incorporate your key messages; include information about **National Prevention Week 2014** and its theme, **Our Lives. Our Health. Our Future.** and provide contact information and/or additional resources so reporters can follow-up on the story. Consider using a mix of these outreach methods to grab the media's attention.

### Pitch Points or the “Elevator Pitch”

Pitch points are sometimes called an “elevator pitch” — what would you say about your group or organization if you had only an elevator ride to sell your story? What are the three or four most compelling points you can share that will make someone want to learn more? Everyone in your group or organization should be familiar with your “elevator pitch” and able to explain your goals and mission, as well as the key facts and rationale behind your **National Prevention Week 2014** event. The “elevator pitch” is not only useful for quickly describing your story to media personnel, but it's also a way to share the most important information about your group or organization to potential partners.

### Social Media Content

Facebook, Twitter, YouTube, Instagram, and other social networking sites can help you reach your audience quickly and with limited resources. By posting updates either through your group's or organization's accounts, or your own account, you can help to spread information about your event and **National Prevention Week 2014**. See the [Social Media Outreach](#) section in “[Free and Low-Cost Ways to Get the Word Out](#)” for more information and ideas.

**Timeframe:** Begin posting about your **National Prevention Week 2014** event on Facebook, Twitter, and other social media platforms as soon as you confirm a date and location. As planning progresses, post more details to generate buzz about your event. In the two months leading up to your event, post on a weekly basis, and in the final week, post frequent reminders. Consider encouraging partner organizations and sponsors to post reminders on their social media profiles as well within the final week. Be sure to update your Facebook and Twitter statuses regularly, and remember to cross-promote all of your social media content.

## Live-Read Radio Scripts

Live-read radio scripts are a type of Public Service Announcement (PSA) that can be distributed to radio stations and read by disc jockeys (DJs) on-air. Radio stations often announce live-read radio scripts in conjunction with upcoming community events or campaigns, and these scripts can be customized to fit your group's or organization's needs. When submitting a live-read radio script, include a cover letter with your contact information that explains the importance of your event, provides key information and event details, and includes an overview of **National Prevention Week 2014**.

**Send your scripts to:** Local radio stations that you've identified as appropriate for your intended audience. Contact the stations directly to find out to whom you should send the live-read radio scripts, and the preferred format of the files. Work with the station to have your scripts read during relevant programming; you can ask to speak to a marketing or programming director who can help you pinpoint the best programming segments available.

**Timeframe:** Contact the stations two to three months before your event to make sure they can fit your live-read scripts into their schedule. Ask the radio stations to play your scripts during the two to three weeks leading up to your **National Prevention Week 2014** event.

## Op-ed

An op-ed is an excellent way to educate readers about an issue, and can be featured in traditional print media like your local newspaper, as well as in online publications. It's important to recognize that publications often have strict guidelines for op-ed submissions, such as length restrictions, and submission does not guarantee that the op-ed will be published.

Your op-ed should speak about issues that are important to you, as well as to the community, including references to local statistics. It should be informative and well-written, but also have a personal tone so that readers connect to the message you are trying to convey. Your op-ed should be relevant to those who read it, so consider writing about topics such as: the direct impact of substance abuse on your community, citing statistics and featuring personal profiles; the positive ways that local youth groups help prevent substance abuse and promote mental health by providing alternative activities for youth, quoting local leaders and youth; or the need for more suicide prevention education, training, awareness and resources based on a recent local tragedy.

**Send your op-ed to:** The local publication that best fits with the message you are trying to convey and ultimately provides maximum readership. Contact the editor of the Opinion page or identify the best person to talk to about placing an op-ed. Before you submit your op-ed, research the publication's entry deadlines, word count minimums or maximums, and submission format guidelines.

**Timeframe:** Carefully time the submission of your op-ed to allow it to be published approximately three to four weeks before your **National Prevention Week 2014** event. If you have questions about timing or length requirements, contact the Opinion page editor approximately two to three months before you hope to have your op-ed published. Send a follow-up e-mail to the editor one week after you've submitted your op-ed.

## Media Alert

Think of a media alert as an invitation to your **National Prevention Week 2014** event. It should be straightforward and brief and include the basic details of the event. A media alert notifies reporters about your event and may serve as a reminder if they have heard about it through your promotion efforts.

**Send your media alert to:** Reporters and editors whom you've identified as those likely to be engaged in your event, as well as a broader list of reporters and editors who cover general news stories and happenings in the community.

**Timeframe:** Send a media alert out two to three weeks before your event as a notice to reporters that your event is coming up!

## Press Release

A press release covers basic information about your event and introduces a reporter or editor to your group or organization. When writing a press release, imagine that the reporter may only read the first few sentences: meaning you should begin with the most important information, such as the where, when, and why of your event, in the first two sentences and place minor details at the end. This type of outreach should be informative and interesting, making the reporter want to learn more about your event. A sample press release that was written by one community for **National Prevention Week 2013** is provided on the next page.

**Send your press release to:** Reporters and editors whom you've identified as those likely to be engaged in your event based on topics and issues they cover in your community or write about on a regular basis.

**Timeframe:** Send a press release out a week before your event to give reporters time to research your organization, schedule interviews and plan to attend your event. Note that the press release is 'under embargo' until the day before your event. This means that reporters can use the information to prepare a story about the event, but cannot release the information to the public until the day before the event (when the embargo ends).

## Mark National Prevention Week by posting your prevention messages, photos

Daily Herald

May 6, 2013

The Prevention Services program of the Lake County Health Department/Community Health Center and its community coalition partners are marking National Prevention Week, May 12-18, with the promotion “Your voice. Your choice. Make a difference.” The theme, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), emphasizes that the prevention of substance abuse and the promotion of mental health starts with choices each of us makes in our own lives.

All Lake County residents are invited to participate in the promotion. To participate, take a photograph of yourself or of a group of your friends/colleagues holding a sign with your personal message about why substance abuse prevention or mental health is important to you. You can download the formatting for this sign at: <http://www.samhsa.gov/preventionweek/ichooseproject/poster.aspx>. You can post your photo on the Health Department Facebook page: <http://www.facebook.com/healthdepartment> or on the Substance Abuse and Mental Health Services web page just listed.

The Health Department invites you to celebrate National Prevention Week with your family and in your community. Reach out to local community groups working on reducing youth substance use, including the Lake County Underage Drinking and Drug Prevention Task Force, Coalition for Healthy Communities, ELA Coalition Against Youth Substance Abuse, Barrington Area Drug Prevention Coalition, Parents The Anti-Drug, Mundelein Stand Up, and Lake Forest/Lake Bluff Speak Up! Connect to more resources at: <http://www.samhsa.gov/preventionweek/>.

## Media Kit

A media kit is designed and packaged for journalists who may attend your event and want background information on your group or organization, your event, and **National Prevention Week 2014**. Include in your media kit all the information someone would need to write a complete story on your organization and event: media materials you prepared (including the press release and/or media alert), brochures and fact sheets, your group or organization’s annual report, photos, and contact information. These documents should be neatly placed into a folder and can be sent to the media before your event or handed out during the event. If reporters are on a tight deadline or are unable to conduct a full interview during your event, a media kit is the best way to share a large amount of information with them quickly.

**Send your media kit to:** Reporters who have expressed interest in your event or responded to your outreach efforts but are unable to attend your event.

**Timeframe:** Provide media kits to all reporters and media personnel who attend your event.

# Media Communication Samples and Templates

## Sample Live-Read Radio Scripts

### **:30 live-read radio script**

We all have a role to play in preventing substance abuse and promoting mental health in our communities. Your future is in your hands — what do you want it to look like? Join the conversation as you and others in **[INSERT COMMUNITY]** make healthy choices during National Prevention Week 2014, May 18-24. Visit <http://www.samhsa.gov> to learn more. Sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

### **:20 live-read radio script**

We're faced with decisions every day, and few are as important as the ones we make about our body and mind. When it comes to being healthy, our choices make a big difference for our lives and our futures. Help prevent substance abuse and promote mental health by joining in during National Prevention Week 2014. Sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

### **:15 live-read radio script**

May 18 to 24 is National Prevention Week 2014. Our futures are shaped by the choices we make. Take part in activities in **[INSERT COMMUNITY]** to prevent substance abuse and promote positive mental health, and help change lives. Sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

### **:15 live-read radio script**

National Prevention Week 2014 is May 18th through the 24th. It's a time to help prevent mental and substance use disorders before they start. Visit [www.samhsa.gov](http://www.samhsa.gov) for more information. Sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

### **:10 live-read radio script**

May 18 to 24 is National Prevention Week 2014, sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.

### **:10 live-read radio script (to use during the week of May 18-24)**

Don't forget, this week is National Prevention Week 2014, sponsored by the Substance Abuse and Mental Health Services Administration and **[INSERT ORGANIZATION]**.



## Sample Op-ed – Tobacco

*The following is an example of an op-ed.*

Word count: [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 526]

### Take Responsibility to Prevent Tobacco Use in Our Community – It’s Our Health, Our Future

Smoking is the nation’s largest preventable cause of disease and death.<sup>1</sup> Tobacco use has many proven health risks, including addiction and increased risk of cancer, stroke, reproductive health problems, and death. Tobacco use also exposes others to the harmful effects of secondhand smoke. These health issues are preventable, and prevention strategies focused on adolescents can reduce youth smoking and decrease the number of young people who will be smokers as adults. According to statistics compiled by the Substance Abuse and Mental Health Services Administration (SAMHSA) in 2012, more than one in four people aged 12 or older used a tobacco product in the past month. Estimates show that approximately 6,400 persons aged 12 or older initiate tobacco use each day. Approximately 2.3 million people, about half of whom were under age 18, smoked their first cigarette in 2012.<sup>2</sup>

Data also indicate that some declines in tobacco use are occurring among youth:

- Rates of past month cigarette use among full-time college students declined more than 10 percent between 2002 and 2012 (from 32.6 to 21.3 percent).
- During the same time period, daily cigarette use declined among current smokers aged 12 to 17 (from 31.8 to 22.0 percent) and those aged 18 to 25 (from 51.8 to 45.1 percent).<sup>3</sup>

Tobacco prevention and cessation efforts help young people make healthy decisions. Prevention programs in [INSERT COMMUNITY] are an example of successful prevention work. [INSERT LOCAL STATISTIC, E.G., NUMBER OF TOBACCO-FREE FACILITIES IN THE COMMUNITY, RATES OF TOBACCO CESSATION IN YOUR COMMUNITY, RESULTS OF LOCAL MASS MEDIA CAMPAIGN]. Community members can be a part of prevention by promoting existing tobacco prevention initiatives, identifying prevention and cessation resources and support systems for young people and adults, and raising awareness about the importance of preventing and quitting tobacco use. Everyone can make a difference in our community.

On [INSERT DATE], [INSERT ORGANIZATION] will host the “Our Lives. Our Health. Our Future.” Health Fair at [INSERT LOCATION] at [INSERT TIME] as part of National Prevention Week 2014. This event will bring the community together with [community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]. The event is a great opportunity for members of [INSERT COMMUNITY] to raise awareness about tobacco prevention and cessation efforts, as well as resources the community has to offer. This health fair will emphasize healthy choices and show how we as a community can make a meaningful difference in our own lives and community.

[INSERT NAME] is the [INSERT TITLE] of the [INSERT ORGANIZATION] in [INSERT CITY/TOWN/COMMUNITY]. He/She can be reached at [INSERT E-MAIL] or [INSERT PHONE NUMBER].

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<sup>1</sup>Centers for Disease Control and Prevention. (2011). Vital Signs: Adult Smoking in the US. Retrieved November 30, 2012, from <http://www.cdc.gov/vitalsigns/AdultSmoking>.

<sup>2</sup>Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved September 25, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

<sup>3</sup>Ibid.

## Sample Op-ed – Underage Drinking

*The following is an example of an op-ed.*

**Word count:** [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 593]

### **It's Up to All of Us to Prevent Underage Drinking in Our Community**

Although the legal drinking age in the U.S. is 21, close to one quarter of youth aged 12 to 20 (24.3 percent) drank alcohol in 2012.<sup>1</sup> The consequences of underage drinking can be calamitous; each year, 4,700 people under age 21 die from homicides, suicides, car crashes, and drowning related to drinking alcohol.<sup>2</sup> Furthermore, underage drinking is a problem shared by all communities. Underage drinking happens, but the good news is it's also preventable.

Many are familiar with media campaigns, such as the Office of National Drug Control Policy's (ONDCP) *Above the Influence* campaign and the Substance Abuse and Mental Health Services Administration's (SAMHSA) underage drinking campaign *Talk. They Hear You.*, that counteract the negative advertising that bombards youth every day. While these campaigns are incredibly important and effective, kids also deserve to hear these messages from people they know and who care about them, rather than just from the media. Just talking to youth about substance use and abuse and being involved in their lives can make a difference:

- Youth aged 12 to 17 who believe their parents would strongly disapprove of their using a substance are less likely to use that substance than are youth who believe their parents would somewhat disapprove or neither approve nor disapprove.
- Youth aged 12 to 17 whose parents always or sometimes engage in monitoring behaviors — like helping with homework — binge drink, use illicit drugs, and smoke cigarettes less frequently than those whose parents seldom or never engage in such behaviors.<sup>3</sup>

Every day, parents, caregivers, educators, and community leaders in [INSERT COMMUNITY] can make a difference by having conversations with youth about substance use, and modeling healthy choices. [INSERT LOCAL STATISTIC, E.G., NUMBER OF LOCAL YOUTH DRINKING UNDERAGE OR ADMITTED TO TREATMENT FACILITIES, NUMBER OF INJURIES/DEATHS RESULTING FROM UNDERAGE DRUNK DRIVING ACCIDENTS]. As individuals and a community, we can help prevent underage drinking by being involved in young people's lives; identifying resources, support systems, and alternatives for youth in the community; and raising awareness about the importance of prevention.

On [INSERT DATE], [INSERT ORGANIZATION] will host the "Our Lives, Our Health, Our Future." Health Fair at [INSERT LOCATION] at [INSERT TIME] as part of National Prevention Week 2014. This event will bring the youth of the community and their caregivers together with [community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]. This event is a great opportunity for members of [INSERT COMMUNITY] to raise awareness about this important issue, emphasize healthy choices, and support each other in making a meaningful difference in our own lives, our children's lives, and our community.

[INSERT NAME] is the [INSERT TITLE] of the [INSERT ORGANIZATION] in [INSERT CITY/TOWN/COMMUNITY]. He/She can be reached at [INSERT E-MAIL] or [INSERT PHONE NUMBER].

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<sup>1</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved September 25, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

<sup>2</sup> Centers for Disease Control and Prevention. (2012). Alcohol Related Disease Impact (ARDI) application. Retrieved October 7, 2013, from [http://apps.nccd.cdc.gov/DACH\\_ARDI/Default.aspx](http://apps.nccd.cdc.gov/DACH_ARDI/Default.aspx).

<sup>3</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved September 25, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

## Sample Op-ed – Illicit and Prescription Drugs

*The following is an example of an op-ed.*

Word count: [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 597]

### The Time Is Now to Prevent Drug Use Issues in Our Community – It's Our Health, Our Future

Marijuana use and prescription drug abuse are widespread problems in the United States. In 2012, 18.9 million people aged 12 or older used marijuana, and approximately one in four of them used marijuana on a daily or almost daily basis. In addition, an estimated 8.9 million people aged 12 or older used other illicit drugs in the past month, most commonly prescription drugs for nonmedical purposes.<sup>1</sup> Use and abuse of illicit and prescription drugs can result in short term side effects, including hallucinations, dangerous levels of dehydration and overheating, and feelings of sadness, anxiety and depression. Their use also carries long-term consequences, such as liver and lung disease, heart failure, coma, and death.<sup>2</sup>

A serious concern is that usage trends show some increases, specifically among young adults:

- Since 2006, there has been a 74.2 percent increase in the number of people aged 12 or older who used marijuana on a daily or almost daily basis in the past year.
- In 2012, young adults aged 18 to 25 years old were more than twice as likely as people aged 12 to 17 and 26 years and older to have used illicit drugs in the past month. The rate of use among 18 to 25 year olds (21.3 percent) has also risen over the past 10 years.<sup>3</sup>
- **[INSERT LOCAL STATISTIC, E.G., RATES OF MARIJUANA USE OR PRESCRIPTION DRUG ABUSE AMONG YOUNG ADULTS IN YOUR COMMUNITY].**

[INSERT COMMUNITY] can help change these numbers. Statistics show that a person's willingness and ability to use illicit drugs is directly impacted by the attitudes and actions of friends and relatives. Over 50 percent of people aged 12 or older in 2011-2012 who used pain relievers nonmedically in the past year got them from a friend or relative. Furthermore, in the past year, youth aged 12 to 17 who believed their parents would strongly disapprove of their using specific substances were less likely to use those substances.<sup>4</sup> Even one person's actions can have an important effect on a loved one's health and future.

To learn more about what you can do to prevent drug use and prescription drug abuse, attend [INSERT ORGANIZATION]'s "Our Lives. Our Health. Our Future." Health Fair at [INSERT LOCATION] on [INSERT DATE, TIME]. This event – scheduled during National Prevention Week 2014 – will bring the community together with [community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]. This event is a great opportunity for members of [INSERT COMMUNITY] to work together to raise awareness about prescription drug abuse and marijuana use, as well as the resources our community has to offer. The health fair will emphasize healthy choices and show how we as a community can make a meaningful difference in our own lives and in our community.

[INSERT NAME] is the [INSERT TITLE] of the [INSERT ORGANIZATION] in [INSERT CITY/TOWN/COMMUNITY]. He/She can be reached at [INSERT E-MAIL] or [INSERT PHONE NUMBER].

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<sup>1</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved September 25, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

<sup>2</sup> Above the Influence.com. (n.d.). Drug Facts. Retrieved November 19, 2012, from <http://www.abovetheinfluence.com/facts/drugfacts>.

<sup>3</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved October 17, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

<sup>4</sup> Ibid.

## Sample Op-ed – Alcohol Abuse

*The following is an example of an op-ed.*

**Word count:** [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 574]

### **Help Make Alcohol Abuse in Our Community a Thing of the Past – It’s Our Health, Our Future**

Alcohol abuse is a widespread issue in the United States. In 2012, 17.7 million people aged 12 and older were classified with alcohol dependence or abuse in the past year.<sup>1</sup> Even though it’s legal for individuals aged 21 and older to purchase and drink alcohol, many consume alcohol at levels that pose safety and health risks to themselves and others. Excessive alcohol use can lead to serious health problems including diabetes, cardiovascular problems and chronic disease; it’s also associated with approximately 80,000 deaths per year.<sup>2,3</sup>

To prevent alcohol abuse, it’s important to recognize that alcohol use tends to begin at an early age:

- In 2012, the majority (58.3 percent) of people who tried alcohol for the first time were younger than age 18.
- Adults aged 21 or older who had first used alcohol at age 14 or younger were more than seven times as likely to be classified with alcohol dependence or abuse than adults who had their first drink at age 21 or older (15.2 vs. 2.1 percent).<sup>4</sup>

There’s no better time than right now for parents, educators, and community leaders in [INSERT COMMUNITY] to have open conversations about alcohol use and abuse, and to model healthy choices for our young people. [INSERT LOCAL STATISTIC, E.G., NUMBER OF PERSONS ADMITTED TO TREATMENT FACILITIES, NUMBER OF INJURIES/DEATHS ASSOCIATED WITH ALCOHOL USE]. Parents and role models’ behavior makes a big difference in curbing alcohol use that could turn into alcohol abuse later in life. For example, youth aged 12 to 17 who believed their parents would strongly disapprove of their using specific substances, such as alcohol, were less likely to use those substances.<sup>5</sup> Even one person’s actions can have an important effect on a loved one’s health and future.

To learn more about what you can do to prevent alcohol abuse, attend [INSERT ORGANIZATION]’s “Our Lives. Our Health. Our Future.” Health Fair at [INSERT LOCATION] on [INSERT DATE, TIME]. This event – scheduled during National Prevention Week 2014 – will bring the community together with [community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]. The event is a great opportunity for members of [INSERT COMMUNITY] to work together to raise awareness about alcohol abuse and the resources our community has to offer. The health fair will emphasize healthy choices and show how we as a community can make a meaningful difference in our own lives and in our community.

