Communities across the country recently celebrated the Substance Abuse and Mental Health Services Administration’s (SAMHSA) National Prevention Week (NPW) 2022, a united effort to increase public awareness and action around mental health and substance misuse disorders.

In 2022, NPW took place from May 8–14. Each year, SAMHSA’s NPW brings individuals and communities together to generate ideas, build capacity, and share resources to empower substance misuse prevention.

With NPW, our overarching goals are to:

- Involve communities in raising awareness of substance misuse and mental health issues and implementing prevention strategies
- Showcase the effectiveness of evidence-based prevention programs
- Foster collaboration with federal agencies and national organizations dedicated to improving public health
- Share quality resources to help prevent substance misuse and promote mental health

SAMHSA identified several new opportunities for NPW this year. First, we bolstered our strong network by forging new, nontraditional partnerships and relationships for 2023 and beyond. By moving SAMHSA’s Prevention Day (SPD) to coincide with NPW for the first time, we also brought the event to previously untapped audiences. We even introduced a new prevention challenge: #MyPreventionStory, a dynamic storytelling platform that will live beyond NPW 2022 and become part of future observances.
NPW uses daily health themes to focus on pressing substance misuse topics and highlighted each of the following in a “What’s New Today?” video:
SAMHSA’S NATIONAL PREVENTION WEEK 2022

AT A GLANCE

The Substance Abuse and Mental Health Services Administration’s (SAMHSA) National Prevention Week (NPW)

In 2022, NPW was held virtually for the first time, extending the reach of the prevention conversation.

Including prevention practitioners, behavioral health professionals, and SAMHSA grantees from nonprofit community-based organizations, state government organizations and academic institutions.

2,912 Registrants for NPW

This year marked the first time SAMHSA’s Prevention Day (SPD) was held during NPW. By kicking off NPW with SAMHSA’s 18th Annual SPD on May 9, we brought a new audience to both events.

SPD consisted of three plenaries and 15 breakout sessions relating to four tracks.

2,726 Registrants for SPD

SAMHSA conducted direct outreach to approximately 30 partners and other organizations to share resources and invite them to participate in the various activities throughout the week.

Communities Talk Town Hall to Prevent Underage Drinking was held virtually on May 10 to showcase effective and evidence-based prevention initiatives to reduce underage and harmful drinking.

1,902 Registrants for the Communities Talk Town Hall

SAMHSA developed a digital toolkit containing a series of GIFs (animated graphics) and invited artists to contribute GIFs as well.

Overall, NPW’s prevention art initiative garnered:
- More than 29.8M total views
- More than 12.7M share views
- 39 unique prevention-focused GIFs created by artists
More than 23,000 people visited the NPW website this year.

SAMHSA created the NPW Partner Toolkit, a collection of resources to help conceptualize, plan, and implement NPW activities and other prevention efforts throughout the year.

**From April 1 to May 14:**

- The Toolkit with information about planning an event received over 5,100 visits.
- And pages to access NPW promotional materials received over 4,700 visits.

From May 8–14, SAMHSA had 43 NPW-specific posts across our social media channels. SAMHSA’s NPW posts inspired audiences and received:

- 1,1K engagements
- 4.6M potential reach

During the week, NPW had notable engagement from other government agencies, nonprofit organizations, public service agencies, schools, and more.

- 3.3K mentions
- 5.5K engagements (including likes, retweets/shares, replies/comments)
- 34.9M potential reach

This year, SAMHSA introduced #MyPreventionStory, an ongoing storytelling initiative to help engage individuals and encourage them to vitally share their experience with substance misuse prevention.

**#MyPreventionStory received:**

- 337 results
- 1K engagements
- 2.1M potential reach

SAMHSA is exploring ways to keep the success and momentum going. We look forward to collaborating with our partners in this work to elevate NPW in 2023 and beyond!
For NPW, all community events and activities have traditionally been in person. However, to exercise caution due to COVID-19, National Prevention Week was held virtually for the first time from May 8–14, 2022, with a total of 2,912 registrants. Many identified as prevention practitioners, behavioral health professionals, and SAMHSA grantees coming from nonprofit community-based organizations, state government organizations, and academic institutions. The NPW virtual conference platform, which included a virtual lobby design, created a centralized portal for registrants to access SAMHSA’s NPW events and activities throughout the week and beyond.

