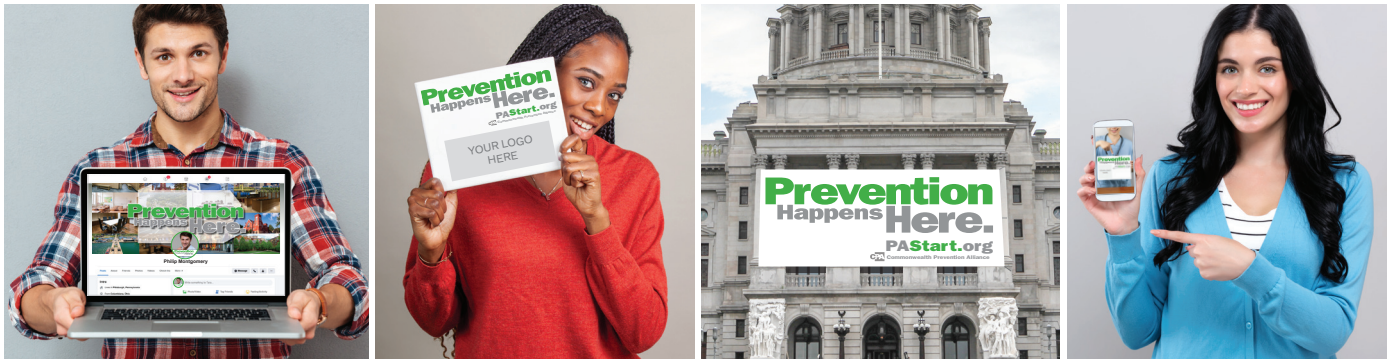




PAPrevention **Week**

May 8-14, 2022

Get
PAStarted
Guide



National Prevention Week (NPW) is an annual health observance dedicated to increasing public awareness and action around substance use prevention and the promotion of positive mental health. This year, this national initiative, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), will take place May 8-14.

National Prevention Week Goals

- ▶ **Involve communities in raising awareness** of substance use and mental health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs;
- ▶ **Foster partnerships and collaborations** with federal agencies and national organizations dedicated to improving public health; and
- ▶ **Promote and disseminate** quality substance use prevention and mental health promotion resources and publications.

PA Prevention Week

Each day during NPW, the Commonwealth Prevention Alliance (CPA) will collaborate with organizations and coalitions across PA. These community education events will promote and prioritize prevention programming with community members and local decision makers.

Join us on Monday, May 9th, from 11:00-11:30 a.m. as we host a press conference at the PA Capitol that will highlight prevention collaborations and initiatives. For all the details, visit the CPA PreventionWeek page.

Prevention Week In Your Community

CPA invites all prevention professionals to participate in the 2022 PA Prevention Week initiative! This guide will provide resources to develop a successful community education campaign that will create a memorable and positive impact. Please review the following pages for ways to participate, social media materials, and resources to help promote and prioritize prevention!

Prevention Week Call To Action

National Prevention Week is the perfect time to remind your community about substance misuse prevention and mental health. CPA is here to help you host an event to raise awareness of your prevention programs, highlight their importance, and shout out your prevention partners and champions.

There are many options and a number of ways to bring prevention week into your community.

- 1** Hold a press conference in your community (page 4)
- 2** Plan a visit to your legislator (page 5)
- 3** Share your week's events and other information on social media via pictures, posts, etc. using the following hashtags (page 5):
#PreventionHappensHere #PAPrevention #MyPreventionStory

And remember, community education events can happen in many ways and places. Here are some other options:

- 1** Plan a *Lunch & Learn*, pick a timely concept, a convenient location, brown-bag it or make it a covered dish event.
- 2** Host a Town Hall Meeting — in person or virtually.
- 3** Facilitate a presentation to SAP teams, school boards, or service clubs such as Rotary.
- 4** Show appreciation to local prevention partners and champions, such as coalition members, faith based organizations, health clinics, library and legislative staff, and law enforcement. Print out a Prevention Happens Here sign, take (or email) it to a partner, get a picture and post on your social media channels (don't forget to use the PW hashtags).
- 5** Request time on local radio or TV stations to deliver your prevention message.
- 6** Ask for a few minutes at a local borough or council meeting. Check out [the initiative](#) that Melanie Swanson and her team started at their borough council meetings.
- 7** Include your prevention message in a letter to the editor of your local paper.
- 8** Use this [proclamation template](#) and ask a legislator to declare it National Prevention Week in your community! At the same time, you can recognize the decision makers and prevention partners who value and prioritize prevention in your community.

Then What? Spotlight Your Week on Social Media With SAMHSA's Prevention Challenge!

#MyPreventionStory is about capturing our collective mental health and substance misuse prevention experiences. Some ideas for how individuals and organizations can get involved include videos, photos, artwork, poems, written stories, etc.

For more information, [click here](#).