[INSERT NAME] is the [INSERT TITLE] of the [INSERT ORGANIZATION] in [INSERT CITY/TOWN/COMMUNITY]. He/She can be reached at [INSERT E-MAIL] or [INSERT PHONE NUMBER].

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<sup>1</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved September 25, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

<sup>2</sup> U.S. Centers for Disease Control and Prevention (CDC). Alcohol-Related Disease Impact (ARDI). Atlanta, GA: CDC. [http://apps.nccd.cdc.gov/DACH\\_ARDI/Default/Default.aspx](http://apps.nccd.cdc.gov/DACH_ARDI/Default/Default.aspx).

<sup>3</sup> National Institute on Drug Abuse (NIDA). (2012). Medical consequences of drug abuse. Committee on the Prevention of Mental Disorders and Substance Abuse among Children, Youth, and Young Adults: Research Advances and Promising Interventions. Retrieved March, 25, 2011, from <http://drugabuse.gov/consequences>.

<sup>4</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Summary of National Findings*, NSDUH Series H-44, HHS Publication No. (SMA) 12-4713. Rockville, MD. Retrieved September 25, 2013, from <http://www.samhsa.gov/data/NSDUH/2012SummNatFindDetTables/NationalFindings/NSDUHresults2012.htm>.

<sup>5</sup> Ibid.

## Sample Op-ed – Suicide

*The following is an example of an op-ed.*

**Word count:** [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 529]

### Help Prevent Suicide in Our Community – It’s Our Health, Our Future

In 2011, suicide accounted for more than 38,000 deaths in the United States, claiming the life of someone approximately every 14 minutes.<sup>1,2</sup> While suicide can occur across people of all ages, genders, ethnicities, and backgrounds, certain groups are more at risk than the general population. Statistics compiled by the Substance Abuse and Mental Health Services Administration (SAMHSA) highlight three disproportionately affected groups—young adults, individuals experiencing substance use issues in the past year, and American Indian/Alaska Natives. In 2012:

- The percentage of adults having serious thoughts of suicide was highest among young people aged 18 to 25 (7.2 percent).
- 2.6 million adults aged 18 or older with substance dependence or abuse had serious thoughts of suicide in the past year.
- American Indian/Alaska Natives were more likely than other racial/ethnic groups to have serious thoughts of suicide in the past year.<sup>3</sup>

Individuals in these at-risk categories live in [INSERT COMMUNITY]. [INSERT LOCAL STATISTIC, E.G., LOCAL SUICIDE ATTEMPT OR COMPLETION RATES; NUMBER OF YOUTH, PERSONS WITH SUBSTANCE USE ISSUES IN THE PAST YEAR, AMERICAN INDIAN/ALASKA NATIVES IN THE COMMUNITY]. Everyone, including family members, friends, teachers, caregivers, and local organizations, can influence suicide prevention efforts within the community. From learning the warning signs for suicide and ways to interact with someone with suicidal thoughts, to organizing trainings on intervention skills for key caregivers and educators, to expanding suicide awareness in the workplace—everyone can take action.

To learn more about preventing suicide, community members are invited to attend [INSERT ORGANIZATION]’s “Our Lives. Our Health. Our Future.” Health Fair at [INSERT LOCATION] on [INSERT DATE, TIME] as part of SAMHSA’s National Prevention Week 2014. This event will bring the community together with [community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]—individuals prepared to share their experiences, guidance, and resources on suicide prevention and awareness. This is a great opportunity for members of [INSERT COMMUNITY] to work together to raise awareness about suicide prevention and resources the community has to offer, to emphasize healthy choices, and to help each other take meaningful action to make a difference in our own lives and in our community.

[INSERT NAME] is the [INSERT TITLE] of the [INSERT ORGANIZATION] in [INSERT CITY/TOWN/COMMUNITY]. He/She can be reached at [INSERT E-MAIL] or [INSERT PHONE NUMBER].

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<sup>1</sup> Centers for Disease Control and Prevention (CDC). (2012). Deaths: Preliminary Data for 2011. *National Vital Statistics Report*, 61(6). Retrieved November 19, 2012, from [http://www.cdc.gov/nchs/data/nvsr/nvsr61/nvsr61\\_06.pdf](http://www.cdc.gov/nchs/data/nvsr/nvsr61/nvsr61_06.pdf).

<sup>2</sup> Centers for Disease Control and Prevention (CDC). (2010). Web-based Injury Statistics Query and Reporting System (WISQARS) (Online). Available from <http://www.cdc.gov/injury/wisqars/index.html>. As cited in Centers for Disease Control and Prevention (CDC). (2012). Suicide: Facts at a Glance. Retrieved October 3, 2013, from [http://www.cdc.gov/violenceprevention/pdf/Suicide\\_DataSheet-a.pdf](http://www.cdc.gov/violenceprevention/pdf/Suicide_DataSheet-a.pdf).

<sup>3</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Mental Health Findings*. NSDUH Series H-47, HHS Publication No. (SMA) 13-4805. Rockville, MD: Substance Abuse and Mental Health Services Administration. Retrieved March 17, 2014, from [http://www.samhsa.gov/data/NSDUH/2k12MH\\_FindingsandDetTables/2K12MHF/NSDUHmhfr2012.htm](http://www.samhsa.gov/data/NSDUH/2k12MH_FindingsandDetTables/2K12MHF/NSDUHmhfr2012.htm).

## Sample Op-ed – Mental Health

*The following is an example of an op-ed.*

**Word count:** [INSERT FINAL WORD COUNT OF OP-ED TEXT, e.g., 735]

### **Promoting Mental Health in Our Community Is Up to All of Us – It’s Our Health, Our Future**

In the past year, an estimated one in five (or 43.7 million) people aged 18 or older in the U.S. had a mental illness; including mood, anxiety, and eating disorders.<sup>1</sup> Among adults reporting a mental, emotional, or behavioral disorder during their lifetime, more than half report that the disorder started in childhood or adolescence.<sup>2</sup> These statistics underscore the importance of promoting overall psychological well-being and recognizing and supporting positive characteristics, such as the ability to manage stress, demonstrate flexibility under changing conditions, and bounce back from adverse situations.

By talking about mental health and modeling healthy behaviors, individuals and communities can help prevent mental health issues and other behaviors that can accompany them, such as substance use. Statistics compiled by the Substance Abuse and Mental Health Services Administration (SAMHSA) indicate that:

- Among the 43.7 million adults aged 18 or older with a mental illness in 2012, nearly one in five (19.2 percent) also met criteria for substance dependence or abuse.<sup>3</sup>
- In 2012, adults aged 18 or older with a serious mental illness were more likely to smoke cigarettes in the past year than those who did not have a mental illness (45.4 vs. 25.0 percent).<sup>4</sup>
- **[INSERT LOCAL STATISTIC, E.G., NUMBER OF YOUNG PERSONS WITH ANY MENTAL ILLNESS, NUMBER OF ADMITTANCES TO MENTAL HEALTH TREATMENT FACILITIES].**

There are many simple ways for individuals and communities to promote mental health in all aspects of daily life. It’s important for parents, educators, and community leaders in **[INSERT COMMUNITY]** to learn about the risk and protective factors that affect healthy development. Equally important is having open conversations, especially with youth and young adults, about the importance of mental health. Everyone can make a difference, from creating and maintaining a safe home environment where children feel comfortable sharing problems; to developing strategies to communicate publicly the importance of mental health and the value of preventive services; to training supervisors in the workplace to recognize signs of mental illness and refer people to services that can help.

To learn more about promoting mental health, attend **[INSERT ORGANIZATION]**’s “Our Lives. Our Health. Our Future.” Health Fair at **[INSERT LOCATION]** on **[INSERT DATE, TIME]**. This event – scheduled during National Prevention Week 2014 – will bring the community together with **[community leadership, educators, health care providers, substance abuse prevention and treatment specialists, representatives from local recreational centers, intramural sports leagues, youth groups and faith-based organizations]**. This event is a great opportunity for members of **[INSERT COMMUNITY]** to work together to promote mental health. By emphasizing healthy choices and learning about available resources, we can make a meaningful difference in our own lives and in the lives of others in our community.

**[INSERT NAME]** is the **[INSERT TITLE]** of the **[INSERT ORGANIZATION]** in **[INSERT CITY/TOWN/COMMUNITY]**. He/She can be reached at **[INSERT E-MAIL]** or **[INSERT PHONE NUMBER]**.

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<sup>1</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Mental Health Findings*. NSDUH Series H-47, HHS Publication No. (SMA) 13-4805. Rockville, MD: Substance Abuse and Mental Health Services Administration. Retrieved March 14, 2014, from [http://www.samhsa.gov/data/NSDUH/2k12MH\\_FindingsandDetTables/2K12MHF/NSDUHmhfr2012.htm#sec2-1](http://www.samhsa.gov/data/NSDUH/2k12MH_FindingsandDetTables/2K12MHF/NSDUHmhfr2012.htm#sec2-1).

<sup>2</sup> Kessler, R. C., Berglund, P., Demler, O., Jin, R., Merikangas, K. R., & Walters, E. E. (2005). Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey Replication. *Archives of General Psychiatry*, *62*(6), 593–602.

<sup>3</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Mental Health Findings*. NSDUH Series H-47, HHS Publication No. (SMA) 13-4805. Rockville, MD: Substance Abuse and Mental Health Services Administration. Retrieved March 17, 2014, from [http://www.samhsa.gov/data/NSDUH/2k12MH\\_FindingsandDetTables/2K12MHF/NSDUHmhfr2012.htm](http://www.samhsa.gov/data/NSDUH/2k12MH_FindingsandDetTables/2K12MHF/NSDUHmhfr2012.htm).

<sup>4</sup> Substance Abuse and Mental Health Services Administration. (2013). *Results from the 2012 National Survey on Drug Use and Health: Mental Health Findings*. NSDUH Series H-47, HHS Publication No. (SMA) 13-4805. Rockville, MD: Substance Abuse and Mental Health Services Administration. Retrieved March 13, 2014, from [http://www.samhsa.gov/data/NSDUH/2k12MH\\_FindingsandDetTables/MHDT/NSDUH-MHDetTabsSect1peTabs2012.htm#Tab1.14B](http://www.samhsa.gov/data/NSDUH/2k12MH_FindingsandDetTables/MHDT/NSDUH-MHDetTabsSect1peTabs2012.htm#Tab1.14B).



## Sample Media Alert

*The following is an example of a media alert.*

FOR IMMEDIATE RELEASE

### **COMMUNITY TAKES ACTION TO PREVENT SUBSTANCE ABUSE AND IMPROVE MENTAL HEALTH WITH [INSERT EVENT]**

**WHAT:** To raise awareness in the community that substance abuse is an issue that affects everyone, [INSERT ORGANIZATION] will host [INSERT EVENT]. At the event, [INSERT ONE OR TWO LINES WITH MORE DETAILS ABOUT EVENT].

[INSERT ORGANIZATION] is hosting its [INSERT EVENT] as part of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) National Prevention Week 2014, a time for communities to come together and focus on the importance of preventing substance abuse and promoting mental health. National Prevention Week echoes a key message of the U.S. Surgeon General's National Prevention Strategy, emphasizing that prevention should be woven into all aspects of our lives — including where and how we live, learn, work, and play — and that everyone has a role in creating a healthier nation. The [INSERT EVENT] is sponsored by [LIST LOCAL PARTNERS/SPONSORS].

**WHO:** [INSERT LOCAL OFFICIALS, LEADERS, BUSINESS FIGURES, ETC. WHO WILL ATTEND THE EVENT – If this information is not confirmed at time of release, insert last sentence in preceding paragraph about event partners/sponsors]

**WHY:** Alcohol abuse, illicit drug use, and prescription drug abuse are widespread issues that affect individuals, families, and communities. Nearly 60 million Americans participated in binge drinking at least once in the last 30 days, consuming five or more drinks in one sitting, and 69.5 million Americans currently (in the past month) use tobacco—cigarettes, cigars, pipes, or chew. In addition, 23.9 million Americans used illicit drugs in the past month. Mental illnesses are the most common cause of disability in the United States. [INSERT RELEVANT AND TIMELY STATISTICS ABOUT YOUR COMMUNITY] But there's hope, and efforts that focus on prevention and promote well-being — like [INSERT EVENT] — result in healthier living for individuals and stronger communities for everyone.

[INSERT ORGANIZATION] and [INSERT PARTNERS/SPONSORS] have come together to host [INSERT EVENT] as part of National Prevention Week 2014 and embrace the national theme “Our Lives. Our Health. Our Future.” This health observance recognizes the important role that each of us has in maintaining a healthy life and ensuring a productive future. Preventing substance abuse and supporting mental health starts with the choices people make every day, such as the decision not to smoke, try an illicit drug, or drink alcohol in excess. These important choices, combined with conversation and dialogue, help raise awareness of behavioral health issues and change lives.

**WHEN:** [INSERT DATE AND EXACT TIME OF EVENT]

**WHERE:** [INSERT LOCATION, INCLUDING EXACT ADDRESS]

**MEDIA CONTACT:** [INSERT NAME, ORGANIZATION]

**Phone:** [INSERT NUMBER]

**E-mail:** [INSERT E-MAIL]



## Sample Press Release

*The following is an example of a press release.*

FOR IMMEDIATE RELEASE

Contact: **[INSERT NAME, ORGANIZATION]**

Phone: **[INSERT NUMBER]**

E-mail: **[INSERT E-MAIL]**

**[INSERT ORGANIZATION] HOSTING [INSERT EVENT] TO STRENGTHEN COMMUNITY,  
PREVENT SUBSTANCE ABUSE, AND PROMOTE MENTAL HEALTH**

**[INSERT ORGANIZATION]** will be hosting a **[INSERT EVENT]** at **[INSERT LOCATION]** on **[INSERT DATE]** as part of National Prevention Week 2014, a national health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. National Prevention Week echoes a key message of the U.S. Surgeon General's National Prevention Strategy, emphasizing that prevention should be woven into all aspects of our lives — including where and how we live, learn, work, and play — and that everyone has a role in creating a healthier nation. The **[INSERT EVENT]** will **[BRIEFLY DESCRIBE EVENT]**.

**[INSERT ORGANIZATION]** recognizes that the choices people make and the conversations they have in their everyday lives are key to healthy communities and futures. To encourage healthy living and decision-making, **[INSERT ORGANIZATION]** is partnering with **[PARTNER ORGANIZATION(S)]** to host **[EVENT]**. The **[EVENT]** will provide members of the community with **[DESCRIBE HOW THE EVENT WILL SERVE THE COMMUNITY – EDUCATE, SHOWCASE LOCAL RESOURCES, RAISE AWARENESS, ETC.]**.

**[INSERT ORGANIZATION]** is proud to be one of many organizations around the country that are encouraging people to make a difference in their communities and lives as part of the Substance Abuse and Mental Health Services Administration's (SAMHSA's) National Prevention Week 2014. During this week, **[INSERT ORGANIZATION]** will recognize important prevention successes, focus on areas that need improvement, and build bridges to partners who care deeply about creating a better community.

**[INSERT INFORMATION ABOUT YOUR ORGANIZATION AND YOUR MISSION, YOUR WORK IN THE COMMUNITY, ETC. – NO LONGER THAN ONE PARAGRAPH]**.

###

If you would like more information about **[INSERT ORGANIZATION]** and the **[INSERT EVENT]**, or to schedule an interview, please contact **[INSERT FULL NAME, TITLE,]** at **[INSERT PHONE NUMBER]**.

## Sample Social Media Content

### Facebook Content

You should plan to post at least once per week, although more posts are encouraged.

Date to Post	Facebook Status Update Suggestions
March 24 - 31	Substance abuse is a nationwide problem. <b>[INSERT ORGANIZATION]</b> invites everyone to join us on <b>[INSERT DATE]</b> to learn more about what we're doing to make a difference and prevent substance abuse in <b>[INSERT COMMUNITY]</b> . Check out <b>[INSERT WEBSITE]</b> . #NPW2014
April 7 - 18	We're busy preparing for our <b>[INSERT EVENT]</b> on <b>[INSERT DATE]</b> as part of SAMHSA's National Prevention Week 2014, an observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. Hope you'll be there! Learn more at <b>[INSERT WEBSITE]</b> . #NPW2014
April 28 - May 9	SAMHSA's National Prevention Week 2014 is approaching quickly. The observance starts May 18th. Visit <b>[INSERT WEBSITE]</b> for information about the importance of substance abuse prevention and positive mental health! #NPW2014
May 12 - 17	Want to make a difference here in <b>[INSERT COMMUNITY]</b> ? Visit <b>[INSERT WEBSITE]</b> for information about our <b>[INSERT EVENT]</b> next week in observance of SAMHSA's National Prevention Week 2014. We all have a part to play in keeping our community healthy and our future bright! #NPW2014
May 18 - 24	We are thrilled to participate in SAMHSA's National Prevention Week 2014, working to prevent substance abuse and promote mental health! Our work starts with <b>[INSERT COMMUNITY]</b> , and we hope you'll join us <b>[INSERT DATE]</b> at <b>[INSERT LOCATION]</b> for our <b>[INSERT EVENT]</b> . You'll be one of the many people making a difference across the country! Learn more at <b>[INSERT WEBSITE]</b> . #NPW2014
Day of Event	Today is the day! Choose to prevent substance abuse and promote positive mental health in <b>[INSERT COMMUNITY]</b> ! Come join us at <b>[INSERT LOCATION]</b> at <b>[INSERT TIME]</b> and enjoy a great <b>[DESCRIBE ACTIVITIES AT EVENT]</b> . See you there! #NPW2014
Post-Event	Thanks to everyone who joined us in participating in National Prevention Week 2014 at our <b>[INSERT EVENT]</b> ! It was great to see <b>[INSERT COMMUNITY]</b> come together to support healthy choices and futures! #NPW2014

## Twitter Content

Be sure that your Twitter posts are no longer than 140 characters. You should plan to post at least once per week, although more posts are encouraged.

Date to Post	Twitter Status Update Suggestions
March 24 - 31	Make a difference in <b>[INSERT COMMUNITY]</b> - prevent substance abuse and promote mental health! Check out <b>[INSERT WEBSITE]</b> for info! #NPW2014
April 7 - 18	We're busy preparing for our event on <b>[INSERT DATE]</b> as part of SAMHSA's National Prevention Week 2014. Join us! <b>[INSERT WEBSITE]</b>
April 28 - May 9	SAMHSA's National Prevention Week 2014 is approaching quickly. Visit <b>[INSERT WEBSITE]</b> to see how you can get involved! #NPW2014
May 12 - 16	1 more week until National Prevention Week 2014! Support healthy choices and bright futures! Find out how: <b>[INSERT WEBSITE]</b> #NPW2014
May 18 - 24	It's National Prevention Week! Help raise awareness by visiting <b>[INSERT WEBSITE]</b> and getting involved in our community. #NPW2014
Day of Event	Today's the day! Make a difference and join us in supporting National Prevention Week at <b>[INSERT LOCATION]</b> at <b>[INSERT TIME]</b> ! #NPW2014
Post-Event	Thank you to everyone who came to our #NPW2014 <b>[EVENT]</b> ! Your participation in SAMHSA's National Prevention Week 2014 inspires us!

## Sample Video Content

### YouTube Content

Creating a YouTube video to promote your **National Prevention Week 2014** event is a unique way to spread the word. The videos below are great examples of public service announcements (PSAs), community videos encouraging people to take action, and educational videos that stress the importance of substance abuse prevention and positive mental health.