Once registrants signed into the platform, they were taken to an interactive lobby with specific, clickable banners for SAMHSA’s Prevention Day, the Communities Talk event, the #MyPreventionStory Virtual Photo Booth, and the NPW Resource Center. Registrants could click on the banners to attend SAMHSA’s Prevention Day and the Communities Talk events live, or they could rewatch the recorded sessions at any time throughout the week.

Each day, registrants could watch a video introducing the daily theme and outlining ways for them to get involved.

The NPW Resource Center included:

- Relevant prevention data reports
- NPW planning resources
- Mental health and wellness resources
- Resources for colleges and universities

Various prevention resources focused on:

- Suicide
- Underage drinking and alcohol misuse
- Prescription drug and opioid misuse
- Youth tobacco, marijuana, and illicit drug use

Throughout the week, participants could enter the #MyPreventionStory Virtual Photo Booth and take photos and GIFs using NPW- and SAMHSA-branded backdrops, frames, and stickers to add to the #MyPreventionStory gallery and share across their social media accounts.
### REGISTRATION BY ROLE AND AFFILIATION (COUNT)

<table>
<thead>
<tr>
<th>Role</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>83</td>
</tr>
<tr>
<td>Prevention Practitioner</td>
<td>974</td>
</tr>
<tr>
<td>Federal Employee</td>
<td>136</td>
</tr>
<tr>
<td>Nation Prevention Network (NPN) Member</td>
<td>32</td>
</tr>
<tr>
<td>SAMHSA Grantee (identified current and past)</td>
<td>252</td>
</tr>
<tr>
<td>Other (role not specified)</td>
<td>1,432</td>
</tr>
</tbody>
</table>

- The 1,435 registrants who identified their role as “other” represented 984 positions, including:
  - Behavioral Health Professionals
  - Epidemiologists
  - Life Coaches
  - Registered Nurses
  - Grant Management Specialists
  - Outreach Coordinators
  - Prevention Specialists
  - Suicide Prevention Coordinators
  - Tribal Health Aides
  - Police Officers

### REGISTRATION BY AGENCY AND ORGANIZATION

<table>
<thead>
<tr>
<th>Agency/Organization</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Agency</td>
<td>172</td>
</tr>
<tr>
<td>State Government</td>
<td>429</td>
</tr>
<tr>
<td>Tribal or Territorial Government</td>
<td>43</td>
</tr>
<tr>
<td>Tribal Organization</td>
<td>37</td>
</tr>
<tr>
<td>Nonprofit Community-Based Organization</td>
<td>1,481</td>
</tr>
</tbody>
</table>

- The 750 registrants who identified their agency/organization as “other” represented a wide variety of areas. The list included but was not limited to the following:
  - Academia/K-12/Colleges/Universities
  - Hospitals/Medical and Mental Health Centers
  - Addiction Treatment Centers
  - City Fire Departments
  - Marketing/Communication Agencies
  - Community Coalitions
  - County/Local Government and Health Departments
  - Emergency Management
  - Military
  - For-Profit Community-Based Organizations (i.e., A Peace of Mind, LLC.)

- The 750 registrants who identified their agency/organization as “other” represented a wide variety of areas. The list included but was not limited to the following:
INTRODUCING
THE VIRTUAL PHOTO BOOTH

As an ongoing activity throughout NPW, attendees could snap photos in a Virtual Photo Booth featuring NPW-designed elements to include in their selfies. They could even take a series of shots to create GIF images and share their creations across their social media platforms.

Over 90 people took advantage of this fun and interactive resource!
“Prevention Day is the premier meeting of the field. We’re going to discuss emerging issues, share innovations and best practices, as well as learn how the field is delivering prevention strategies and services during this uncertain time.”

CAPT JEFFREY A. COADY, PSY.D., ABPP
Acting Director of the Center for Substance Abuse Prevention (CSAP)
and SAMHSA Region 5 Administrator

SAMHSA’s Prevention Day (SPD) is an interactive forum for prevention practitioners, community leaders, researchers, scientists, consumers, and advocates to learn about evidence-based programs and the latest developments in mental health promotion and substance misuse prevention, treatment, and recovery.