Community Education Event Opportunity: Host a Press Conference

- 1** Give your group 3-4 weeks to plan the press conference.
- 2** Select a location and be sure it will be available for use. It can be anywhere you think it would be prominent in your community: an agency, a church, a school, prevention training, youth coalition, etc.
- 3** Decide on a date and time during National Prevention Week.
- 4** Define your message. Your message themes could include:
 - a.** The effectiveness of local prevention initiatives, programs, events, and the PAYS data.
 - b.** Re-imagining and prioritizing upstream (primary) prevention.
 - c.** The importance of prevention across multiple systems and sectors.
 - d.** A community “call to action”.
- 5** Invite speakers and guests. Help with their talking points and ask them to speak for 3 -4 minutes each.
- 6** Contact the media utilizing your press release. TV, radio, and newspapers. Follow up to be sure they received the information and plan to attend.
- 7** Prepare a press kit. Your press kit could include:
 - a.** Names of the participants
 - b.** Accompanying short bios
 - c.** Copy of the press release or statement of your purpose
 - d.** Some photos
 - e.** Copies of articles from other news sources that address the issue.
- 8** Use this [proclamation template](#) and ask a legislator to declare it National Prevention Week in your community.



The Day of the Press Conference

- 1** Prepare the room. Be sure there is adequate lighting, working microphones, a podium, and possibly refreshments. Do you have any visuals to bring? Consider bringing the talking points in this kit along with the “prevention happens here” printouts with your logo and name.
- 2** Start on time, assign a moderator and also a person to welcome members of the press.
- 3** After presentations are completed, allow for questions.
- 4** Take pictures and post to social media using the prevention week hashtags.
- 5** After the press conference follow up with a thank you either by phone, note, or email, to your participants and members of the press.

Community Education Event Opportunity: Advocate for Prevention

1 Schedule a meeting with your legislator or a local decision maker during prevention week.

2 For talking points and handouts, feel free to use the materials on prioritizing prevention, alcohol, marijuana, and vaping use/misuse that have been created for you.



3 Make sure to share and discuss your prevention programs and initiatives and how they positively impact youth and the community.

a. Print out a Prevention Happens Here sign here to take photos during your visit and make sure to post the photos on your social media outlets using the PW hashtags: **#PAPrevention**

#PreventionHappensHere

#MyPreventionStory



4 Determine who will be attending the visit.

a. If multiple people are attending, make sure to have talking points prepared as you only have about 15 minutes.

5 After the meeting, send a personal follow up thanking them for their time via email.

a. Social media: Take a photo with your legislator with a PHH sign and post it thanking them for their time using the PW hashtags:

#PreventionHappensHere #PAPrevention #MyPreventionStory



Community Education Event Opportunity: Social Media

Prevention professionals should understand the value of social media platforms. Often that is where people get their news. Keeping them informed with accurate information, updated resources, and timely events is key. The interactive capability of social media adds to the engagement time and the opportunity for give and take.

Utilizing **PAStop** and **PAStart** messaging such as print materials, videos, and virtual ads, you can make a positive and lasting impact on your target audiences.

Use these hashtags throughout the week to highlight your activities:

#PreventionHappensHere #PAPrevention #MyPreventionStory

Engage With Your Community During Prevention Week. Tell Your Prevention Stories.

The power of using the same consistent language and visual elements adds up to *brand awareness*. Our brand is Prevention, and we want everyone in the Commonwealth to recognize our efforts as collaborative and unified.

Post | Like | Share | Repeat

- ▶ **Post:** Take selfies with the free downloadable signs. Live-stream your Prevention Week activities. Make videos sharing your prevention efforts.
- ▶ **Like:** Look at what your peer groups are doing on their social media. Like their efforts, posts, reels, stories, and most importantly — *follow each other!*
- ▶ **Share:** Share their content to your own pages! Sharing the content of others is how groups get in front of an exponential number of viewers.
- ▶ **Repeat:** We can't stress this enough — employ all these ideas as many times a day as possible.

Try to keep things short and meaningful. Use the three hashtags so we can find each other:

#PreventionHappensHere #PAPrevention #MyPreventionStory

Tools, Materials, Resources

We've made it easy to represent PA Prevention during National Prevention Week. Want to request a local proclamation? Add graphics to your social media or emails? Print out flyers and posters to take to Harrisburg or your local events? Below you'll find quick links to several frequently requested *Prevention Happens Here* materials to help brand your efforts along with the efforts of others in the state.

- **Proclamation Template Letter** ([LINK](#))
- **Social Media Kit** Profile Frames, email signatures, social posts etc. ([LINK](#))
- **Flyers & Signs** ([LINK](#))
- **Social Media Content Calendar** We've made posting even easier for you! ([LINK](#))
- **Community Education Talking Points** One-sheet guides covering Alcohol, Marijuana, Vaping —and more — that you can plug your local county data into. ([LINK](#))

Access more free downloadable materials on the **PAStart** page: ([LINK](#))

Looking to order custom materials with your organization's logo + info on them? ([LINK](#))

View the *Prevention Happens Here* ideas and materials set: ([LINK](#))

Prevention Week is a great time to dive into utilizing social media to amplify your prevention advocacy and field efforts. Take a look at what you all did during last year's Prevention Week: ([LINK](#))

This is OUR week. Let's show everyone that **#PreventionHappensHere**

Prevention
Happens Here.

CPA Commonwealth
Prevention
Alliance