- SAMHSA's *Talk. They Hear You.* PSA (<https://www.youtube.com/watch?v=Cn9enF9awM4>) about underage drinking
  - SAMHSA's *Voices of Prevention* (<https://www.youtube.com/playlist?list=PLA5953BA3E5C62EC1>) 2012 and 2013 videos
  - SAMHSA's Prevention of Substance Abuse and Mental Illness Video PSA Contest winner *I Am More Than Meets the Eye* (<https://www.youtube.com/watch?v=VaA1YX6BS1I>)
- The 2011 *National Children's Mental Health Awareness Day* (<https://www.youtube.com/watch?v=Jcof4W9j8bY>) PSA
- Florida's *Be the Wall* (<https://www.youtube.com/watch?v=ZhFjAqZE4II>) social marketing campaign video
- Delaware's *Time to Re-Think Teens and Drink* ([https://www.youtube.com/watch?v=Yj7rc8hQR\\_E](https://www.youtube.com/watch?v=Yj7rc8hQR_E)) video
- West Virginia's *A Time for Action: Preventing Underage Drinking in West Virginia* (<https://www.youtube.com/watch?v=PpwlAhA7GD4>)
- Oregon's *You Can, Too! Youth in Oregon Choose Not to Drink Alcohol* (<https://www.youtube.com/watch?v=wn1OQisZ46I>) video
- Washington's *Underage Drinking in Washington: Something to Talk About* (<https://www.youtube.com/watch?v=MwrkJso07ZO>) video
- SAMHSA's *What a Difference a Friend Makes Dude Got Back* (<https://www.youtube.com/watch?v=XNAEdcAY-bw>) PSA
- SAMHSA's *What a Difference a Friend Makes Tic Tac* (<https://www.youtube.com/watch?v=OuP5C-0EzIQ>) PSA
- SAMHSA's *What a Difference a Friend Makes Supreme Teens* (<https://www.youtube.com/watch?v=yjEj9ijjYvs>) video
- SAMHSA's *What a Difference a Friend Makes* contest winner *Always Be There* ([https://www.youtube.com/watch?v=lfH1u\\_t\\_0c](https://www.youtube.com/watch?v=lfH1u_t_0c))
- The Center for Substance Abuse Treatment's (CSAT's) *Why "RE"covery?* (<https://www.youtube.com/watch?v=PtkzBeCz5X0>) video
- *We Can Help Us* (<https://www.youtube.com/watch?v=XqkHwoJ5XK4&feature=plcp>) campaign video
- SAMHSA's *Critical Dialogue with Native Youth about Underage Drinking* (<https://www.youtube.com/watch?v=QiOSmPoxuOY>) video

Visit <http://www.youtube.com/user/SAMHSA> to view other creative videos and jump-start your imagination.

Check out the **National Prevention Week 2014** promotional video at <http://www.samhsa.gov/prevention-week>. Share the video on your website and social media pages and help spread the word!

## Creating Your Own Video PSA

If you want to highlight a behavioral health issue in a visual way with the potential to reach a large audience, consider creating a video PSA. The following are some general guidelines and tips for how to create a PSA.

1. **Decide whether a video PSA is the right format for your message.** Nowadays there are many avenues for getting the word out to audiences about an issue. Before moving full speed ahead, determine whether the benefits and costs of creating a video PSA are appropriate for your organization and cause.
2. **Identify your topic.** Pinpoint the behavioral health topic your organization wants to focus on. Develop the key message(s) you want your audience to absorb. Specify what action you want viewers to take after seeing the PSA. Are there current events or news stories that make some topics particularly relevant?
3. **Research the topic.** Make sure that any data or claims you plan to include in the PSA are backed by research and evidence.
4. **Identify your audience.** Clarify whom the PSA's main message is for. Researching and understanding what this audience cares about can help target your message and final product.
5. **Determine the distribution method and "hook."** Think about how the PSA will be distributed or viewed, such as through local and national TV channels, YouTube, your organization's website, or at a special event. Especially if you plan to contact TV stations, consider what makes your topic "newsworthy" and important to the media. What will make the producer say, "I can't let this PSA slip through my fingers"?
6. **Create an outline.** Write down the major points you want to convey in the PSA, and start to structure the flow of the video. Also, decide an appropriate length for the PSA. Typically, they are 30 or 60 seconds in length.
7. **Write a script.** Write the narration and/or dialogue for the PSA. Use simple, conversational language. Keep your sentences concise and to-the-point. Read your script aloud slowly and time its length to make sure you're on target. It also may be helpful to create a script with two columns: one for the video's audio content, and one to describe visuals that accompany the audio. If your PSA doesn't have any talking, you'll still want to write out any text that appears on screen and create storyboards to organize the flow of text and images.
8. **Film and produce the video.** Your organization may have an in-house production team; or, you may need to research and contact an outside production team that can help film and polish your PSA. If you plan to create a PSA for TV distribution, using a professional video production vendor is recommended.
9. **Distribute your PSA.** Upload it online, share it through social media, or unveil it at a community-wide event! If you partner with other organizations, bring them on board to help promote the PSA. If not, identify organizations that focus on the topic of your PSA and ask them to help spread the word about the video.

If you're interested in airing your PSA on TV, gather information about which channels and programs would be the best fit for your topic and message. Then contact the TV station by phone or e-mail; briefly explain the purpose and message of your PSA, and why the topic is relevant to the particular station or program. If the station is interested, follow up by sending the PSA to them in the format they prefer (e.g., digital file attached to an e-mail, on a disk).

# National Prevention Week 2014

## Promotional Materials

Promotional materials allow your group or organization to publicize **National Prevention Week 2014** and your event in a visual way. You can create materials to share with your partners, distribute throughout your community, and post online. Your group or organization can also design unique materials that suit your community and event!

### National Prevention Week 2014 Prevention and Promotion Messages

Consider incorporating **National Prevention Week's** positive prevention message into your promotional materials. The following are examples of messages your group or organization can use or modify for posters, fliers, handouts, or other materials.

- **National Prevention Week 2014: Our Lives. Our Health. Our Future.** Our futures are shaped by the choices we make. Taking part in prevention-related activities and conversations helps raise awareness of behavioral health issues and changes lives.
- **National Prevention Week 2014: Prevention is up to all of us.** We all have a role to play in keeping ourselves and our community healthy. Choosing to stay substance-free and support mental health benefits you and the people around you. What will you do to make a difference in your life and community?
- **National Prevention Week 2014:** Most kids don't use illicit drugs or binge on alcohol – we care about our futures, our grades, our families, and the people around us. We're spreading the word that most kids are like us!

## Promotional Materials

This toolkit includes the official **National Prevention Week 2014** logo, as well as formatted posters, stickers, and pocket cards that can be easily printed on a home or office computer, or printed by a professional printing company. These materials are also available for download at <http://www.samhsa.gov/prevention-week>.

**FOR PC USERS:** To download the **National Prevention Week 2014** images, right-click on the image and choose 'Save Image As...' and then save the image as a JPEG Image in a folder you'll remember, such as your Pictures folder or a folder specifically created for your **National Prevention Week 2014** event.

**FOR MAC USERS:** To download the **National Prevention Week 2014** image, simply click on the image and drag it to your desktop. OR, right-click on the image and choose 'Save Image As' and then save the image as a JPEG Image in a folder you'll remember, such as your Pictures folder or a folder specifically created for your **National Prevention Week 2014** event.

## Logo

The **National Prevention Week 2014** logo is an identifiable image that will be used throughout the country to brand this national health observance. There are countless ways to use the **National Prevention Week 2014** logo when creating promotional materials. Consider creating give-away items for event staff or guests, branding your media materials, or including the logo on your website.

A unique way to promote your event may be to personalize a t-shirt using the **National Prevention Week 2014** logo or other images. To transfer an image to a t-shirt, purchase iron-on transfer paper and follow the instructions provided. Cut your customized design out and place it where you want it to appear on your t-shirt. Don't forget to select the option to print in reverse when creating an iron-on transfer.

2014 national  
prevention  
week  
MAY 18-24

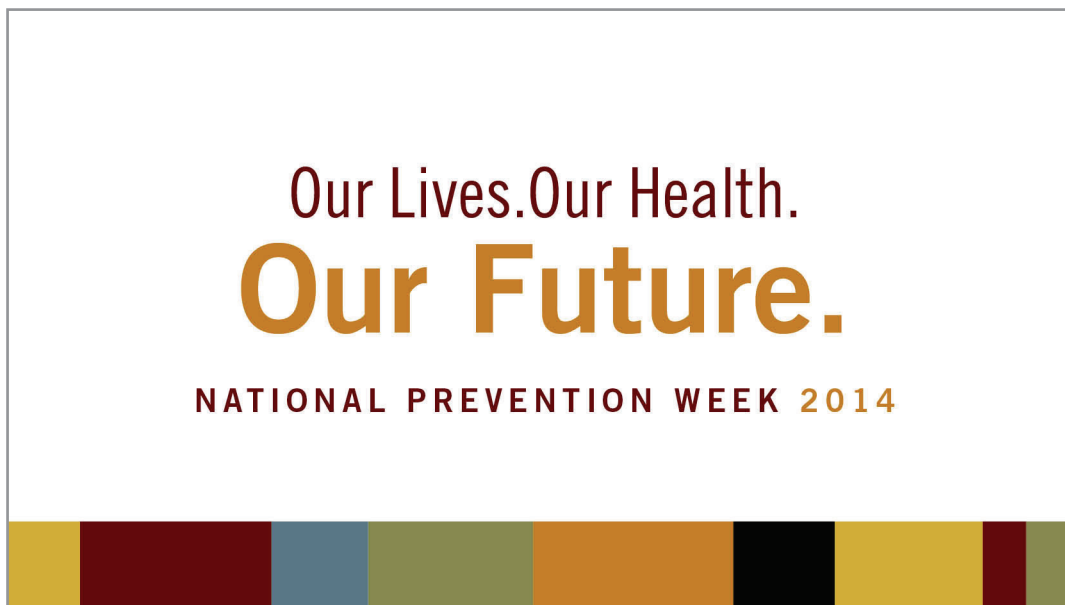
2014 national  
prevention  
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MAY 18-24

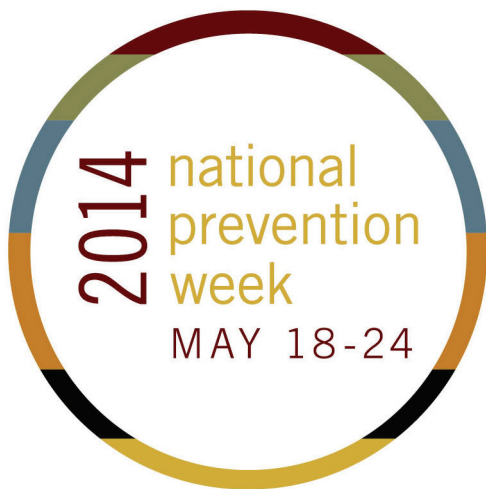
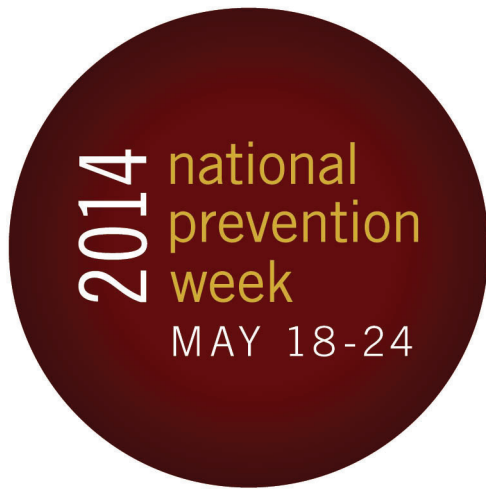
[www.samhsa.gov/prevention\\_week](http://www.samhsa.gov/prevention_week)



## Stickers

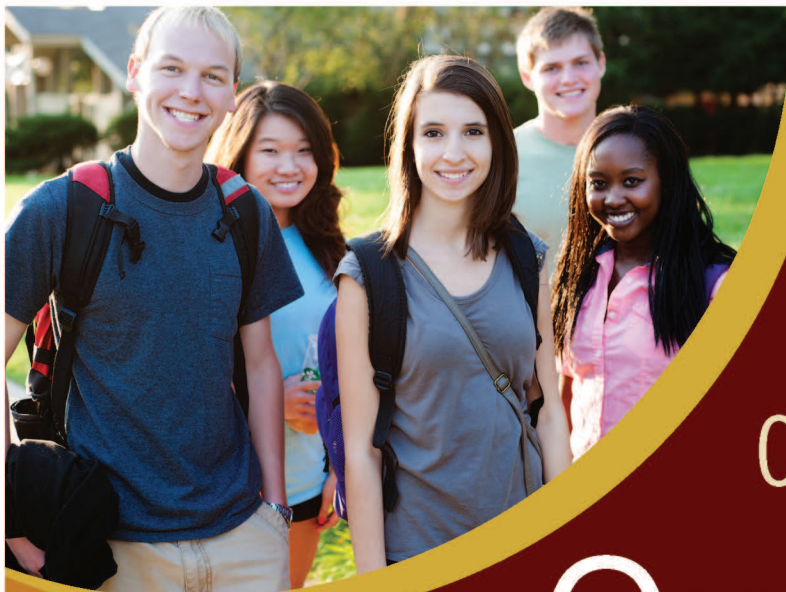
The **National Prevention Week 2014** sticker designs are sized to allow for easy printing on 2-1/2" diameter round labels or 2" x 4" shipping labels, although you can also resize them for any project you create. You may also want to print customized magnets or window decals using magnet and decal printing sheets. Labels, magnets, and window decal sheets can be found at many office supply stores or through online retailers.





## Sample Fliers

The **National Prevention Week 2014** 8.5" x 11" fliers can be easily printed from a home or office computer, or they can be enlarged and printed through a professional printing company. The full set of fliers are available for download at <http://www.samhsa.gov/prevention-week>.



Save the Date: May 18-24, 2014



Our Lives. Our Health.

# Our Future.

## Get Involved in SAMHSA's National Prevention Week 2014!

Join us and help to prevent  
substance abuse and promote  
mental health!

Visit the SAMHSA website below to learn  
more about getting involved and  
planning a National Prevention Week  
2014 event in your community!

240-276-2588

[www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week)

### Health Themes for 2014:

Sunday, May 18  
Prevention and Cessation of Tobacco Use

Monday, May 19  
Prevention of Underage Drinking

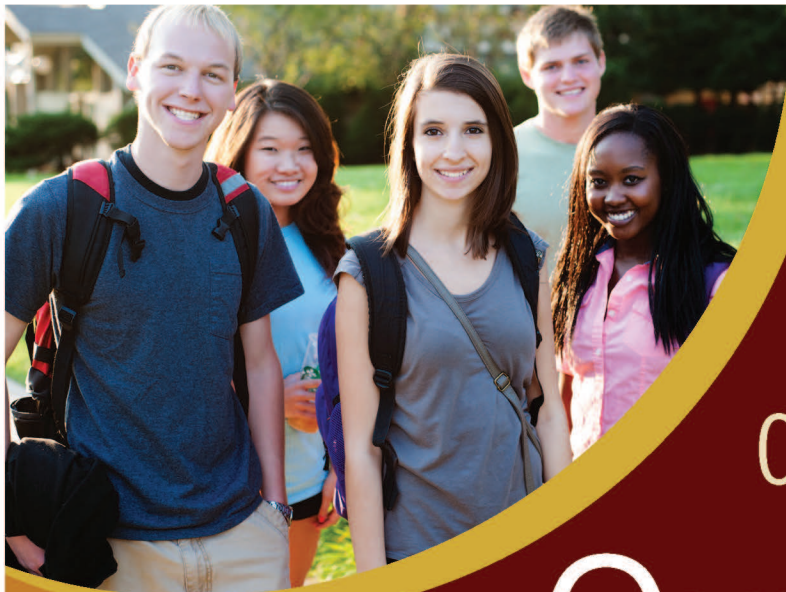
Tuesday, May 20  
Prevention of Prescription Drug Abuse  
and Marijuana Use

Wednesday, May 21  
Prevention of Alcohol Abuse

Thursday, May 22  
Prevention of Suicide

Friday, May 23  
Promotion of Mental Health

**2014** national  
prevention  
week  
MAY 18-24



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week  
MAY 18-24





Save the Date: May 18-24, 2014



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Promotion of Mental Health

**2014** national  
prevention  
week  
MAY 18-24



## Pocket Cards

The **National Prevention Week 2014** pocket card designs are sized to allow for easy printing on 4" x 6" postcards or 3" x 5" index cards, which can be found at office supply stores or through online retailers. You can also resize the pocket card designs for any project your group or organization would like to create. Pocket cards can be made available at local businesses (with their advance permission), handed out to partner organizations, shared with community organizations, and more!

### 3" x 5" cards:

**2014 national prevention week**  
MAY 18-24

**Our choices make a difference.** Each of us has an important role to play in achieving a healthy life and ensuring a productive future for all. Choosing to stay substance-free and promote mental health benefits not only you, but the people around you as well.

What will you do to  
**create a healthy future**  
in your life and community?

**SAMHSA**  
Substance Abuse and Mental Health Services Administration  
www.samhsa.gov • 1-877-SAMHSA-7 (© 2014 SAMHSA)

Our Lives. Our Health.  
**Our Future.** **SAMHSA**  
www.samhsa.gov • 1-877-SAMHSA-7 (© 2014 SAMHSA)

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**2014 national prevention week**  
MAY 18-24



Our Lives. Our Health.  
**Our Future.**

SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION  
**SAMHSA**  
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-724-4174)

**Health Themes for 2014:**

**Sunday, May 18**  
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**2014 national prevention week**  
MAY 18-24

**2014 national prevention week**  
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**Our choices make a difference.** Each of us has an important role to play in achieving a healthy life and ensuring a productive future for all. Choosing to stay substance-free and promote mental health benefits not only you, but the people around you as well.

**What will you do to create a healthy future in your life and community?**

SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION  
**SAMHSA**  
www.samhsa.gov • 1-877-SAMHSA-7 (1-877-724-4174)

## The Prevention Pledge (printable version)

Share the Prevention Pledge with community centers, faith-based organizations, schools, and other groups that may be interested in **National Prevention Week 2014** and supporting healthier communities. Encourage community leaders and members not only to sign the pledge, but to pass along copies to friends, family members, and loved ones. By signing the pledge, everyone can support not only **National Prevention Week 2014**, but also the National Prevention Strategy, which emphasizes that prevention should be woven into all aspects of our lives, and most importantly, that everyone has a role in creating a healthier nation. Be sure to provide contact information to distributors and organizations so they can request additional copies. See the [“How Can I Encourage National Support by Taking and Promoting the Prevention Pledge?”](#) for more information and ideas.



## “Our Lives. Our Health. Our Future.”

Everyone plays an important role in prevention. Our futures are shaped by the choices we make every day.

Today, choose to take part in prevention-related activities and conversations to help raise awareness of, and action around, substance abuse and mental health issues. Prevention of behavioral health conditions is important for personal health and well-being and the health of our communities.

*Choose specific items below to include in your pledge.*

### Personal Steps

#### I will...

- Seek help from a professional if I experience a health problem or a stressful situation that I don't know how to handle.
- Have open conversations with my kids about drugs and alcohol.
- Take care of my mental health by prioritizing rest, a healthy diet, and physical exercise.
- Talk with a friend or loved one who is experiencing a difficult time and encourage them to discuss things that are bothering him/her.
- Safeguard and properly dispose of both my **prescription and over-the-counter medications** to reduce the chance of misuse or abuse.
- Remain tobacco-free or seek help to quit smoking or using tobacco.
- Point loved ones in the direction of resources that can help them and their families stay healthy.
- Learn about and support suicide prevention programs such as the **National Suicide Prevention Lifeline** (1-800-273-TALK [8255]) and the **Trevor Project**.
- Spread the prevention message online by posting about and linking to **National Prevention Week 2014** on my Facebook and Twitter pages, and/or on my blog or website.



## Community Steps

### I will...

- Act as a positive role model in my community and someone others can look up to.
- Attend a **National Prevention Week 2014** event.
- Host or help plan a drug- and alcohol-free party or event.
- Volunteer with a community program or organization that provides support for at-risk populations such as youth, tribal communities, veterans, and military families.
- Encourage my local school district to implement an alcohol and substance use prevention program and provide programs to promote students' mental health.
- Encourage my friends, family, neighbors, and loved ones to sign the Prevention Pledge!

### I know that prevention matters! I pledge to:

- Take action to prevent substance abuse and promote mental health;
- Take responsibility for the daily choices that I make;
- Focus on maintaining a healthy life and ensuring a productive future; and
- Recognize my ability to make a difference — in my own life, in the lives of my friends and family, and in my community.

---

Signature/Date

## Fact Sheets on Themes for National Prevention Week 2014

The fact sheets included in this toolkit highlight compelling statistics, information, and resources related to the six themes of **National Prevention Week 2014**. You may want to distribute the fact sheets to specific groups or audiences before or at your event. You can also use the information within the fact sheets to create other promotional or media materials. If you adapt the information in the fact sheets for new materials, please remove the HHS and SAMHSA logos and use language consistent with that found in the fact sheet and cite the appropriate sources found at the end of the document to ensure accuracy.