This year marked the first time SPD was held during National Prevention Week. By kicking off NPW with SAMHSA’s 18th Annual SPD on May 9, we brought in audience members who may not have otherwise attended both events, further extending the reach of our prevention conversation.

SPD consisted of three plenaries and 15 breakout sessions relating to four tracks. The NPW platform hosted all SPD sessions, and the registration website captured the registrant demographics, including SAMHSA grantees, federal agencies, and other organizations. In total, there were 2,726 registrants for SPD. As SPD and NPW were virtual this year, registrants could also access the session recordings later.

The opening plenary was given by Miriam E. Delphin-Rittmon, Ph.D., Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of SAMHSA. In her plenary, Dr. Delphin-Rittmon discussed the behavioral health landscape and the current data on overdose trends, the 2022 National Drug Control Strategy from the White House, SAMHSA’s response to the current behavioral health challenges, and introduced SAMHSA’s HOPE Framework. Throughout the day, prevention practitioners gave presentations on prevention data trends, prevention resources and training, prevention in diverse populations and settings, and prevention across behavioral health efforts.

David L. Wilson, Health Communications and Marketing Coordinator for the Center for Substance Abuse Prevention (CSAP) and Coordinator for NPW, gave a presentation on the power of storytelling to advance prevention efforts. #MyPreventionStory was introduced as an initiative to intertwine storytelling and prevention to further strengthen the prevention community. CAPT Jeffrey A. Coady, Psy.D., ABPP, Acting Director of CSAP and SAMHSA Region 5 Administrator, closed the day discussing the 4 Elements (4Es) of a Modern Prevention System—Early Action, Early Access, Equitable Opportunities, and Effective Delivery—the future of prevention, prevention touchpoints across the behavioral health system, and opportunities to close the prevention gap.
## Prevention Day Plenaries

<table>
<thead>
<tr>
<th>Session Title</th>
<th>Participant Views: Day of Event</th>
<th>Participant Views: 3 Months Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Plenary — Miriam E. Delphin-Rittmon</td>
<td>949</td>
<td>1,038</td>
</tr>
<tr>
<td>Prevention and the Power of Stories — David Wilson</td>
<td>523</td>
<td>556</td>
</tr>
<tr>
<td>Closing Plenary — CAPT Jeff Coady</td>
<td>273</td>
<td>288</td>
</tr>
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</table>

## Track I: Data Trends and a Path Forward for Prevention 11:00 AM – 12:00 PM EDT

<table>
<thead>
<tr>
<th>Session Title</th>
<th>Participant Views: Day of Event</th>
<th>Participant Views: 3 Months Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlights from SAMHSA's Latest National Survey on Drug Use and Health and Implications for Prevention Efforts</td>
<td>262</td>
<td>545</td>
</tr>
<tr>
<td>Strategies to Address Prescription Drug Misuse: SAMHSA Strategic Prevention Framework for Prescription Drugs (SPF-Rx)</td>
<td>127</td>
<td>234</td>
</tr>
<tr>
<td>What Can We Learn from Population-Based Variations in Mental Health and Substance Use Disorders? SAMHSA 2021 Behavioral Health Equity Reports</td>
<td>171</td>
<td>279</td>
</tr>
<tr>
<td>Changes in the World of Drug Testing</td>
<td>354</td>
<td>394</td>
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**Track 1 Totals:**

<table>
<thead>
<tr>
<th></th>
<th>May 9</th>
<th>Aug 9</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>914</td>
<td>1,452</td>
</tr>
</tbody>
</table>

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**16th Annual SAMHSA Prevention Day May 9, 2022**