# Prevention and Cessation of Tobacco Use in the U.S.

Smoking is the nation's largest preventable cause of disease and death.<sup>1</sup> Approximately one in four Americans aged 12 or older — 69.5 million people — uses a tobacco product. The majority (82.7 percent) of tobacco users aged 12 or older smoke cigarettes, and millions of people also used other types of tobacco, such as cigars, chewing tobacco, and snuff in the past month.<sup>2</sup>

The consequences of using tobacco in any form can be devastating: increased risk of cancer, reproductive issues, heart disease, stroke, and death.<sup>3</sup> But prevention is possible and is as important now as ever before, especially among young people. It's also important for individuals who currently smoke or use tobacco — even if only occasionally — to stop. The longer a person smokes, the more damage is done to the body. Quitting at any age has benefits.<sup>4</sup>

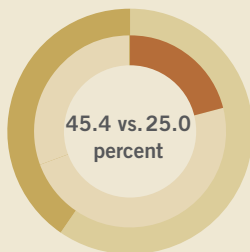
**Do your part to be tobacco-free, and take action to help family, friends, and members of your community do the same.**

**7 THOUSAND  
CHEMICALS**

Tobacco smoke contains more than **7,000 chemicals**.<sup>5</sup>



Cigarette smokers are more likely to **binge drink** than non-smokers (43.6 vs. 17.1 percent).<sup>6</sup>



In 2012, adults aged 18 or older with a **serious mental illness were more likely to smoke cigarettes in the past year** than those who did not have a mental illness (45.4 vs. 25.0 percent).<sup>7</sup>

**23  
percent**

Among people aged 12 or older, 23 percent of **cigarette smokers report using an illicit drug**, compared with 5.2 percent of people who are nonsmokers.<sup>8</sup>

## Types of Tobacco Products<sup>9,10</sup>

### Smoked Tobacco Products

- Cigarettes
- Cigars/Little Cigars/Cigarillos
- Pipe tobacco
- Hookahs (water pipes)
- Bidis and kreteks (clove cigarettes)
- Electronic cigarettes (e-cigarettes)

### Smokeless Tobacco Products

- Chewing tobacco
- Snuff

## Tobacco products damage your body and your health.

Hundreds of chemicals found in tobacco smoke are toxic and about 70 can cause cancer.<sup>11</sup> In addition, smokeless tobacco contains at least 28 chemicals that have been found to cause cancer.<sup>12</sup> Smokeless tobacco is not a safe alternative to smoking.<sup>13,14</sup>

## Tobacco is addictive.

Tobacco products contain nicotine, a chemical that makes them addictive. This can make it difficult to stop using tobacco products even if a person wants to quit.

## Smoking cigarettes and using other types of tobacco puts you at risk for serious health problems, diseases, and death.

- **Cancer** – Lung cancer is the leading cause of cancer-related death among Americans: 90 percent of lung cancer deaths among men and approximately 80 percent of lung cancer deaths among women are due to smoking. Smoking causes cancer in other parts of the body, too — including the throat, mouth, stomach, kidney, bladder, and cervix — and smokeless tobacco can cause oral and pancreatic cancer.<sup>15</sup>
- **Heart attacks and strokes** – People who smoke are more likely to have heart attacks and strokes than are nonsmokers.<sup>16, 17, 18</sup>
- **Reproductive health problems** – Among pregnant women, smoking cigarettes puts the unborn baby at risk for premature birth and low birth weight—which can both lead to serious health problems — as well as sudden infant death syndrome (SIDS) after birth.<sup>19</sup> Use of smokeless tobacco by men can cause reduced sperm count and abnormal sperm cells.<sup>20</sup>
- **Shorter lifespan** – On average, smokers die 13 to 14 years earlier than nonsmokers.<sup>21</sup>

## Smoking harms people who don't smoke, too.

In adults who have never smoked, those who are exposed to secondhand smoke at home or at work increase their risk for lung cancer by 20-30 percent and risk for heart disease by 25-30 percent. In children, secondhand smoke causes ear infections, respiratory infections like pneumonia and bronchitis, and can also increase the risk for sudden infant death syndrome (SIDS).<sup>22</sup>

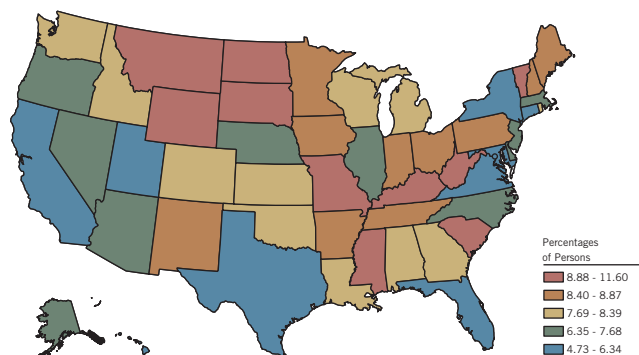
## Certain groups of people are more likely to smoke and use tobacco than others.

- **Young adults** – While smoking rates are highest among young adults, most daily smokers first began smoking as youth. Among adults who have ever smoked daily, 88 percent first smoked by age 18 and 99 percent first smoked by age 26.<sup>23</sup>
- **Individuals with mental and/or substance use disorders** – Higher rates of tobacco use are associated with heavy drinking among people aged 12 or older, compared with the general population.<sup>24</sup> Adults aged 18 or older with a mental illness are more likely to use cigarettes than adults who do not have a mental illness.<sup>25</sup> Overall, adults with a mental illness and/or substance use disorders account for 40 percent of all cigarettes smoked.<sup>26</sup>
- **Specific ethnic groups** – Tobacco use in the past year among people aged 12 or older was highest among American Indians or Alaska Natives, followed by people of two or more races.<sup>27</sup>
- **Males** – Tobacco use, regardless of product type, is higher among males than females.<sup>28</sup>
- **Unemployed** – Cigarette smoking is more common among unemployed adults aged 18 or older than those who work full- or part-time.<sup>29</sup>

## Cigarette Use in the Past Month among Youths

### Aged 12 to 17, by State:

Percentages, Annual Averages Based on 2011 and 2012 NSDUHs



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2011 and 2012.  
<http://www.samhsa.gov/data/NSDUH/2k12State/Maps/NSDUHsaeMaps2012.htm>

## A National Perspective

The rates of cigarette use among young people aged 12-17 vary from state to state.<sup>30</sup> While prevention programs should target high-risk areas, every U.S. state and territory needs coordinated prevention efforts to ensure that youth never start smoking. See below for ways you and others can help prevent tobacco use and its consequences.

# What Communities Can Do

## Parents and Caregivers<sup>31</sup>

Having open conversations with your child from a young age will help him or her feel comfortable sharing information and opinions with you. Talk with your child about your values and expectations about tobacco use. Use everyday events to start a conversation; if you see someone smoking, talk with your child about how tobacco hurts the body.

## Behavioral Health and Prevention Professionals, Health Officials, and State and Local Leaders

- Focus prevention and outreach efforts on youth 12-17 and 18-25, ages when tobacco use is most likely to start.<sup>32</sup>
- Research shows links between tobacco use and other behavioral health issues (i.e., substance abuse and mental illness). Resources are available at the Smoking Cessation Leadership Center: <http://smokingcessationleadership.ucsf.edu/BehavioralHealth.htm>.
- Use multiple strategies to reduce youth access to tobacco products, including:<sup>33</sup>
  - Enforcing youth access laws in a consistent manner statewide;
  - Implementing bans on cigarette advertising in venues where youth and young adults congregate;
  - Providing education to all tobacco retailers in a variety of formats;
  - Using coalition members to conduct non-enforcement compliance checks of tobacco retailers during which compliant retailers are rewarded and noncompliant retailers are warned about the law;
  - Partnering with the state public health agency to ensure that youth tobacco access strategies are part of the state's comprehensive tobacco control plan;
  - Conducting a mass media campaign aimed at changing social norms and preventing smoking by youth.

## Health Care Providers<sup>34</sup>

Ask patients if they use tobacco. If they do:

- Talk with them about ways to quit.

- Refer patients to 1-877-44U-QUIT (1-877-448-7848) and <http://www.smokefree.gov>.
- Provide counseling, support, and smoking-cessation medications.

## Tobacco Users

Choose to live a healthier life and take steps to stop using tobacco. If you've tried to quit before, don't give up! Successfully quitting can take more than one try.<sup>35</sup>

These resources can help:

- Visit **SmokeFree.gov** at <http://smokefree.gov/qg-preparing-steps.aspx> to find out how to prepare for quitting, like setting a quit date and removing tobacco products from your home, car, and work.
- Be your strongest you – get tips for how to get through the challenges of quitting at <http://smokefree.gov/qg-quitting-quitday.aspx>.
- Sign up for **SmokeFreeTXT** at <http://smokefree.gov/smokefreetxt> – it's a service for teens and young adults that provides 24/7 encouragement, advice, and tips to help smokers stop smoking for good.\*

## Employers and School Administrators

- Adopt tobacco-free workplaces and campuses.
- Implement evidence-based school programs that teach refusal skills and the dangers of smoking.
- Offer tobacco use cessation classes during the lunch hour or after work.
- Provide smoking cessation programs as part of employee benefits packages.

## Community Members

- Lead by example by living a tobacco-free lifestyle.
- Share resources and information from this fact sheet with family and friends who use tobacco and want to quit.
- Talk to local and state leaders and encourage them to promote smoke-free air policies, effective tobacco package labeling, restricted tobacco advertising, and higher tobacco prices to help smokers quit and keep nonsmokers tobacco-free.<sup>36</sup>

\* If you pay for individual texts, this program may not be for you. Check with your mobile provider.



If you need help to quit smoking, talk to a trained National Cancer Institute smoking cessation counselor by calling 1-877-44U-QUIT (1-877-448-7848). This free service is available in English or Spanish for U.S. callers, Monday through Friday, 8:00 a.m. to 8:00 p.m. ET.

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## Helpful Resources

- **BeTobaccoFree.HHS.gov**, <http://betobaccofree.hhs.gov>, provides user-friendly information from the U.S. Department of Health and Human Services (HHS) about tobacco products and the health effects of tobacco use, as well as resources for quitting and tobacco use prevention.
- **The SAMHSA-HRSA Center for Integrated Health Solutions** offers information and resources about tobacco use and cessation for providers, state organizations, and consumers, available at <http://www.integration.samhsa.gov/health-wellness/tobacco-cessation>.
- The **U.S. Centers for Disease Control and Prevention (CDC)**, <http://www.cdc.gov>, provides a variety of fact sheets on tobacco use and cessation.
- **Tips for Teens – The Truth About Tobacco**, available at <http://store.samhsa.gov/shin/content/PHD633/PHD633.pdf>, summarizes facts about tobacco use and its consequences and lists signs that a friend may be using tobacco.
- **The Surgeon General’s report, Preventing Tobacco Use Among Youth and Young Adults**, contains detailed information and data about youth tobacco use and prevention strategies. The report is available at <http://www.surgeongeneral.gov/library/reports/preventing-youth-tobacco-use/full-report.pdf>.
- The **HHS Office of Adolescent Health (OAH)** summarizes risk and protective factors that contribute to teen tobacco use, at <http://www.hhs.gov/ash/oah/adolescent-health-topics/substance-abuse/tobacco/risk-and-protective-factors.html>. Visit <http://www.hhs.gov/ash/oah/resources-and-publications/info/parents/other-conversations/tobacco> for guidance about how to talk to teens about not smoking.
- **The Smoking Cessation Leadership Center**, <http://smokingcessationleadership.ucsf.edu>, offers webinars, toolkits, technical assistance, and additional resources to promote smoking cessation particularly among smokers with mental and/or substance use disorders.
- The U.S. Food and Drug Administration’s (FDA’s) **“Break the Chain of Tobacco Addiction,”** available at <http://www.fda.gov/TobaccoProducts/ResourcesforYou/BreakTheChain/default.htm>, provides guidance on federal tobacco product regulations and resources to help keep tobacco products out of the hands of youth.

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# Prevention of Underage Drinking in the U.S.

Although the legal drinking age in the U.S. is 21, one quarter of people aged 12 to 20 drank alcohol in the past year.<sup>1</sup> Underage drinking is a problem shared by all communities. Excessive drinking is part of the issue: among people aged 12 to 20 who drink alcohol, approximately 5.9 million people participated in binge drinking at least once in the last 30 days, consuming five or more drinks in one sitting, and 1.7 million are classified as heavy drinkers, binge drinking on 5 or more days in the past 30 days.<sup>2\*</sup>

Underage alcohol use can have serious consequences for both young people's health and the well-being of the community. The good news is that **underage drinking can be prevented.**



The majority of **underage drinkers** report that their last use of alcohol in the past month occurred either in **someone else's home or their own home.**<sup>3</sup>

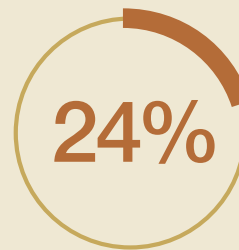
## 9.3 MILLION

In a given year, nearly 9.3 million people aged 12 to 20 reported **drinking alcohol in the past month.**<sup>4</sup>

## 4,700

people

Each year, 4,700 people under age 21 die from underage drinking. This includes deaths from alcohol-related **homicides, suicides, car crashes, falls, burns, and drowning.**<sup>5</sup>



24 percent of drivers aged 15 to 20 who are **involved in fatal motor vehicle crashes were drinking.**<sup>6</sup>

**Alcohol use can result in short-term, long-term, and even fatal consequences for underage drinkers. It also poses a threat to the safety and well-being of other community members. Underage drinking causes or contributes to:**

### **Serious physical consequences.**

Alcohol can cause hangovers, vomiting, loss of consciousness, and death resulting from alcohol poisoning or asphyxiation.<sup>7,8</sup>

### **Adverse effects on young people's developing bodies and brains.**

Research suggests the brain continues to develop through adolescence until approximately age 25.<sup>9</sup> The adolescent brain is vulnerable to the damaging

effects of alcohol; consumption during critical periods of brain development may cause impairments to brain functions, such as learning and memory, which last into adulthood.<sup>10</sup>

### **Negative behaviors.**

Underage alcohol use is associated with academic failure, illicit drug use, and tobacco use.<sup>11</sup>

\* SAMHSA's National Survey on Drug Use and Health (NSDUH) defines "binge drinking" as drinking five or more drinks on the same occasion on at least 1 day in the past 30 days. NSDUH defines "heavy drinking" as binge drinking on at least 5 days in the past 30 days.<sup>12</sup>

## Situations that put others at risk.

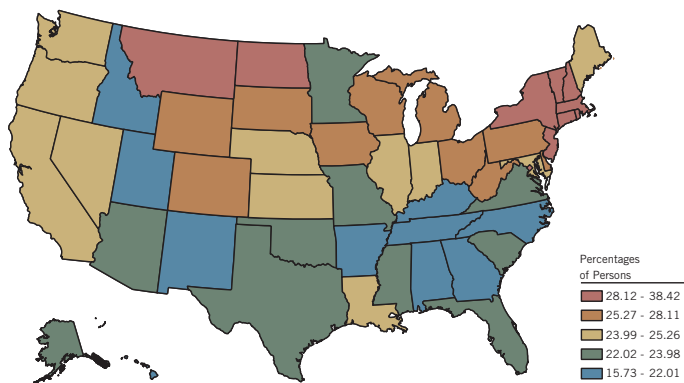
Loud and unruly behavior, property destruction, unintentional injuries, fights and violence, and even death due to underage drinking can affect anyone. Drinking and driving is one example: about 45 percent of people who die in crashes involving a drinking driver under the age of 21 are people other than the driver.<sup>13</sup> Because these 'secondary' effects can affect community

members at random, **preventing underage alcohol use is everybody's business.**

## Problems that can continue into adulthood.

Adults who first use alcohol before age 21 are more likely to be classified with alcohol dependence or abuse than those who had their first drink at or after age 21.<sup>14</sup>

## Alcohol Use in the Past Month Among People Aged 12 to 20, by State: 2011 to 2012



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2011 and 2012. (<http://www.samhsa.gov/data/NSDUH/2k12State/Maps/NSDUHsaeMaps2012.htm>)

## A National Perspective

Underage alcohol use occurs across the United States, but some states and communities face higher rates of underage drinking than others. See below to find out steps you and others can take to address underage drinking in your community.

## What Communities Can Do

### Parents and Families

Many young people identify parents as the leading influence in their decision to drink or not to drink,<sup>15</sup> making it important for parents and caregivers to take an active role in preventing underage alcohol use.

Monitor your children or other young family members for signs that may indicate involvement in underage drinking. It's important to remember that these behaviors could also point to other problems.

Some signs that may point to involvement in underage drinking are:<sup>16</sup>

- School problems;
- Rebelling against family rules;
- Switching friends, along with a reluctance to let you get to know the new friend;
- A lack of involvement in former interests;

- Mood changes, defensiveness, or a "nothing matters" attitude;
- Memory lapses;
- Blood-shot eyes;
- Lack of coordination; and
- Slurred speech.

### Health Care Providers<sup>17</sup>

- Screen youth for alcohol use and conduct a brief intervention if necessary. A guide from the National Institute on Alcohol Abuse and Alcoholism (NIAAA), called **Alcohol Screening and Brief Intervention for Youth: A Practitioner's Guide**, explains how to conduct fast, effective alcohol screens and interventions with youth, even during brief, acute care visits. The guide is available at <http://pubs.niaaa.nih.gov/publications/Practitioner/YouthGuide/YouthGuide.pdf>.
- Educate youth on the effects of underage drinking.

- For patients who drink:
  - Provide brief advice about the importance of not using alcohol until age 21.
  - Advise them not to drink alcohol and drive or ride in a car with a driver who has been drinking.
  - Consider referring youth at highest risk of harm from drinking for further evaluation or treatment.

### Educators and School Administrators

Educators and school administrators have an opportunity to discuss the risks of drinking alcohol with their students. You can help prevent underage drinking by:<sup>18</sup>

- Encouraging student involvement in school, a proven factor in reducing underage drinking.
- Creating an environment that helps students explore their talents and follow their passions.
- Being a caring adult and a mentor.
- Relaying information to parents about school policies and the dangers of underage drinking.
- Enforcing strict policies against alcohol use on school property and at school events.
- Equipping students with knowledge, skills, and motivation to resist pressures to drink.
- Putting policies and a mechanism in place for referring students to the appropriate health care providers or other personnel if they need services or treatment.

Visit <http://www.stopalcoholabuse.gov/resources/Infographics/Default.aspx> to access and share infographics about underage drinking, including an infographic developed by SAMHSA that illustrates the potential impact of underage drinking on academic performance.

### Community Organizations

When discussing or proposing a prevention effort, remember that effective community prevention interventions require a mix of program components and policy strategies. These might include:<sup>19</sup>

- Hosting a Town Hall Meeting about underage drinking. In 2014, SAMHSA is launching a fifth round of underage drinking Town Hall Meetings. The SAMHSA-sponsored Town Hall Meetings are held by community-based organizations to educate community members about the

consequences of underage drinking; empower communities to make environmental changes to prevent this issue; and mobilize communities around underage drinking prevention initiatives at the local, state, and national levels. Visit <http://www.stopalcoholabuse.gov/TownHallMeetings> for more information.

- Media campaigns, speeding and drunk driving awareness days, and promotion of telephone help lines;
- Peer-led education activities in high schools, programs for college students, and the establishment of Students Against Destructive Decisions (SADD) chapters;
- Information for retail alcohol outlets about underage drinking, health risks, and legal consequences;
- Responsible beverage service training programs and the restricted sale of alcohol at public events;
- Support for social host liability laws, sobriety and traffic safety checkpoints, and graduated driver licensing laws; and
- Enforcement of underage drinking laws.

Learn more about national efforts in the **National Prevention Strategy**, available at <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>.

### Alcohol Retailers<sup>20</sup>

Alcohol retailers are legally responsible for preventing the selling or serving of alcoholic beverages to young people under age 21. Retailers can also engage in other prevention strategies:

- Create and maintain sales and service policies that every staffer should follow, and train staff and management on the alcohol sales policies. Monitor staff conduct and keep records of trainings, compliance checks, and disciplinary actions.
- Provide tools to assist employees with ID verification (e.g., guidebook that shows valid ID formats for all U.S. states and territories, ID scanners, calendar showing birthdates eligible to buy alcohol).
- Post signs about ID-checking policies at the entrance and near registers.