**Data Trends & Path Forward for Prevention**

*What Can We Learn from Population-Based Variations in Mental Health and Substance Use Disorders?*
<table>
<thead>
<tr>
<th>PREVENTION DAY PLENARIES</th>
<th>PARTICIPANT VIEWS:</th>
<th>PARTICIPANT VIEWS:</th>
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<tbody>
<tr>
<td></td>
<td>Day of Event</td>
<td>3 Months Out</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
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<tr>
<td>TRACK II: PREVENTION RESOURCES AND TRAINING 12:15 PM – 1:15 PM EDT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Session Title</td>
<td>May 9</td>
<td>Aug 9</td>
</tr>
<tr>
<td>Improving Mental Health and Substance Misuse Prevention, Treatment, and Recovery Support Services Through Evidence-Based Practices: Updates from SAMHSA’s Policy Lab</td>
<td>198</td>
<td>299</td>
</tr>
<tr>
<td>The Role of Prevention in Harm Reduction</td>
<td>189</td>
<td>306</td>
</tr>
<tr>
<td>Telling Prevention Stories: Updates from SAMHSA’s Prevention Technology Transfer Centers (PTTCs)</td>
<td>92</td>
<td>202</td>
</tr>
<tr>
<td>Social Marketing and Prevention 101</td>
<td>320</td>
<td>474</td>
</tr>
<tr>
<td><strong>TRACK 2 TOTALS:</strong></td>
<td><strong>799</strong></td>
<td><strong>1,281</strong></td>
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</table>
## Track III: Prevention in Diverse Populations and Settings 2:30 PM – 3:30 PM EDT

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<thead>
<tr>
<th>Session Title</th>
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<th>Aug 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Substance Misuse and HIV: Prevention Navigator Program for Racial and Ethnic Minorities</td>
<td>76</td>
<td>146</td>
</tr>
<tr>
<td>Addressing the Opioid Crisis Through Prevention Grant Programs</td>
<td>170</td>
<td>347</td>
</tr>
<tr>
<td>Expanding Efforts to Prevent, Intervene, and Treat SUDs in School-Based Settings: Student Assistance Services</td>
<td>230</td>
<td>284</td>
</tr>
<tr>
<td>Partnership for Success: A Journey to Prevention</td>
<td>181</td>
<td>212</td>
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</tbody>
</table>

**Track 3 Totals:**

<p>| | | |</p>
<table>
<thead>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>657</td>
<td>989</td>
</tr>
</tbody>
</table>
## Prevention Day Plenaries

<table>
<thead>
<tr>
<th>Session Title</th>
<th>Participant Views: Day of Event</th>
<th>Participant Views: 3 Months Out</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAMHSA’s 988 Suicide and Crisis Lifeline</td>
<td>213</td>
<td>323</td>
</tr>
<tr>
<td>Prevention Touchpoints: The Oregon Construction Industry Suicide Prevention Partnership and California’s CalHOPE</td>
<td>97</td>
<td>141</td>
</tr>
<tr>
<td>Psychedelics and Implications for Prevention</td>
<td>181</td>
<td>246</td>
</tr>
<tr>
<td><strong>Track 4 Totals:</strong></td>
<td><strong>491</strong></td>
<td><strong>710</strong></td>
</tr>
</tbody>
</table>

*Track IV: Prevention Across Behavioral Health Efforts 3:45 PM – 4:45 PM EDT*

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### 988 Lifeline

- **24/7 Support**
- **3.6M Contacts**
- **21,190 Contacts**
- **Goals**
  - Transfer Broader Crisis Care Continuum
  - Strengthen and Enhance the Lifeline
  - Proven to Work

### Youthline

- **Peer-to-Peer Support Line**
- **Youth Development Program**
- **It’s OK to Reach Out for Help!**
- **Young People Are More Likely to Reach Out to Their Peers!**
- **Safe Space Volunteers in Person Even During the Pandemic!**
- **They Become Change Agents!**

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**18th Annual SAMHSA Prevention Day**

**May 9, 2022**

**Prevention Across Behavioral Efforts**

**SAMHSA’s 988 Suicide and Crisis Lifeline**
COMMUNITIES TALK EVENT

The Communities Talk Town Hall to Prevent Underage Drinking was held on May 10 via the Virtual Lobby platform. This Town Hall-style event showcased examples of effective and evidence-based prevention initiatives that are helping to reduce underage and harmful drinking and was attended by 1,902 REGISTRANTS.

More than 1,000 community-based organizations (CBOs) and institutions of higher education (IHEs) conducted prevention activities and events in 2021 through the Communities Talk to Prevent Underage Drinking initiative. The session shared “real life” success stories by looking at the range of organizations participating in the 2021 cycle, examining lessons learned, and showcasing the diversity of prevention efforts in communities across the country. It also shared tools and resources designed to support prevention activity planning, which are available at stopalcoholabuse.gov.