- Establish working relationships with local law enforcement, and get involved in industry associations and the community to express a commitment to prevent underage sales and use.
- Don't display youth-oriented alcohol advertising or place alcohol near items youth are likely to buy, like sodas, snack foods or energy drinks. Don't advertise alcohol products in college or high school publications, or outdoors near schools or playgrounds.

### Everyone

- Find out about underage drinking issues in your community, what your community is already doing to address the problem, and what actions are still needed.<sup>21</sup>
- Educate neighbors and community, local, state and federal leaders about underage drinking issues in your community. Urge them to support policies that combat underage alcohol use.<sup>22</sup>

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## Helpful Resources

- **Alcohol Screening and Brief Intervention for Youth: A Practitioner's Guide**, available at <http://pubs.niaaa.nih.gov/publications/Practitioner/YouthGuide/YouthGuide.pdf>, is a guide provided by the NIAAA that serves as a tool for identifying youth at risk for alcohol-related problems.
- The **Too Smart To Start** website, <http://www.toosmarttostart.samhsa.gov>, helps youth, families, educators and communities prevent underage alcohol use and its related problems.
- **UnderageDrinking.SAMHSA.gov**, available at <http://www.underagedrinking.samhsa.gov>, is a public education website supported by the Surgeon General's Call to Action on underage drinking and communicates to parents how they can help reduce their child's risk of becoming involved with alcohol.
- **The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking**, available at <http://www.surgeongeneral.gov/topics/underagedrinking/calltoaction.pdf>, is a resource from the U.S. Department of Health and Human Services (HHS) providing information on underage drinking.
- **Safe Schools, Healthy Students** is an initiative of HHS, the U.S. Department of Education, and the U.S. Department of Justice, designed to prevent violence and substance abuse among our nation's youth, schools and communities, available at <http://www.sshs.samhsa.gov>.
- The **Stop Underage Drinking** website, <http://www.stopalcoholabuse.gov>, is a collaboration among SAMHSA and other Federal agencies, and provides a wealth of information on underage drinking, such as data and statistics; resources for parents, youth, educators, community organizations and businesses; and more.

If you are concerned that you or someone you know may be consuming alcohol underage, help is available 24 hours a day, 7 days a week, and 365 days a year through SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD). The Helpline provides free and confidential information and treatment referrals in English and Spanish.



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# Prevention of Prescription Drug Abuse and Illicit Drug and Marijuana Use in the U.S.

Illicit drug use is a widespread problem in the United States. An estimated 23.9 million Americans aged 12 or older, or 9.2 percent of this age group, used illicit drugs in the past month.<sup>1</sup> This includes the use of marijuana/hashish, cocaine (including crack), heroin, hallucinogens, and inhalants, as well as the nonmedical use of prescription-type pain relievers, tranquilizers, stimulants, and sedatives.<sup>2</sup> Of these drugs, marijuana is the most common – it's used by 18.9 million Americans.<sup>3</sup> The second most common form of illicit drug use is the nonmedical use of prescription drugs; 6.8 million Americans use prescription drugs for nonmedical purposes.<sup>4</sup>

Most young people refrain from using illicit drugs, but an estimated 1 in 10 youth aged 12 to 17 are illicit drug users; and 7.2 percent of this age group uses marijuana.<sup>5</sup> Drug use among people of all ages is dangerous because it can lead to addiction, reduced self-control, and impaired decision-making,<sup>6</sup> in addition to other serious consequences. Some drugs can alter the brain in ways that persist after the person has stopped taking drugs, and which may even be permanent.<sup>7</sup>

**Learn what you can do to help protect your loved ones and community.**

**Q:** What percentage of illicit drug users in the U.S. use marijuana?

**A:** 79 percent.<sup>8</sup>

**23.5**  
percent

Among full-time college students aged 18 to 22, 23.5 percent of males and 16.1 percent of females use marijuana.<sup>9</sup>

**7.3**

The rate of marijuana use among people aged 12 and older is increasing: from 2007 to 2012, the rate of use in the past month increased from 5.8 to 7.3 percent. This corresponds to an increase from 14.5 million to 18.9 million marijuana users.<sup>10</sup>

**8.9**  
MILLION

In 2012, 8.9 million people in the U.S. used illicit drugs other than marijuana in the past month. The majority of these are nonmedical users of **prescription medications, including 4.9 million users of pain relievers.**<sup>11</sup>

## Using marijuana and misusing prescription drugs can have severe health consequences.

### Adverse health effects of marijuana:

- Regular marijuana use is particularly risky for young people because of the long-term effects the drug can have on the structure and function of their developing brains.<sup>12</sup>
- Marijuana impairs judgment and motor coordination, which increases the risk of motor vehicle accidents.<sup>13</sup>
- Smoking marijuana can cause respiratory problems such as chest illness and lung infections.<sup>14</sup>

- Marijuana use is associated with mental illness:

- Marijuana use is linked with depression, anxiety, thoughts of suicide among teens, and other behavioral health issues.<sup>15</sup>
- People using marijuana in high doses can sometimes experience hallucinations and/or paranoia, and chronic marijuana use is associated with later development of psychosis.<sup>16</sup>



- Marijuana use can affect quality of life: heavy users report lower life satisfaction, poorer mental and physical health, relationship issues, and lower levels of academic and professional achievement in comparison to peers.<sup>17</sup>
- The risks of using marijuana are multiplied by the possibility that the drug has been laced with other dangerous substances like cocaine, crack, PCP, or formaldehyde. Illicit drugs, such as marijuana, aren't regulated by the Food and Drug Administration, and their use carries increased risk because users may not be aware of other substances that have been added to the drug.<sup>18</sup>

#### Adverse health effects of prescription drug misuse or abuse:

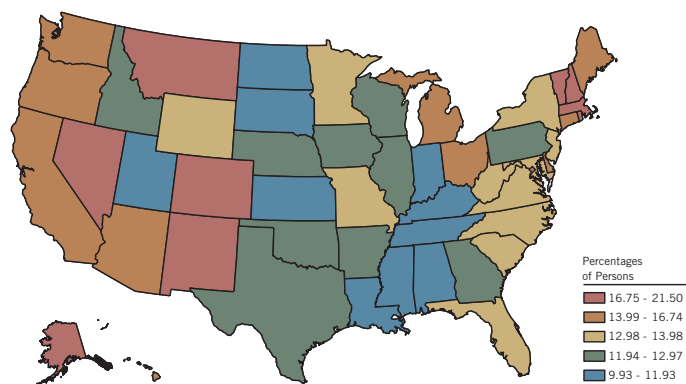
- High doses and/or repeated use of stimulants (e.g., medications used to treat asthma, attention deficit hyperactivity disorder) can produce feelings of hostility and paranoia. In serious cases, taking large amounts of stimulants can cause heart failure or seizures.<sup>19</sup>
- Opioids (e.g., pain relievers such as oxycodone, hydrocodone, morphine) taken in excess can lower a person's rate of breathing; insufficient oxygen to the lungs and brain can cause a person to pass out and can even be fatal. Snorting,

injecting, or combining opioids with other drugs or alcohol is particularly dangerous.<sup>20</sup>

- Central nervous system depressants (e.g., sedatives, tranquilizers) can cause loss of coordination.<sup>21</sup>
- Combining prescription drugs with alcohol or other drugs can lead to heart failure, seizures, and death.<sup>22</sup>
- As with marijuana and other illicit drugs, misuse and abuse of prescription drugs can impair perception, cognition, attention, balance, coordination, reaction time, and other capabilities needed for daily activities, such as driving.<sup>23</sup> Operating a vehicle under these conditions puts the safety of drivers, passengers, pedestrians, and others on the road at risk.

When taken as prescribed by a doctor or health care provider, prescription drugs are safe and effective. But all medicines have risks when misused or abused. It's important to follow directions on dosages and how often to take these drugs, and never take any medication that's prescribed for someone else.

### Marijuana Use in the Past Year Among Youths Aged 12 to 17, by State: Percentages, Annual Averages Based on 2011 and 2012 NSDUHs



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2011 and 2012. (<http://www.samhsa.gov/data/NSDUH/2k12State/Maps/NSDUHsaeMaps2012.htm>)

## A National Perspective

The map illustrates the rates of marijuana use for 12- to 17- year-olds across the United States. No matter where your state falls along the spectrum of marijuana use, it's important to prevent the negative effect marijuana and other drugs can have on health and communities — see below for tips on how to take action.

### DID YOU KNOW?

The economic cost of drug abuse in the United States is an estimated \$193 billion.<sup>24</sup>

# What Communities Can Do

## Parents

Get involved in your child's day-to-day activities and discuss the risks of using illicit and misusing or abusing prescription drugs. By being involved early and consistently, you can help prevent problems before they occur.<sup>25</sup> Parents should also securely store prescription drugs and dispose of unused supplies.

## Health Care Providers

- Inform patients who use marijuana that, contrary to what many people believe, marijuana is harmful and addictive.<sup>26</sup>
- Screen for prescription drug abuse or misuse during routine medical visits.<sup>27</sup>
- Check if your state has a **Prescription Drug Monitoring Program (PDMP)** by visiting the website of the Prescription Drug Monitoring Program Training and Technical Assistance Center (<http://www.pdmpassist.org>). If your state has a PDMP, use it to track prescriptions and identify patients who may be “doctor shopping” to obtain multiple or repeated prescription medications.<sup>28</sup>
- Use the National Institute on Drug Abuse report titled **Prescription Drugs: Abuse and Addiction** to identify signs of prescription drug abuse or dependence, and to talk with patients about the negative effects of misusing prescription drugs. The report is available at <http://www.drugabuse.gov/sites/default/files/rrprescription.pdf>.<sup>29</sup>

## Educators

Improve the learning environment by addressing students' aggressive behaviors and poor concentration, which are risks associated with the eventual onset of drug abuse and related problems.<sup>30</sup>

## Community Organizations and Leaders

- Implement effective prevention programs – SAMHSA's **National Registry of Evidence-Based Programs and Practices (NREPP)** provides an online registry of more than 250 proven prevention interventions (<http://nrepp.samhsa.gov>).

- In partnership with schools or others in your community, use **SAMHSA's Risk and Protective Factors** handout ([http://bblocks.samhsa.gov/media/bblocks/Educators/Risk\\_Protection\\_Educator\\_Tool.pdf](http://bblocks.samhsa.gov/media/bblocks/Educators/Risk_Protection_Educator_Tool.pdf)) to identify and consider factors that have the most impact for young people in your community. An important goal of prevention is to change the balance between risk and protective factors, so that protective factors outweigh risk factors. Risk factors can increase a person's chances for drug abuse, while protective factors can reduce the risk. Assess risk and protective factors associated with drug problems in your community to target prevention services.<sup>31</sup>
- Learn more about national efforts in the **National Prevention Strategy**, available at <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>.

## Workplaces<sup>32</sup>

Drug-free workplace programs can help employers create cost-effective, safe, and healthy workplaces. Studies have indicated that successful drug-free workplace programs generally have at least five key components:<sup>33</sup>

- A written policy;
- Employee education;
- Supervisor training;
- An employee assistance program (EAP); and
- Drug testing.

Before considering these five components, employers should examine the needs of their organizations and take steps to ensure that the programs they design will work well in their workplaces. Download SAMHSA's **Drug-Free Workplace Kit** from <http://store.samhsa.gov/product/Making-Your-Workplace-Drug-Free/SMA07-4230> for more information about implementing a drug-free workplace program.

## Everyone

Many signs may indicate that someone is abusing prescription drugs or using illicit drugs, and could also point to other problems. Signs to look for include:<sup>34</sup>

- Missing prescription drugs (especially narcotics and mood stabilizers), or evidence of drug paraphernalia or inhalant products;
- Changes in friends, the use of secretive language, increased secrecy about possessions or activities, or negative changes in school or job performance;
- Increased use of sprays, perfumes, or mouthwash to mask smoke or chemical odors; and an
- Increase in borrowing money.

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## Helpful Resources

- **SAMHSA's Treatment Locator**, available at <http://findtreatment.samhsa.gov>, is a searchable directory of drug and alcohol treatment programs. The Treatment Locator shows the location of facilities around the country that treat drug abuse and alcohol problems.
- The White House Office of National Drug Control Policy's (ONDCP's) National Youth Anti-Drug Media Campaign provides materials directed toward teens through its **"Above the Influence"** campaign. More information is available at <http://www.abovetheinfluence.com>.
- The **"NIDA for Teens"** website from NIDA, available at <http://teens.drugabuse.gov>, offers facts for teens about prescription drug abuse and illicit drug use. **NIDA InfoFacts**, available at <http://www.drugabuse.gov/infofacts/infofactsindex.html>, also provides updated information on the health effects of specific drugs, including marijuana and club drugs.
- SAMHSA's *Road to Recovery* webcast, **"Ignoring Instructions: The Importance of Using Prescription and Over-the-Counter Medications Properly,"** gives an overview of prescription drug abuse and discusses people who are at risk, available at <http://www.recoverymonth.gov>.

If you are concerned that you or someone you know may be abusing or addicted to prescription or illicit drugs, help is available 24 hours a day, 7 days a week, and 365 days a year through SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD). The Helpline provides free and confidential information and treatment referrals in English and Spanish.

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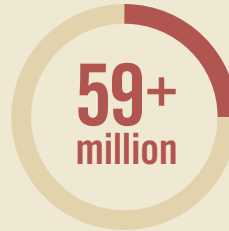


# Prevention of Alcohol Abuse in the U.S.

Alcohol abuse is a widespread issue in the United States. Even though it's legal for individuals over age 21 to purchase and drink alcohol, many consume alcohol at levels that pose safety and health risks for themselves and others. Excessive alcohol use can cause serious problems and, for some, may lead to dependence. Alcohol abuse can affect people of all ages, and problems associated with alcohol dependence take a toll on the individual who drinks, as well as their families, children, workplace, and communities.

# 17.7

In the past year, 17.7 million people in the U.S. aged 12 or older (6.8 percent) were classified with alcohol dependence or abuse.<sup>1</sup>



Nearly one quarter (23 percent) of individuals aged 12 or older — 59.7 million people — participated in binge drinking\* at least once in the last 30 days.<sup>2</sup>

# 80,000 deaths

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# PER YEAR

**Excessive alcohol consumption** is associated with approximately **80,000 deaths per year**.<sup>3</sup>

\*SAMHSA's National Survey on Drug Use and Health (NSDUH) defines "binge drinking" as drinking five or more drinks on the same occasion on at least 1 day in the past 30 days.

## Alcohol abuse affects individuals, families, and communities.

### Alcohol abuse can lead to risky and dangerous behavior.

- In the U.S., 29.1 million people report that they drove under the influence of alcohol at least once in the past year. Men were more likely than women to drive under the influence (14.6 vs. 7.9 percent). The drunk driving rate was highest among people aged 21 to 25 (21.9 percent) but 12.8 percent of 18 to 20 year olds took this risk, too.<sup>4</sup> Alcohol is a factor in almost one third (30 percent) of fatal motor vehicle crashes.<sup>5</sup>
- People who drink heavily (e.g., binge drinking on at least 5 days in the past 30 days) are more likely to also have used illicit drugs in the same past-month time period. Among the 17 million heavy drinkers in the U.S., almost one third (31 percent) use illicit drugs.<sup>6</sup>
- More than half (53.4 percent) of heavy alcohol users aged 12 or older smoked cigarettes in the

past month. Smokeless tobacco use and cigar use also are prevalent among heavy drinkers (12.5 and 17.3 percent, respectively).<sup>7</sup>

### Parents and adults who abuse alcohol expose their families to negative consequences.

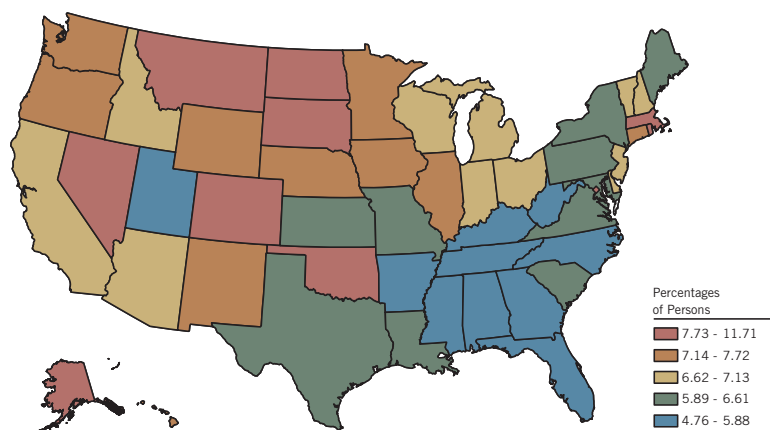
- Parental substance dependence and abuse can have profound effects on children, including increased odds that the children will become substance dependent or abusers themselves.<sup>8</sup>
- A recent study has shown that 16 and 17 year olds living with parents who drive under the influence of alcohol or drugs are more likely to drive under the influence than adolescents whose parents do not drive under the influence.<sup>9</sup>
- A parent's abuse of alcohol can lead to child abuse, neglect, injuries, and deaths due to motor vehicle accidents.<sup>10</sup>

## For anyone who drinks alcohol in excess, there are severe health consequences.

- Alcohol abuse can lead to dependency, also known as alcoholism. Signs of alcoholism include a tolerance to alcohol and/or withdrawal symptoms, which include anxiety, shakiness, sweating, nausea, insomnia, depression, irritability, fatigue, or a headache if alcohol isn't used.<sup>11</sup>
- Excessive drinking is known to cause serious liver damage and also to affect the nervous system, muscles, lungs, pancreas, and heart.<sup>12,13</sup>
- Excessive alcohol use is linked directly to increased burden from diabetes, cardiovascular problems, and chronic disease.<sup>14</sup>

## Alcohol Dependence or Abuse in the Past Year Among People Aged 12 or Older, by State:

Percentages, Annual Averages Based on 2011 and 2012 NSDUHs



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2011 and 2012.  
<http://www.samhsa.gov/data/NSDUH/2k12State/Maps/NSDUHsaeMaps2012.htm>

## A National Perspective

Excessive alcohol use can occur in any community, and some places in the U.S. face higher rates of alcohol dependence or abuse than others. See below for steps communities can take to reduce the prevalence of alcohol abuse.

## What Communities Can Do

### Family Members and Friends

Family and friends can help to prevent alcohol abuse by knowing and recognizing the warning signs. Signs to look for include:<sup>15</sup>

- Repeated alcohol use resulting in neglect of responsibilities at home, work, or school;
- Using alcohol in situations where it's physically dangerous;
- Experiencing repeated legal problems on account of drinking;
- Continuing to drink even though alcohol is causing social or interpersonal problems; and
- Drinking as a way to relax or de-stress.

### Health Care Providers<sup>16</sup>

- Screen your patients for alcohol use and

conduct a brief intervention, if necessary. A guide from the National Institute on Alcohol Abuse and Alcoholism (NIAAA), called **Helping Patients Who Drink Too Much: A Clinician's Guide**, explains two effective methods of screening: a single question asked during the patient's visit, and a written self-report tool that requires less than five minutes to fill out. The guide is available at

<http://pubs.niaaa.nih.gov/publications/Practitioner/CliniciansGuide2005/guide.pdf>.

- Conduct follow-ups with patients about their alcohol use.

### Educators

Create a positive learning environment and inform college students about the risks of alcohol abuse. Educators and school administrators can influence young people to change their attitudes about alcohol abuse and binge drinking.<sup>17</sup>



## Community Leaders and Organizations

- Communities can implement prevention strategies that focus on changing the environmental conditions that foster problematic alcohol use. This includes policies that control access and availability, media messages, and enforcement actions.<sup>18</sup>
- Community members can work with policymakers to regulate the number of alcohol retailers in the community as a whole and in specific neighborhoods, and also restrict sales. Both strategies can help reduce alcohol availability, decrease crime rates, and improve the community.<sup>19</sup>
- Learn more about national efforts in the **National Prevention Strategy**, available at <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>.