PRESENTERS INCLUDED REPRESENTATIVES FROM THE FOLLOWING THREE ORGANIZATIONS

**Janice Balmer**
Health Project Consultant,
Community Health Council of Lebanon County (PA)

**Liz Gandara**
Alcohol, Tobacco, and Other Drug Health Educator, San Francisco State University

**Johanie Hernández**
Coordinadora, ORP Caribe/Proyecto Guaitiao/Proyecto Nataio; Coordinator, ORP Caribbean/ Project Guaitiao/Project Nataio, Guara Bi Inc

The event was moderated by Marion Pierce, Public Health Analyst, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention, Division of Prevention Communication and Public Engagement.

The Discussion Moderator was Stephanie Dukes, Associate Director, Vanguard Communications.
HIGHLIGHTING PREVENTION THROUGH ART

Leading up to NPW, SAMHSA developed and published a digital toolkit containing a series of 20 tailored GIFs (animated graphics) to highlight prevention and mental health topics and provide the prevention community with sharable, dynamic art that could be distributed broadly on social media. The artist community also came together during NPW to create an additional 19 GIFs.

The NPW digital toolkit and the artist submissions were all uploaded to the NPW microsite, prevention.art, where the GIFs remain available to access and share for free on social media channels (i.e., Facebook, Instagram, and Twitter). The prevention microsite also includes instructions for posting GIFs on social media.

GIF PERFORMANCE

Overall, NPW’s prevention art initiative garnered:

- More than 29.8M total views
- More than 12.7M share views
- 39 unique prevention-focused GIFs

10.6M total views
281.5K total views
141.6K total views
609K total views
214.4K total views
133.2K total views
492.8K total views
176.3K total views
128.4K total views
393.3K total views
159.3K total views
311.3K total views
145K total views
125.5K total views
133.2K total views
124.3K total views

CLICK TO DOWNLOAD

CLICK TO DOWNLOAD

CLICK TO DOWNLOAD

CLICK TO DOWNLOAD

CLICK TO DOWNLOAD

CLICK TO DOWNLOAD
NPW PARTNER INFORMATION

SAMHSA recognizes the importance of partnering with organizations to help spread important messages about prevention. In 2022, SAMHSA’s NPW partnership goal was to re-engage with previously established partners while laying the foundation for potential new partners. The unique format of a virtual NPW provided new opportunities for partnership engagement, including participation in the Virtual Photo Booth and online sharing of #MyPreventionStory.

Highlights Across the Prevention Community

Connecticut Clearinghouse Promotes NPW Through Events, Resources and More
Connecticut Clearinghouse shared NPW resources and a calendar of events on their website and dedicated CTPreventionWeek Facebook page. Many promotional materials feature Starfish Stella, a Connecticut-specific prevention mascot.

DEA Official Highlights National Prevention Week Event
DEA El Paso Public Information Officer Carlos Briano recommended people visit the NPW website to attend the various events throughout the week. The segment aired on KTSM-TV in El Paso, TX.

Urban Indian Coalition of AZ Creates Spirit of Prevention Week Picture Challenge
The UIC of AZ developed a Spirit Week picture challenge to engage their community in NPW, encouraging people to wear a different color to correspond to each theme for the week.

One Step Youth Influencers Participate in Annual Walk for Prevention
Youth leaders and the New Haven Prevention Council members gathered for their annual prevention walk during NPW. The mayor joined the group during a press conference he gave with a local TV station to offer his support.

New Britain Local Prevention Council Promotes Prevention at Local High School
In recognition of NPW, the Street Team for the New Britain Local Prevention Council went to New Britain High School to share positive alternatives for students to engage in rather than turning to substance use.

In total, SAMHSA reached out to about 30 partners and other organizations to share resources and invite them to participate in the various activities throughout the week.

Snapshot of Organizations Invited to Participate in NPW 2022

In addition, SAMHSA looked beyond prevention organizations to identify new partners for potential future engagement across the entertainment industry, including podcasters and influencers in the mental health and sobriety space.
THE PREVENTION TOOLKIT
SHARING THE TOOLS FOR SUCCESS

NPW could not succeed without the dedication and enthusiasm of the organizations and agencies that make prevention happen. To help them accomplish their goals, SAMHSA created the NPW Partner Toolkit, a collection of resources to help conceptualize, plan, and implement their NPW activities and other prevention efforts throughout the year.