## Workplaces<sup>20</sup>

Workplace programs can help employers create cost-effective, safe, and healthy workplaces. Workplace programs that focus on preventing alcohol and drug problems generally have at least five key components:<sup>21</sup>

- A written policy;
- Employee education;

- Supervisor training;
- An employee assistance program (EAP); and
- Drug testing.

Before considering these five components, employers should examine the needs of their organizations and take steps to ensure that the programs they design will work well in their workplaces. Download SAMHSA's **Drug-Free Workplace Kit** from <http://store.samhsa.gov/product/Making-Your-Workplace-Drug-Free/SMA07-4230> for more information about implementing programs to prevent problem alcohol use and drug use among employees.

## Everyone

- Join a community coalition or volunteer with a local organization that's working to prevent alcohol abuse and underage drinking.
- Become media-literate to learn that not all media messages (e.g., television ads, portrayals of alcohol use on TV and in the movies) are what they seem. Call attention to depictions of alcohol use that can be misleading because of the presenter's point of view.<sup>22</sup>
- Support and encourage others to get professional help if they have alcohol problems. To find a substance abuse treatment program, go to <http://findtreatment.samhsa.gov/> or call 1-800-662-HELP (4537) or 1-800-487-4889 (TDD).

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## Helpful Resources

- **The National Institute on Alcohol Abuse and Alcoholism (NIAAA)**, at <http://www.niaaa.nih.gov>, provides leadership in the national effort to reduce alcohol-related problems.
- **The Fetal Alcohol Spectrum Disorders Center for Excellence**, at <http://www.fasdcenter.samhsa.gov>, is a SAMHSA-led initiative devoted to preventing and treating Fetal Alcohol Spectrum Disorders (FASD). It provides information and resources about FASD and materials to help raise awareness.
- **The Center for the Application of Prevention Technologies**, at <http://captus.samhsa.gov>, is a SAMHSA initiative that works to develop and improve the skills, knowledge, and expertise of the prevention workforce.
- **Alcoholics Anonymous** provides support for people with alcohol problems. More information and a list of support groups are available at <http://www.aa.org>.
- **Al-Anon/Alateen Family Groups**, at <http://www.al-anon.alateen.org>, is a support group for families and friends of people with alcohol problems.
- **The National Advisory Council on Alcohol Abuse and Alcohol Prevention Task Force on College Drinking**, at <http://www.collegedrinkingprevention.gov> or by calling 301-443-3860, is a site that offers research and information on college drinking.

If you are concerned that you or someone you know may be abusing alcohol, help is available 24 hours a day, 7 days a week, 365 days a year through SAMHSA's National Helpline: 1-800-662-HELP (4357), or 1-800-487-4889 (TDD). The Helpline provides free and confidential information and treatment referrals in English and Spanish.

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# Prevention of Suicide in the U.S.

In 2011, suicide accounted for more than 38,000 deaths in the United States, and it was the 10th leading cause of death in the U.S.<sup>1,2</sup> The loss of someone to suicide resonates among family, friends, coworkers, and others in the community. Family and friends may experience a range of painful emotions, such as shock, anger, guilt, and depression.<sup>3</sup> Suicide can occur across demographics, but certain groups are more at risk than the general population. Risk factors for suicide include mental illness, substance abuse, family history of suicide, and previous suicide attempts, among other factors.<sup>4</sup> Additional risk factors for some people may include a highly stressful life event or prolonged stress from problems like unemployment, serious relationship conflict, or bullying.<sup>5</sup>

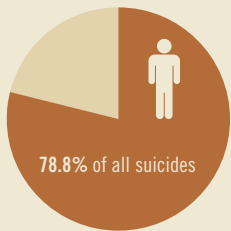
Suicide is devastating, but there are resources and information available to help prevent it. **Learn more to be the one who makes a difference.**



In 2010, suicide claimed the life of someone in the United States every 14 minutes.<sup>6</sup>

9 million

In 2012, an estimated 9 million adults aged 18 or older reported having serious thoughts of suicide.<sup>7</sup>



Women attempt suicide more often than men, yet, men die more often from suicide attempts. Men represent 78.8 percent of all suicides in the U.S.<sup>8</sup>

\$34.6  
BILLION  
per  
YEAR

Suicide resulted in an estimated \$34.6 billion in combined medical and work loss costs in 2010.<sup>9</sup>

## Who is at higher risk of suicide?

### Teenagers and young adults

Suicide is the third leading cause of death for 15 to 24 year olds.<sup>10</sup>

### Military Service Members

On average, a member of the Armed Forces dies by suicide every 25 hours.<sup>11</sup>

### Veterans

Suicide is the cause of death of an estimated 22 U.S. veterans each day.<sup>12</sup>

### American Indians/Alaska Natives

Rates of suicide among American Indian/Alaska Natives ages 15 to 34 are more than double the national average for that age group.<sup>13</sup>

### Gay, lesbian and bisexual youth

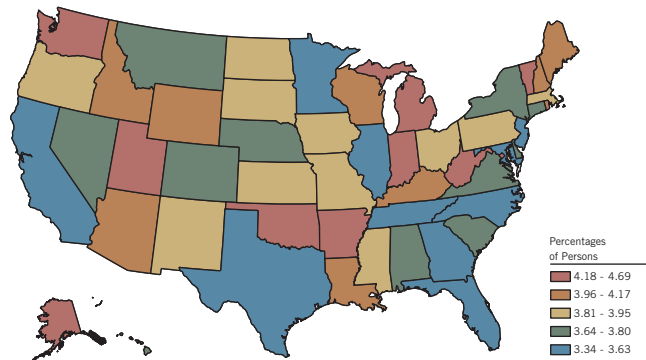
A study sponsored by the National Institutes of Health found that lesbian, gay and bisexual youth are approximately five times more likely to attempt suicide than heterosexual youth (21.5 vs. 4.2 percent).<sup>14</sup>

### Latina girls

Latina girls between the ages of 12 and 17 have the highest rate of suicide attempts among all adolescent ethnic groups.<sup>15</sup>

## Had Serious Thoughts of Suicide in the Past Year Among People Aged 18 or Older, by State:

Percentages, Annual Averages Based on 2011 and 2012 NSDUHs



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2011 and 2012.  
<http://www.samhsa.gov/data/NSDUH/2k12State/Maps/NSDUHsaeMaps2012.htm>

## A National Perspective

Suicide prevention in every state and community is important — even the loss of one life is too many. Though suicide can occur in any community, some regions of the U.S. are more affected than others. No matter where you live, there are steps that can help prevent suicides and make a positive change in your state and community. See below to find out what you can do.

## What Communities Can Do

### Families, Friends, Educators, Coworkers and Other Community Members

Learn and recognize the warning signs of suicide, including:<sup>16</sup>

- Talking about: wanting to die or kill oneself, being a burden to others, feeling hopeless or having no reason to live, or feeling trapped or in unbearable pain.
- Looking for a way to kill oneself, such as searching online or buying a gun.
- Behaving recklessly.
- Withdrawing or feeling isolated, displaying extreme mood swings, or increasing the use of alcohol or drugs.
- Showing rage or talking about seeking revenge, acting anxious or agitated, or sleeping too little or too much.

You can help someone who is considering suicide by taking one or more of the following steps:<sup>17</sup>

- Be willing to listen, and don't lecture or debate whether suicide is right or wrong. Allow the person in need to express his or her feelings without passing judgment or acting shocked.
- Be direct and get involved. Talk openly and matter-of-factly, showing interest and support for the person at risk.

- Don't be sworn to secrecy — seek support and professional help for the person at risk.
- Offer hope that alternatives are available.
- Get help from people or agencies that specialize in crisis intervention and suicide prevention.
  - Seek confidential help, available 24 hours a day, through the **National Suicide Prevention** Lifeline: 1-800-273-TALK (8255), a toll-free service funded by SAMHSA.

### Health Care Providers<sup>18</sup>

Implement the following effective strategies for suicide prevention:

- Learn, identify, and respond to suicide warning signs.
- Recognize and treat depression and substance use disorders through the creation of treatment plans and/or referral to a qualified behavioral health professional.

### Community Coalitions and Organizations

- Meet with local officials and ask them to support suicide prevention in the community and statewide.<sup>19</sup>
- Facilitate trainings on different topics, such as intervention skills, for key stakeholders and community members.<sup>20</sup>
- Provide informational materials to schools and parents and at local events.<sup>21</sup>

## School Administrators

- Use SAMHSA's **Preventing Suicide: A Toolkit for High Schools**, available at <http://store.samhsa.gov/product/Preventing-Suicide-A-Toolkit-for-High-Schools/SMA12-4669>, for information on how to implement a suicide prevention program that responds to the needs and cultures of students.
- Help prevent suicide by establishing comprehensive crisis plans and school-based prevention and anti-bullying programs. See below for resources that can provide additional information. Learn more about national efforts in the **National Prevention Strategy**, available at <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf> and the **2012 National Strategy for Suicide Prevention**, available at [http://www.surgeongeneral.gov/library/reports/national-strategy-suicide-prevention/full\\_report-rev.pdf](http://www.surgeongeneral.gov/library/reports/national-strategy-suicide-prevention/full_report-rev.pdf).

## Parents and Caregivers

- Ask your child's friends and teachers if you have concerns about your child's behavior.
- Spend time each day listening and talking to your children. Ask about their concerns, and express what you've heard back to them to make sure you understand each other.
- If you have concerns, talk to your pediatrician or call the National Suicide Prevention Lifeline (1-800-273-TALK [8255]).

## Workplace<sup>22</sup>

- Inform employees about the warning signs, risk factors, and prevention approaches for suicide.
- Create a work environment in which co-workers care for and support each other.
- Promote the development of interpersonal and social competency through training in stress management and coping skills to help individuals deal with problems.
- Expand awareness of suicide-prevention programs and mental health and substance use disorder assessment and treatment.

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## Helpful Resources

- **SAMHSA's Store**, <http://store.samhsa.gov>, provides a downloadable wallet card that lists the warning signs for suicide. The wallet card is available in English and Spanish. SAMHSA's Store also offers other materials about suicide, suicide prevention, and coping and caring for loved ones.
- **The National Suicide Prevention Lifeline** website, <http://www.suicidepreventionlifeline.org>, houses information about suicide warning signs and what happens when someone calls the Lifeline; a separate website about suicide for young people (<http://www.youmatter.suicidepreventionlifeline.org>); and other coping and prevention resources.
- The **StopBullying.gov** website, <http://www.stopbullying.gov>, offers information from various government agencies on what bullying is, what cyberbullying is, who is at risk, and how you can prevent and respond to bullying.
- **SAMHSA's Behavioral Health Treatment Services Locator**, available at <http://findtreatment.samhsa.gov>, can help people find mental health services and resources in their communities.
- For broader policy issues, the **National Action Alliance for Suicide Prevention**, available at <http://www.actionallianceforsuicideprevention.org>, is a public-private collaboration launched in 2010 to promote implementation of the National Strategy for Suicide Prevention. SAMHSA is an active member of the partnership.
- **The Trevor Project**, available at <http://www.thetrevorproject.org>, promotes acceptance of lesbian, gay, bisexual, transgender, and questioning (LGBTQ) young people ages 13 to 24 and helps to prevent suicide among those youth. **The Trevor Helpline**, which can be reached at 1-866-488-7386, is a 24-hour toll-free suicide helpline for LGBTQ youth.
- **The Suicide Prevention Resource Center**, available at <http://www.sprc.org>, provides access to the science and experience that can support efforts to develop programs, implement interventions, and promote policies to prevent suicide. Resources include information on school-based prevention programs, a best practices registry, state information and more.

Confidential help is available 24 hours a day through the National Suicide Prevention Lifeline, 1-800-273-TALK (8255), a toll-free service funded by SAMHSA. Chat services are also available through the Lifeline website (<http://suicidepreventionlifeline.org/GetHelp/LifelineChat.aspx>).

You can also call SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD), for 24-hour free and confidential information and treatment referrals in English and Spanish.

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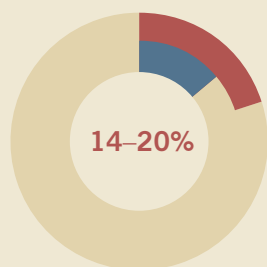
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# Promotion of Mental Health in the U.S.

Prevention, early intervention, and mental health promotion can help assure the health of young children and adolescents. There are several core concepts behind the science of prevention and promotion:<sup>1</sup>

- Mental, emotional, and behavioral health refers to the overall psychological well-being of individuals and includes the presence of positive characteristics, such as the ability to manage stress, demonstrate flexibility under changing conditions, and bounce back from adverse situations.
- Prevention of mental, emotional and behavioral disorders requires a shift in focus. Instead of addressing a disorder after it occurs, prevention means supporting the healthy development of young people starting at birth.
- Mental health and physical health go hand in hand. Young people who grow up in good physical health are likely to also have good mental health; similarly, good mental health contributes to good physical health.
- Successful prevention must involve many different groups, including informed parents, educators, primary care providers, and mental health and substance abuse prevention and treatment professionals.
- Promotion of mental health is essential throughout a young person's developmental life cycle, from the earliest years of life through adolescence and young adulthood. It's also important to promote mental health in a variety of settings including families, schools, neighborhoods, and communities.



In any given year, the percentage of **young people age 25 and under with mental, emotional, and behavioral disorders** is estimated to be between 14 and 20 percent.<sup>2</sup>

more than  
**half**  
started in childhood  
or adolescence

Among adults reporting a mental, emotional, or behavioral disorder during their lifetime, more than half report that the disorder started in childhood or adolescence.<sup>3</sup>



An estimated one in five (or 43.7 million) people aged 18 or older in the United States **had any mental illness\* in the past year.**<sup>4</sup>

**\$247**  
**BILLION**

Mental, emotional, and behavioral issues among young people have enormous personal, family, and societal costs. The **annual cost of these disorders** was estimated in 2007 to be \$247 billion.<sup>5</sup>

\* SAMHSA's National Survey on Drug Use and Health (NSDUH) defines any mental illness as currently or at any time in the past year having had a diagnosable mental, behavioral, or emotional disorder (excluding developmental and substance use disorders) of sufficient duration to meet diagnostic criteria specified within the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV; American Psychiatric Association [APA], 1994).

## Factors that Affect the Healthy Development of Young People

Exposure to risk and protective factors affects the healthy development and mental health of young people. Risk factors are conditions or characteristics that put an individual at greater risk for a specific health problem or disorder. Protective factors are personal traits or conditions in families and communities that, when present, contribute to an individual's well-being.

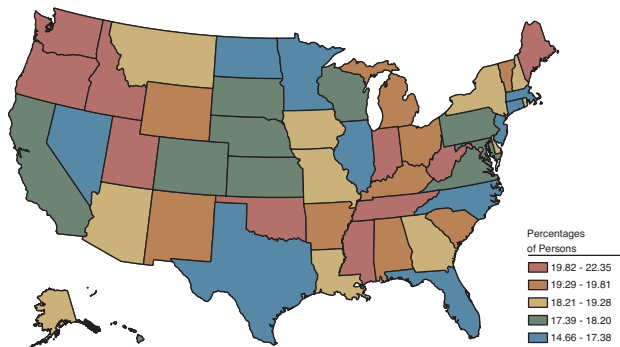
- **Protective factors** can make people resilient to mental, emotional, and behavioral disorders. Some protective factors include:<sup>6</sup>
  - Reliable support and discipline from parents and caregivers
  - Good communication skills

- Healthy peer groups
- Social connectedness
- Academic success
- **Risk factors** can be detrimental to mental health and well-being, and include the following:<sup>7</sup>
  - Family conflict
  - Loneliness
  - Excessive substance use, and parental substance abuse and/or mental illness
  - Stressful life events
  - Academic failure

See [page 3](#) for information about ways to promote mental health in your family and community.

### Any Mental Illness in the Past Year Among People Aged 18 or Older, by State:

Percentages, Annual Averages Based on 2011 and 2012 NSDUHs



Source: SAMHSA, Center for Behavioral Health Statistics and Quality, NSDUH, 2011 and 2012.  
<http://www.samhsa.gov/data/NSDUH/2k12State/Maps/NSDUHsaeMaps2012.htm>

## A National Perspective

This map displays differences in percentages of people who have experienced mental illness across the United States. While levels vary, it's important to note that in every state at least 17.6 percent of people aged 18 or older have experienced mental illness. Knowing the prevalence of these disorders can help communities allocate resources to prevent future problems.

See [page 3](#) to learn what you can do to lower this statistic and promote mental health.

# What Communities Can Do

## Parents and Caregivers

Create a positive home environment by focusing on these key elements:

- Create and maintain a safe and secure environment, which includes making children feel valued and comfortable with sharing their problems.<sup>8</sup>
- Be sure that you and your child communicate effectively and often.
- Limit the presence of alcohol and cigarettes and do not use illicit drugs.

In addition to the positive actions you can do at home to ensure your child's well-being, ask your child's doctor about routine mental health screenings. Seek outside medical help from a physician or one of the additional resources listed below if:<sup>9</sup>

- You recognize changes in your child's behavior that concern you. Such changes would be severe, persistent, and affect your child's ability to take part in daily activities.
- Your child experiences problems such as changes in appetite or sleep patterns, social withdrawal or constant fearfulness.
- Your child exhibits signs of distress such as sadness or tearfulness, or self-destructive behavior.

## Schools

Schools can promote healthy behavioral development among children by:<sup>10</sup>

- Educating students about positive behaviors and decision making, and applauding positive choices.
- Helping children explore their individual talents, interests, and competencies.
- Maintaining a safe school environment.
- Informing staff, parents, and students about symptoms of behavioral health issues and available resources.

## Health Care Providers

- Make questions about children's mental health

part of routine practice. This will facilitate open communication with families.<sup>11</sup>

- Provide fact sheets to youth and their families on promoting emotional health in children, such as **Tips to Promote Social-Emotional Health Among Young Children** (available at <http://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Mental-Health/Documents/SE-Tips.pdf>) and **Tips to Promote Social-Emotional Health Among Teens** (available at <http://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Mental-Health/Documents/SE-TeenTips.pdf>).
- Use a screening tool such as the **Geriatric Depression Scale** to identify depression in older adults. Recognizing risk factors for issues like anxiety and depression can assist accurate diagnosis.<sup>12</sup>
- Screen for mental disorders across patients' life span and refer individuals to treatment and other resources when appropriate.<sup>13</sup>

## Community Leaders and Organizations

- By funding mental health-related programs and awareness initiatives, communities can proactively work toward preventing behavioral health problems rather than waiting until these issues develop and treatment is the only available option.
- Communities can also develop strategies to publicly communicate the importance of mental health and the value of preventive services.
- Communities can implement evidence-based promotion and prevention services for young children, adolescents, and the caregivers of children with mental health issues. Visit SAMHSA's **National Registry of Evidence-Based Programs and Practices (NREPP)**, available at <http://www.nrepp.samhsa.gov/>, for more information.
- Learn more about national efforts in the **National Prevention Strategy**, available at <http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>.



## Workplaces<sup>14</sup>

- Weave information about mental health-friendly policies and resources into routine communications and special workplace events, such as new employee orientations and banners on the company intranet. Include information about work-life balance, health and wellness, and how to manage workplace stress.
- Institute training for supervisors about mental illnesses and how to supervise in ways that promote mental health and decrease discrimination toward employees with mental illnesses.
- Explore SAMHSA's **Workplaces That Thrive: A**

**Resource for Creating Mental Health-Friendly Work Environments**, available at [http://www.promoteacceptance.samhsa.gov/publications/business\\_resource.aspx](http://www.promoteacceptance.samhsa.gov/publications/business_resource.aspx), for more information about promoting mental and emotional well-being in the workplace.

## Everyone

- Create families and communities that are nurturing and positive.
- Engage in positive communication and offer support to children and youth, especially during times of stress.
- Exercise often, and maintain good nutrition and physical health.

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## Helpful Resources

- **SAMHSA's Toolkit for Community Conversations About Mental Health**, available at <http://www.samhsa.gov/communityconversations>, is a resource to help those interested in holding a community dialogue about mental health. It has three sections to help communities and groups plan and facilitate a dialogue about mental health: an information brief, a discussion guide, and a planning guide. These materials are available in English and Spanish.
- **MentalHealth.gov**, <http://www.mentalhealth.gov>, provides one-stop access to comprehensive U.S. government information about mental health and mental health issues.
- **SAMHSA's National Registry of Evidence-Based Programs and Practices (NREPP)**, available at <http://www.nrepp.samhsa.gov>, is a searchable online registry of more than 250 interventions supporting mental health promotion, substance abuse prevention, and mental health and substance abuse treatment.
- **"Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities" by The National Research Council and Institute of Medicine**, available at <http://iom.edu/Reports/2009/Preventing-Mental-Emotional-and-Behavioral-Disorders-Among-Young-People-Progress-and-Possibilities.aspx>, is a resource that analyzes prevention practices that have emerged in a variety of settings, including programs for at-risk populations (such as children and youth in the child welfare system), school-based interventions, interventions in primary care settings, and community services designed to address a broad array of mental health needs and populations. This resource focuses special attention on the research base and program experience with younger populations.
- **SAMHSA's Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated with Mental Health (ADS Center)**, available at <http://promoteacceptance.samhsa.gov/default.aspx>, is a center that enhances acceptance and social inclusion by ensuring that people with mental health issues can live full, productive lives within communities without fear of prejudice and discrimination. The ADS Center provides information and assistance to develop successful efforts to counteract prejudice and discrimination and promote social inclusion.
- **The Partnership for Workplace Mental Health**, available at <http://www.workplacentalhealth.org>, is an organization that collaborates with employers and maintains a database of successful innovations and strategies.
- **SAMHSA's Behavioral Health Treatment Services Locator**, available at <http://findtreatment.samhsa.gov>, is a resource that can help people find mental health services and resources in their communities.



Confidential help is available 24 hours a day through the National Suicide Prevention Lifeline: 1-800-273-TALK (8255), a toll-free service funded by SAMHSA. Chat services are also available through the Lifeline website (<http://suicidepreventionlifeline.org/GetHelp/LifelineChat.aspx>).

You can also call SAMHSA's National Helpline, 1-800-662-HELP (4357) or 1-800-487-4889 (TDD), for free and confidential information and treatment referrals in English and Spanish.

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# Writing Your Own Community Fact Sheet

Your group or organization can create a customized fact sheet that highlights facts and statistics specific to your community. Including local information in the fact sheet can help illustrate the direct effects of substance abuse on your community, and the importance of substance abuse prevention and mental health promotion.

## What to Include

When writing a community fact sheet, be sure to include local statistics that are both positive and negative. If possible, include a wide range of statistics that focus on varying age groups and demographics. It's also valuable to provide a sense of perspective by including a small number of national facts and figures.

## Where to Find Local Data

There are a number of resources available that can help you research local and state statistics. Explore the sources below for more information.

- **Centers for Disease Control and Prevention's (CDC's) Behavioral Risk Factor Surveillance System (BRFSS)** (<http://www.cdc.gov/brfss/>) is the world's largest, on-going telephone health survey system, tracking health conditions and risk behaviors in the United States. State statistics and contact information are provided.
- **CDC's National Center for Injury Prevention and Control** (<http://www.cdc.gov/injury/>) provides information regarding the number of deaths according to cause and manner (e.g., suicide) of populations based on state, race, sex, and age groupings.
- **CDC's Youth Risk Behavior Surveillance System (YRBSS)** (<http://www.cdc.gov/HealthyYouth/yrbs/>) monitors six types of health-risk behaviors that contribute to the leading causes of death and disability among youth and adults, including alcohol, tobacco, and other drug use. The YRBSS includes local survey data.
- **National Survey of Children's Health (NSCH)** (<http://www.cdc.gov/nchs/slait/nsch.htm>) provides easy access to both state-specific and national data regarding children's health topics, such as child mental health status.
- **SAMHSA's Data Outcomes and Quality** (<http://www.samhsa.gov/data/>) page provides national and state-specific data on alcohol, tobacco and illegal drug use, as well as mental health.
- **SAMHSA's National Survey on Drug Use & Health (NSDUH)** (<http://www.samhsa.gov/data/NSDUH.aspx>) is the primary source of information on the prevalence, patterns and consequences of alcohol, tobacco and illegal drug use, and abuse in the United States.
- **SAMHSA's Single State Agency (SSA)** (<http://www.samhsa.gov/grants/ssadirectory.pdf>) resource is a directory of organizations (in all 50 states as well as territories) that can help you find local information.
- **Treatment Episode Data Set (TEDS)** (<http://www.dasis.samhsa.gov/webt/newmapv1.htm>) is a part of SAMHSA's Drug and Alcohol Services Information System (DASIS). TEDS offers data on the demographic and substance abuse characteristics of admissions to and discharges from substance abuse treatment in the United States.
- **U.S. Census Bureau** (<http://www.census.gov/#>) has a wealth of state, regional and local data, including "quick facts" and population data by age, gender, and ethnicity.

## Ways to Use Your Community Fact Sheet

It's important to effectively distribute your community fact sheet as part of your **National Prevention Week 2014** promotion efforts. Distribute the fact sheet through community groups, faith-based organizations, schools, libraries and local businesses, and have an ample number of copies available at your **National Prevention Week 2014** event. You can also send fact sheets easily and cost-effectively via e-mail.

## Writing a National Prevention Week Proclamation

Issuing a proclamation on behalf of your city, county, town, state, or tribal community is a way to raise public awareness of **National Prevention Week 2014**. A proclamation is an official announcement that publicly recognizes an initiative such as **National Prevention Week**. Proclamations are typically signed and issued by federal officials, governors, state legislators, mayors, or other government officials at the local level. Issuing a proclamation designating the third week in May as **National Prevention Week** can help draw attention to prevention issues and the events and activities held in your region in honor of this health observance.

### Getting Started

Before creating a proclamation about **National Prevention Week 2014**, contact local officials who may be interested in supporting this effort. It's best to e-mail the official or his/her communications office 2-3 months prior to the observance and follow up with a phone call, if necessary. Explain the purpose of **National Prevention Week 2014**, highlight the local event(s) that will take place during the week, and emphasize the importance of governmental and public support for this observance. Once you receive word that the official will support **National Prevention Week 2014** and issue a proclamation, it's time to start writing.

### Developing the Proclamation

While there are different styles of writing a proclamation, the modern approach is to write the document in a letter format (see example of a [Presidential proclamation](#)). See the [Sample Proclamation](#) for a template that you can use to draft your own **National Prevention Week 2014** proclamation. Insert local information or statistics that will resonate with your community.

When you have finalized the proclamation and received any required approvals within your organization, submit the proclamation to your local official's office and allow time for the official to review and sign the document. Follow up to check the status of the proclamation until you receive the signed copy.

### Publicize

Once you have the signed proclamation, publicize it! Visit local businesses, health clubs, libraries, schools, college campuses, addictions and mental health treatment centers, and/or government buildings to see if they allow you to display copies of your proclamation. You can also arrange a press conference or town hall meeting and have your local official sign the proclamation there as an additional publicity option. The event can be accompanied by a roundtable discussion on issues related to substance abuse prevention and/or the promotion of mental health. Lastly, you can have your proclamation featured in a local publication to increase awareness. Distribute electronic copies of the document to the "local" or "metro" desk of your town's newspapers, along with a press release to announce the signing of the **National Prevention Week 2014** proclamation. For tips on how to write an effective press release, see [Sample Press Release](#).

Don't forget to post a copy of your proclamation on your organization's website and share it via Facebook, Twitter, your organization's blog, or a different social media channel!

## Sample Proclamation

Substance abuse and mental health problems affect all communities nationwide. According to the 2012 National Survey on Drug Use and Health, an estimated 23.9 million Americans are current illicit drug users. Nearly one in four young people aged 12 to 20 report drinking alcohol in the past month, and one in five Americans smokes cigarettes.

With commitment and support, these and other behavioral health issues can be prevented. The focus of **National Prevention Week** this May is to increase public awareness of, and action around, substance abuse and mental health issues. This year's **National Prevention Week** theme, "Our Lives. Our Health. Our Future." highlights the important role that each of us has in maintaining a healthy life and ensuring a productive future. Prevention of substance abuse and promotion of mental health are important for personal health and well-being and also the health of our communities. Taking part in prevention-related activities and conversations helps raise awareness of behavioral health issues and changes lives.

That's a message we need to spread far and wide. An estimated 22 million people in America are classified with substance dependence or abuse, and more than twice as many adults have a mental illness. The impact of substance abuse and mental illness is apparent in our local community, and an estimated **[XX THOUSAND/ MILLION]** people in **[CITY OR STATE]** are affected by these conditions. We have the power to change these numbers, and more importantly, change lives.

Through **National Prevention Week**, people become more aware and able to recognize the signs of mental health problems and substance abuse. Equally important, community members of all walks of life learn what they can do to help prevent these problems before they start. Whether by being a shoulder for someone to lean on, leading someone in need to help and resources for a behavioral health issue before it worsens, or setting an example by staying substance-free, we all have a role to play in keeping the people around us – and ourselves – healthy and safe.

We, and others across the United States, need to recognize the seriousness of behavioral health issues in our communities, the power of prevention, and the tireless efforts of those working to make a difference. For the above reasons, I am asking the citizens of **[CITY OR STATE]** to join me in observing **National Prevention Week 2014** this May.

I, **[NAME AND TITLE OF ELECTED OFFICIAL]**, do hereby proclaim May 18 – 24 of 2014 as

### **NATIONAL PREVENTION WEEK**

in **[CITY OR STATE]** and call upon our community to observe this week with compelling programs and events that support this year's theme, "Our Lives. Our Health. Our Future."

---

Signature

**[INSERT CITY/STATE OR OTHER OFFICIAL SEAL]**

# Resources and References

## National Prevention Week 2014 Checklist

Use this checklist to track your progress as you plan your **National Prevention Week 2014** event. You may not find it necessary to perform every step suggested.

### Getting Started

- Identify primary goal for **National Prevention Week 2014** event (see “Why Observe **National Prevention Week 2014**” and *Keeping Success in Mind* in “Planning Your Event”)
- Create event committee/team/group
- Determine budget (see *Types of Events* in “Planning Your Event”)
- Identify intended audience (see “Why Observe **National Prevention Week 2014**” and *Keeping Success in Mind* in “Planning Your Event”)
- Choose event type (see *Types of Events* in “Planning Your Event”)
- Pick date(s) for event (see *The Themes of National Prevention Week 2014* and *Where and When* in “Planning Your Event”)
- Create timeline (see *Suggested Timeline/Calendar* in “Planning Your Event”)

### Location and Invitation List

- Pick location for event (see *Where and When* in “Planning Your Event”)
- Research and obtain necessary permits for event, if applicable
- Secure/reserve event location for chosen date(s)
- Identify back-up location in case of inclement weather (if primary event location is outdoors)
- Identify potential event partners (see “Identifying and Working With Partners”)
- Create tentative guest list (see *The More the Merrier* and *Whom to Include* in “Planning Your Event”)

### Event Support

- Create supply list based on specific event needs
- Hire vendors
- Request in-kind and monetary donations (see “Identifying and Working With Partners”)
- Recruit volunteers

## Local Event Promotion

- Identify and contact local businesses, centers, schools, places of worship, community event calendars, etc. that may promote your event (see [Publicize Your Event Locally](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Create list of promotional materials for distribution, focusing on who receives which materials, and when (see [Publicize Your Event Locally](#) in “Free and Low-Cost Ways to Get the Word Out” and [Promotional Materials](#) in “**National Prevention Week 2014 Promotional Materials**”)
- Assess need for professional printer, set up printing schedule if necessary (see [Promotional Materials](#) in “**National Prevention Week 2014 Promotional Materials**”)
- Create and print promotional materials and distribute locally and/or digitally (see [Publicize Your Event Locally](#) in “Free and Low-Cost Ways to Get the Word Out” and [Promotional Materials](#) in “**National Prevention Week 2014 Promotional Materials**”)

## Social Media Event Promotion

- Create plan for social media promotion (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Update organization’s or group’s website and/or blog with information about **National Prevention Week 2014** event
- Create accounts on Facebook, Twitter, and YouTube
- Use your Facebook account to “Like” and link to the SAMHSA Prevention Pledge located on SAMHSA’s Facebook page, and link to the SAMHSA Prevention Pledge using your Twitter account (see [SAMHSA’s National Prevention Week 2014 Facebook Page](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Create a unique #hashtag for your **National Prevention Week 2014** event (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Identify local community and prevention bloggers for targeted outreach and engagement (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out”)
- Draft social media posts and blogger outreach materials (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)
- Create schedule for social media posts (on Twitter and Facebook) and blogger outreach (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)
- Create YouTube promotional video (see [Social Media Outreach](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)
- Send bloggers outreach materials, and schedule follow-up e-mails
- Post YouTube video or link to videos on SAMHSA’s YouTube channel (see the [YouTube Content](#) in “Free and Low-Cost Ways to Get the Word Out” and [Sample Social Media Content](#) in “Working with the Media”)

## Media Outreach

- Determine the story to tell the media and craft corresponding key messages (see [Identify the Story You Want to Tell](#) in “Working with the Media”)
- Identify key media networks and publications for outreach efforts (see [Create a Media List and Contact the Media](#) in “Working with the Media”)
- Identify key reporters within targeted networks and publications, and secure contact information (see [Identify the Story You Want to Tell](#) in “Working with the Media”)
- Craft and share Pitch Points with event planning team and people within group or organization (see [Create Media Outreach Materials](#) in “Working with the Media”)
- Write live-read radio scripts (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in “Working with the Media”)
- Set up meetings with a local radio station(s) to arrange for live-read radio broadcasts (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in “Working with the Media”)
- Write an op-ed for a local publication (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in “Working with the Media”)
- Write a media alert about upcoming event (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in “Working with the Media”)
- Write a press release about upcoming event (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in “Working with the Media”)
- Send designated reporters media alert and press release (see [Create Media Outreach Materials](#) and [Media Communication Samples and Templates](#) in “Working with the Media”)
- Follow up with reporters as necessary to secure coverage of **National Prevention Week 2014** event

## Promotional Materials

- Craft promotion messages for use in promotional materials (see [“National Prevention Week 2014 Promotional Materials”](#))
- Create custom promotional materials (see [Promotional Materials](#) in [“National Prevention Week 2014 Promotional Materials”](#))
- Print promotional materials or work with printer to have them produced in bulk quantities (see [Promotional Materials](#) in [“National Prevention Week 2014 Promotional Materials”](#))
- Sign print version of the Prevention Pledge (see [The Prevention Pledge](#) in [“National Prevention Week 2014 Promotional Materials”](#))
- Print copies of the Prevention Pledge and distribute it through groups or organizations, partners, and/or local businesses (see [The Prevention Pledge](#) in [“National Prevention Week 2014 Promotional Materials”](#))
- Print fact sheets to distribute at event, to partner organizations, and within media kits (see [Fact Sheets on Themes for National Prevention Week 2014](#) in [“National Prevention Week 2014 Promotional Materials”](#))

- Collect data to use in custom community fact sheet (see [Where to Find Local Data](#) in “**National Prevention Week 2014 Promotional Materials**”)
- Write community fact sheet using local data (see [Writing Your Own Community Fact Sheet](#) in “**National Prevention Week 2014 Promotional Materials**”)
- Print community fact sheet to distribute at your event, to partner organizations, and within media kits (see [Ways to Use Your Community Fact Sheet](#) in “**National Prevention Week 2014 Promotional Materials**”)

## Wrap-Up

- Enjoy **National Prevention Week 2014** event!
- Post message on Facebook and Twitter thanking community members for attending event
- Print and/or post pictures and/or videos from event on website and social media networks (see [Think Visually and Capture the Event](#) in “**Planning Your Event**”)
- Write thank you notes to partners, sponsors, and vendors for their assistance
- Compile press clippings from event coverage
- Write overview of event, including lessons learned, for internal use and future event planning
- Fill out the **National Prevention Week 2014** feedback form and share with SAMHSA (see [National Prevention Week 2014 Feedback Form](#) in “**Resources and References**”)



## Glossary

**Abstinence:** Refraining from use of substances, either as a matter of principle, choice, or other reasons.

**Abuse:** Recurrent substance use leading to clinically significant impairment or distress, and which is characterized by at least one of the following during a 12-month period: failure to fulfill major role obligations at work, school, or home; use in situations in which it is physically hazardous (e.g., driving an automobile or operating a machine when impaired); use that causes related legal problems; and use that continues despite the persistent or recurring social or interpersonal problems it causes or exacerbates (e.g., arguments occur about consequences of intoxication, physical fights).

**Affordable Care Act (ACA):** The Patient Protection and Affordable Care Act, signed into law on March 23, 2010, ensures access to quality, affordable health care for all Americans. The Act contains nine titles, each addressing a component of health reform (<http://www.healthcare.gov>).

**Age of onset:** The age of first use of drugs or alcohol.

**Binge use of alcohol:** Drinking five or more drinks on the same occasion (i.e., at the same time or within a couple of hours of each other) on at least 1 day in the past 30 days.

**Blood alcohol concentration (BAC):** The amount of alcohol present in a person's bloodstream at a given time after alcohol use.

**Coalition:** An arrangement for cooperation and collaboration between groups of people and/or organizations to work together toward a common goal.

**Community Anti-Drug Coalitions of America (CADCA):** Represents the interests of more than 5,000 community anti-drug coalitions in the country. (<http://www.cadca.org>)

**Community:** A group of individuals who share common characteristics and/or interests. Community can be defined by geography, age group, ethnic or cultural background, sexual orientation, and so forth.

**Department of Health and Human Services (HHS):** The federal department that houses SAMHSA. HHS is the government's principal agency for protecting the health and safety of all Americans and providing essential human services, especially for those least able to help themselves. (<http://www.hhs.gov>)

**Dependence:** A cluster of behavioral, cognitive, and physiological phenomena that develop after repeated substance use and that typically include a strong desire to take a drug, difficulties in controlling its use, persistent use despite harmful consequences, a higher priority given to drug use than to other activities and obligations, increased tolerance, and sometimes a physical withdrawal state.

**Evidence-based practice:** Program that has undergone scientific evaluation and has proven to be effective.

**Experimental use:** The first few instances of using alcohol, tobacco, or an illicit drug. The term sometimes refers to extremely infrequent or non-persistent use.

**Heavy use of alcohol:** Drinking five or more drinks on the same occasion (i.e., at the same time or within a couple of hours of each other) on each of 5 or more days in the past 30 days. Heavy alcohol users also are defined as binge users of alcohol.

**Incidence:** The rate at which new events occur in a population.

**In-kind contribution:** In-kind contributions toward a grant project are non-cash contributions (e.g., facilities, space, services) that are derived from non-federal sources, such as state or sub-state non-federal revenues, foundation grants, or contributions from other non-federal public or private entities. An example of an in-kind contribution would be a university's donation of time and equipment to print a suicide prevention brochure.

**Mental, emotional, and behavioral problems:** Difficulties that may be early signs or symptoms of mental disorders but are not frequent or severe enough to meet the criteria for a diagnosis.

**Mental health promotion:** Interventions that aim to enhance the ability to achieve developmentally appropriate tasks (developmental competencies) and a positive sense of self-esteem, mastery, well-being, and social inclusion and to strengthen the ability to cope with adversity.

**Misuse:** Use of a substance for a purpose not consistent with legal or medical guidelines. The term is sometimes used to describe the nonmedical use of a prescription drug or the use of a prescription drug in a way that varies from medical direction.

**National Registry of Effective Programs and Practices (NREPP):** A directory designed to support informed decision-making and disseminate timely and reliable information about evidence-based interventions that effectively prevent or treat mental health and substance use disorders. The NREPP directory allows users to access descriptive information about interventions, as well as peer-reviewed ratings of outcome-specific evidence across several dimensions. (<http://www.nrepp.samhsa.gov>)

**Office of National Drug Control Policy (ONDCP):** The principal purpose of ONDCP is to establish policies, priorities, and objectives for the nation's drug control program. The goals of the program are to reduce illicit drug use, manufacturing, and trafficking; drug-related crime and violence; and drug-related health consequences. ONDCP is located within the Executive Office of the President. (<http://www.whitehouse.gov/ondcp>)

**Prevalence:** The estimates for lifetime, past-year, and past-month substance use, dependence or abuse, or other behaviors of interest within a given period.

**Prevention:** A step or set of steps along a continuum to promote individual, family, and community health; prevent mental and behavioral disorders; support resilience and recovery; and prevent relapse.

**Relapse:** For the person who has had a substance dependence, a return to drinking or drug use after a period of abstinence, often accompanied by reinstatement of dependence symptoms.

**Substance abuse:** The use of alcohol or drugs despite negative consequences.

**Substance Abuse and Mental Health Services Administration (SAMHSA):** A public health agency within the Department of Health and Human Services. Its mission is to reduce the impact of substance abuse and mental illness on America's communities. (<http://www.samhsa.gov>)

- SAMHSA's Center for Behavioral Health Statistics and Quality (CBHSQ): Responsible for the collection, analysis and dissemination of behavioral health data. (<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/cbhsq>)
- SAMHSA's Center for Mental Health Services (CMHS): Focuses on the prevention and treatment of mental disorders. (<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/cmhs>)
- SAMHSA's Center for Substance Abuse Prevention (CSAP): Seeks to prevent and reduce the abuse of illegal drugs, alcohol, and tobacco. (<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/csap>)

- SAMHSA's Center for Substance Abuse Treatment (CSAT): Supports the provision of effective substance abuse treatment and recovery services.  
(<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/csat>)

**Substance dependence:** The persistent use of alcohol or drugs despite negative consequences, often with a physiological dependence characterized by tolerance and/or symptoms of withdrawal.

**Substance use disorder:** An inclusive term referring to either substance abuse or substance dependence.

**Sustainability:** Ability to continue a program or practice after funding ends.

**Target area:** The intended focus of a particular program or intervention.

**Target population:** The specific group of people whom a program or intervention is designed to serve or reach.

**Use:** Self-administration of a psychoactive substance (alcohol or drug).

**Withdrawal:** A group of symptoms that may occur from suddenly stopping the use of an addictive substance, such as alcohol, after chronic or prolonged ingestion.

## Organizations and Places to Turn to for Assistance

There are many organizations, programs, and websites you can turn to for support and information on preventing substance abuse and promoting mental health.

### Prevention and Intervention

- **Center for Substance Abuse Prevention (CSAP)** – A center within SAMHSA that provides national leadership in the federal effort to prevent and reduce the abuse of illegal drugs, alcohol, and tobacco. (<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/csap>)
- **Alcohol Screening and Brief Intervention for Youth: A Practitioner's Guide** – A guide provided by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) that serves as a simple tool for identifying youth at risk for alcohol-related problems. (<http://pubs.niaaa.nih.gov/publications/Practitioner/YouthGuide/YouthGuide.pdf>)
- **National Institute on Alcohol Abuse and Alcoholism (NIAAA)** – Provides leadership in the national effort to reduce alcohol-related problems by conducting and supporting research; coordinating and collaborating with other research institutes and federal programs on alcohol-related issues; collaborating with organizations, agencies, and programs engaged in alcohol-related work; and translating and disseminating research findings. (<http://www.niaaa.nih.gov>)
- **National Prevention Strategy** – A comprehensive plan released by the U.S. Surgeon General that will help increase the number of Americans who are healthy at every stage of life. (<http://www.surgeongeneral.gov/initiatives/prevention/strategy/report.pdf>)
- **Center for the Application of Prevention Technologies (CAPT)** – A SAMHSA-funded national substance abuse prevention training and technical assistance system dedicated to strengthening prevention systems and the nation's behavioral health workforce. (<http://captus.samhsa.gov>)
- **Community Anti-Drug Coalitions of America (CADCA)** – Represents the interests of more than 5,000 community anti-drug coalitions in the country. (<http://www.cadca.org>)
- **GAINS Center** – A SAMHSA-funded center that promotes effective mental health and substance abuse services for people with co-occurring disorders in contact with the justice system. (<http://gainscenter.samhsa.gov>)
- **National Action Alliance for Suicide Prevention** – A public-private collaboration developed by SAMHSA to help promote suicide prevention. (<http://www.actionallianceforsuicideprevention.org>)
- **National Registry of Effective Programs and Practices (NREPP)** – A SAMHSA directory designed to support informed decision-making and disseminate timely and reliable information about evidence-based interventions that effectively prevent or treat mental health and substance use disorders. (<http://www.nrepp.samhsa.gov>)
- **The Suicide Prevention Resource Center** – A SAMHSA-funded center that provides prevention support, training, and resources to assist organizations and individuals to develop suicide prevention programs, interventions and policies. Resources include information on school-based prevention programs, a best practices registry, state information and more. (<http://www.sprc.org>)

## Substance Use and Abuse

- **Alcoholics Anonymous** – An organization that offers support for people with alcohol problems through mutual support and has a primary purpose of helping alcoholics achieve sobriety. (<http://www.aa.org>)
- **BeTobaccoFree.HHS.gov** – A website operated by the Department of Health and Human Services (HHS) that provides information about tobacco products and the health effects of tobacco use, as well as resources for quitting and tobacco use prevention. (<http://BeTobaccoFree.HHS.gov>)
- **Center for Substance Abuse Treatment (CSAT)** – A center within SAMHSA that supports the provision of effective mental and substance use disorder treatment and recovery services. (<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/csat>)
- **The Fetal Alcohol Spectrum Disorders Center for Excellence** – A SAMHSA-funded center devoted to preventing and treating Fetal Alcohol Spectrum Disorders (FASD); the center provides information and resources about FASD and materials to help raise awareness. (<http://www.fasdcenter.samhsa.gov>)
- **Narcotics Anonymous** – An organization that offers support for people with addiction problems through a peer support network and recovery process, with a mission of providing an environment in which addicts can help one another stop using drugs and find a new way to live. (<http://www.na.org>)
- **NIDA InfoFacts** – A website hosted by the National Institute on Drug Abuse (NIDA) that provides updated information on the health effects of specific drugs, including club drugs and herbal mixtures. (<http://www.drugabuse.gov/infofacts/infofactsindex.html>)
- **Office of National Drug Control Policy (ONDCP)** – A White House-based office that establishes policies, priorities, and objectives for the nation’s drug control program. The goals of the program are to reduce illicit drug use, manufacturing, and trafficking, drug-related crime and violence, and drug-related health consequences. (<http://www.whitehouse.gov/ondcp>)
- **SAMHSA’s Behavioral Health Treatment Services Locator** – A searchable directory of drug and alcohol treatment programs that shows the location of facilities around the country that treat drug abuse and alcohol problems. (<http://findtreatment.samhsa.gov>)
- **100 Pioneers for Smoking Cessation Campaign** – A campaign sponsored by SAMHSA and the Smoking Cessation Leadership Center (SCLC) that focuses on making tobacco-free living part of recovery for people with mental health and substance use disorders. (<http://smokingcessationleadership.ucsf.edu/Pioneers.htm>)

## Mental Health

- **Center for Mental Health Services (CMHS)** – A center within SAMHSA that focuses on the prevention and treatment of mental disorders. (<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/cmhs>)
- **MentalHealth.gov** – A website that provides one-stop access to U.S. government mental health and mental health problems information, including signs of mental health problems, ways to talk about them, and getting help. (<http://www.mentalhealth.gov>)
- **The Partnership for Workplace Mental Health** – A partnership that works with businesses to ensure that employees and their families living with mental illness, including substance use disorders, receive effective care. (<http://www.workplacentalhealth.org>)
- **SAMHSA’s Behavioral Health Treatment Services Locator** – A resource that helps people find mental health services and resources in their communities. (<http://findtreatment.samhsa.gov>)

- **SAMHSA's Resource Center to Promote Acceptance, Dignity and Social Inclusion Associated with Mental Health (ADS Center)** – An initiative within SAMHSA that works to enhance acceptance and social inclusion by ensuring that people with mental health issues can live full, productive lives within communities without fear of prejudice and discrimination. It provides information and assistance to develop successful efforts to counteract prejudice and discrimination, and to promote social inclusion. (<http://promoteacceptance.samhsa.gov/default.aspx>)

## Health and Wellness

- **10 by 10 Wellness Campaign** – A SAMHSA campaign that promotes wellness for people with mental illness with the hope of increasing life expectancy by 10 years over the next 10 years. (<http://www.promoteacceptance.samhsa.gov/10by10/default.aspx>)
- **Healthy People** – A program within the Department of Health and Human Services, Office of Disease Prevention and Health Promotion, that provides science-based, 10-year national objectives for improving the health of all Americans. (<http://www.healthypeople.gov>)
- **The Centers for Disease Control and Prevention (CDC)** – An agency of HHS and the primary federal agency for conducting and supporting public health activities in the U.S., including providing information and tools to communities to support health promotion, prevention of disease, injury and disability, and preparedness for new health threats. (<http://www.cdc.gov>)
- **The Health Resources and Services Administration (HRSA)** – An agency of HHS and the primary federal agency for improving access to health care services for people who are uninsured, isolated or medically vulnerable. (<http://www.hrsa.gov>)
- **American Public Health Association (APHA)** – The oldest and most diverse organization of public health professionals in the world. APHA builds a collective voice for public health, working to ensure access to health care, protect funding for core public health services and eliminate health disparities, among a myriad of other issues. (<http://www.apha.org>)

## Resources for Adolescents, Teens, Young Adults, and College Students

- **Al-Anon/Alateen Family Groups** – An organization that offers support groups for families and friends of people with alcohol problems. (<http://www.al-anon.alateen.org>)
- **The National Advisory Council on Alcohol Abuse and Alcohol Prevention Task Force on College Drinking** – A task force that provides research and information on college drinking. (<http://www.collegedrinkingprevention.gov>)
- **NIDA for Teens** – A website supported by the National Institute on Drug Abuse (NIDA) that provides facts for teens about prescription drug abuse and illicit drug use. (<http://teens.drugabuse.gov>)
- **Safe Schools, Healthy Students** – An initiative, supported by the U.S. Department of Health and Human Services, the U.S. Department of Education, and the U.S. Department of Justice that is designed to prevent violence and substance abuse among our nation's youth, schools and communities. (<http://www.sshs.samhsa.gov>)
- **Stop Underage Drinking** – A federal interagency initiative that provides information on underage drinking, such as data and statistics; resources for parents, youth, educators, community organizations and businesses; and more. (<http://www.stopalcoholabuse.gov>)
- **Students Against Destructive Decisions (SADD)** – A peer-to-peer education, prevention, and activism organization dedicated to preventing destructive decisions; particularly underage drinking, other drug use, risky and impaired driving, teen violence, and teen suicide. (<http://www.sadd.org>)

- **The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking** – A resource from the U.S. Department of Health and Human Services (HHS) that provides information on underage drinking. (<http://www.ncbi.nlm.nih.gov/books/NBK44360/>)
- **Too Smart To Start** – A SAMHSA public education resource that helps youth, families, educators and communities to prevent underage alcohol use and its related problems. (<http://www.toosmarttostart.samhsa.gov>)
- **The Trevor Project** – An initiative that promotes acceptance of gay, lesbian, bisexual, and questioning teens and helps to prevent suicide among those youth. The Trevor Helpline, which can be reached at 1-866-488-7386, is a 24-hour toll-free suicide helpline for gay, lesbian, bisexual, and questioning youth. (<http://www.thetrevorproject.org>)
- **UnderageDrinking.SAMHSA.gov** – A public education website, supported by the Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, that communicates to parents how they can help reduce their child's risk of becoming involved with alcohol. (<http://underagedrinking.samhsa.gov>)
- **The White House Office of National Drug Control Policy's (ONDCP) National Youth Anti-Drug Media Campaign** – A campaign that provides materials directed toward teens through its "Above the Influence" campaign. (<http://www.abovetheinfluence.com>)

## Trauma and Crisis

- **Dealing with the Effects of Trauma: A Self-Help Guide** – A SAMHSA document that provides guidance on coping with the mental health effects of trauma and on taking charge of one's own recovery. It offers information on seeking help from a professional care provider, and lists daily and long-range activities that facilitate the recovery process. (<http://store.samhsa.gov/shin/content/SMA-3717/SMA-3717.pdf>)
- **Disaster Response** – A SAMHSA resource that offers practical advice and resources on how to deal with the effects disasters can have on physical and mental health. (<http://www.samhsa.gov/Disaster>)
- **Disaster Technical Assistance Center (DTAC)** – A SAMHSA-funded center that provides resources to prepare states, territories, and local entities to deliver an effective mental health and substance abuse response during disasters. (<http://www.samhsa.gov/dtac>)
- **National Center for Trauma Informed Care (NCTIC)** – A SAMHSA-funded technical assistance center that is dedicated to building awareness of trauma-informed care and promoting the implementation of trauma-informed practices in programs and services. (<http://www.samhsa.gov/nctic>)
- **National Center on Substance Abuse & Child Welfare (NCSACW)** – A center funded by SAMHSA and the Administration on Children, Youth and Families that is dedicated to improving systems and practice for families with substance abuse disorders who are involved in child welfare and family judicial systems, by assisting local, state, and tribal agencies. (<http://www.ncsacw.samhsa.gov>)
- **National Child Traumatic Stress Network (NCTSN)** – A network that is dedicated to improving access to care, treatment, and services for children and adolescents exposed to traumatic events. (<http://www.nctsn.org>)
- **National Suicide Prevention Lifeline** – A 24-hour, toll-free, confidential suicide prevention hotline available to anyone in suicidal crisis or emotional distress. The Lifeline's national network of local crisis centers provides crisis counseling and mental health referrals day and night. The Lifeline is supported by a grant administered by SAMHSA. (<http://www.suicidepreventionlifeline.org>)



## Workforce

- **Communities That Care (CTC) Curriculum (PowerPoint slides)** – A SAMHSA curriculum that equips communities with information to create a public health prevention approach targeting youth problem behaviors such as violence, delinquency, and substance abuse.  
(<http://store.samhsa.gov/product/Communities-That-Care-Curriculum/PEP12-CTCPPT>)
- **Get Connected Toolkit** – A SAMHSA toolkit that helps service providers for the aging learn more about alcohol and medication misuse and mental health problems in older adults to address these issues more effectively. (<http://store.samhsa.gov/product/Linking-Older-Adults-With-Medication-Alcohol-and-Mental-Health-Resources/SMA03-3824>)
- **Making Your Workplace Drug-Free** – A SAMHSA toolkit for employers to address drug abuse prevention in the workplace. Suggests a written policy, employee education, and supervisor training. Supplies brochures and fact sheets for every phase of implementation, including employee assistance.  
(<http://store.samhsa.gov/product/Making-Your-Workplace-Drug-Free/SMA07-4230>)
- **Preventing Suicide: A Toolkit for High Schools** – A SAMHSA toolkit that assists high schools and school districts in designing and implementing strategies to prevent suicide and promote behavioral health. Includes tools to implement a multi-faceted suicide prevention program that responds to the needs and cultures of students.  
(<http://store.samhsa.gov/product/Preventing-Suicide-A-Toolkit-for-High-Schools/SMA12-4669>)
- **Top Issues for LGBT Populations Information and Resource Kit** – A SAMHSA resource that provides prevention professionals, healthcare providers, and educators with information about current health issues among lesbian, gay, bisexual, and transgender (LGBT) populations.  
(<http://store.samhsa.gov/product/Top-Health-Issues-for-LGBT-Populations/SMA12-4684>)

## Data and Statistics

- **Center for Behavioral Health Statistics and Quality (CBHSQ)** – A center within SAMHSA that has primary responsibility for the collection, analysis, and dissemination of behavioral health data.  
(<http://beta.samhsa.gov/about-us/who-we-are/offices-centers/cbhsq>)
- **Centers for Disease Control and Prevention's (CDC's) Behavioral Risk Factor Surveillance System (BRFSS)** – A telephone health survey system that tracks health conditions and risk behaviors in the United States, provides state statistics, and contact information. (<http://www.cdc.gov/brfss>)
- **Centers for Disease Control and Prevention's (CDC's) National Center for Injury Prevention and Control (NCIPC)** – A center that provides information regarding the number of deaths according to cause and manner (e.g., suicide) of populations based upon state, race, Hispanic origin, sex and age groupings.  
(<http://www.cdc.gov/injury>)
- **Centers for Disease Control and Prevention's (CDC's) Youth Risk Behavior Surveillance System (YRBSS)** – A program that monitors six types of health-risk behaviors that contribute to the leading causes of death and disability among youth and adults; including alcohol, tobacco and other drug use. The YRBSS includes local survey data. (<http://www.cdc.gov/HealthyYouth/yrbs>)
- **Monitoring the Future** – A NIDA-supported, ongoing study of the behaviors, attitudes, and values of American secondary school students, college students, and young adults.  
(<http://monitoringthefuture.org>)



- **SAMHSA's Directory of Single State Agencies (SSA)** – A directory of state government offices (in all 50 states as well as territories) that offers state-level contact information for programs addressing mental health, substance abuse prevention, and substance abuse treatment. (<http://www.samhsa.gov/grants/ssadirectory.pdf>)
- **SAMHSA's National Survey on Drug Use & Health (NSDUH)** – A publication that provides information on the prevalence, patterns and consequences of alcohol, tobacco, and illegal drug use and abuse in the United States. (<http://samhsa.gov/data/NSDUH.aspx>)
- **Treatment Episode Data Set (TEDS)** – A SAMHSA-funded data set on the demographic and substance abuse characteristics of admissions to and discharges from substance abuse treatment in the United States. (<http://www.dasis.samhsa.gov/webt/newmapv1.htm>)
- **United States Census Bureau** – A bureau that provides a wealth of state, regional and local data; including “quick facts” and population by age, gender, and ethnicity. (<http://www.census.gov>)

# National Prevention Week 2014 Feedback Form

## National Prevention Week 2014 Event Assessment

Event Name: \_\_\_\_\_

Organization or Group: \_\_\_\_\_

Location: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Briefly describe your National Prevention Week 2014 event:

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What was the purpose of your event (e.g., to raise money, to raise awareness, to form new partnerships, to bring the community together)?

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Who was your intended audience (e.g., all community members, youth, parents, at-risk populations, community leadership)?

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**What theme(s) did you address during your event?**

- Prevention and Cessation of Tobacco Use
- Prevention of Underage Drinking
- Prevention of Prescription Drug Abuse and Marijuana Use
- Prevention of Alcohol Abuse
- Prevention of Suicide
- Promotion of Mental Health
- All of the above

**Did you receive funding from SAMHSA?**

- No
- Yes

**What was your event budget?**

- Under \$100
- \$100 - \$250
- \$250 - \$500
- \$500 - \$1,000
- Over \$1,000

**Did you work with partners and/or sponsors?**

- No
- Partners [If so, how many?] \_\_\_\_\_
- Sponsors [If so, how many?] \_\_\_\_\_

**Did you receive in-kind donations?**

- No
- Yes [If so, what was the estimated value?] \_\_\_\_\_

**How did you promote your event?**

- Fliers
- Word-of-mouth
- Created event website
- Added event information to current website
- Twitter
- Facebook
- YouTube
- Blogger outreach
- Op-ed
- Live-read radio spots
- Media Alert
- National Prevention Week** Proclamation
- Interviews with local media
- Sticker distribution
- Pocket card distribution
- T-shirt creation
- Other \_\_\_\_\_

**How many people attended your event?**

- Fewer than 20 people
- 20 – 49 people
- 50 – 99 people
- 100 – 149 people
- 150 – 250 people
- More than 250 people

**Did you use the National Prevention Week website (<http://www.samhsa.gov/prevention-week>) as a resource? If so, please describe how you used the website and/or provide any suggestions for how we can improve the website to better meet your needs.**

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**How did you use National Prevention Week to partner with other organizations/entities? Please explain whether there is any post-event engagement planned with your partners.**

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**On a scale from 1 to 5, please rate the following items.**

**1 = Strongly Disagree 2 = Disagree 3 = Agree 4 = Strongly Agree 5 = Couldn't agree more!**

Overall, the **National Prevention Week 2014** Toolkit was a helpful resource. **1 2 3 4 5**

The timeline in the Toolkit was realistic; enough time was given to plan a successful event. **1 2 3 4 5**

The event ideas and budgets in the Toolkit were realistic and helpful. **1 2 3 4 5**

The samples and templates in the Toolkit were useful. **1 2 3 4 5**

The organizations and websites provided in the Toolkit were helpful resources. **1 2 3 4 5**

I/we would like to host another **National Prevention Week** event. **1 2 3 4 5**



<http://www.samhsa.gov/prevention-week>



SMA-14-4687

2014 national  
prevention  
week  
MAY 18-24