The SAMHSA Partner Toolkit is available to help anyone involved in prevention access the tools and resources needed to accomplish their goals. In addition, we are continually exploring new products and materials that may be helpful to add as we begin planning for NPW each year.

To help drive excitement this year, we also developed a range of informative NPW content, including save-the-date flyers, at-a-glance materials with essential facts about NPW, tips for working with local media, and social media content to encourage people to share #MyPreventionStory, and more!

From April 1 to May 14, the Toolkit with information about planning an event received over 5,100 visits, and pages to access NPW promotional materials received over 4,700 visits.

NPW’S ONLINE FOOTPRINT

**NPW Website**

The NPW website is the central online hub for National Prevention Week and provides resources, materials, and tools in English and Spanish. In addition, the website supports NPW participants in planning their events and activities and sharing prevention information from federal agencies and other national organizations.

- More than **23,000 people** visited the NPW website this year. More than **20% (4,699)** of those visitors came to the site during NPW.
- The NPW homepage was viewed more than **35,000 times** during the year. In addition, nearly **40% of visits** came from Google, indicating broad awareness of NPW.

- This year, the most downloaded resource from the NPW website was the NPW Fact Sheet, which visitors downloaded **1,600 times**. However, the most downloaded resource during NPW was the Opioid Data Visualization, which participants downloaded **255 times**.
- The prevention community helped raise awareness of NPW and its brand by downloading the web banner graphic more than **170 times**.
## Overview of Metrics from National Prevention Week (May 8-14, 2022)

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
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</tr>
<tr>
<td>Sessions</td>
<td>5,456</td>
</tr>
<tr>
<td>Page Views</td>
<td>13,229</td>
</tr>
<tr>
<td>NPW Homepage</td>
<td>5,199</td>
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<tr>
<td>NPW Promotional Materials</td>
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<tr>
<td>About</td>
<td>1,264</td>
</tr>
<tr>
<td>NPW Web Materials</td>
<td>1,112</td>
</tr>
<tr>
<td>Toolkit for Planning Event</td>
<td>1,007</td>
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</tbody>
</table>

### Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>Direct</td>
<td>1,507</td>
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<tr>
<td>Email</td>
<td>274</td>
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<tr>
<td>Organic Search</td>
<td>2,562</td>
</tr>
<tr>
<td>Referral</td>
<td>757</td>
</tr>
<tr>
<td>Social</td>
<td>356</td>
</tr>
</tbody>
</table>

### Visits by Source

- **Organic Search**: 2,562 visits (47% of total visits)
- **Email**: 272 visits (5% of total visits)
- **Referral**: 757 visits (14% of total visits)
- **Social**: 356 visits (6% of total visits)
- **Direct**: 1,507 visits (28% of total visits)

### Social Media Breakdown

- **Facebook**: 234 visits (66% of social visits)
- **Twitter**: 77 visits (22% of social visits)
- **Instagram**: 7 visits (2% of social visits)
- **LinkedIn**: 33 visits (9% of social visits)
- **YouTube**: 2 visits (1% of social visits)
<table>
<thead>
<tr>
<th>Device</th>
<th></th>
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<tbody>
<tr>
<td>Mobile/Tablet</td>
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<tr>
<td>Desktop</td>
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<table>
<thead>
<tr>
<th>Most Notable Referrals</th>
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<tbody>
<tr>
<td>SAMHSA Live Platform</td>
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<tr>
<td>Government Sites</td>
<td>61</td>
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<tr>
<td>Mayland, Ohio, Texas, Iowa</td>
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<tr>
<td>Schools</td>
<td>42</td>
</tr>
<tr>
<td>American Hospital Association</td>
<td>161</td>
</tr>
</tbody>
</table>

**Email Newsletter**

The NPW email distribution provided prevention organizations and individuals nationwide with resources, news, and ideas to support their substance misuse prevention efforts. Leading up to NPW 2022, SAMHSA also distributed two email newsletters.

**Newsletter Highlights Include:**

- **93,000+** Subscribers Emailed
- **48,000+** Total Emails Opened
- **6,300+** Registration Link Clicks
- Average Open Rate: **26%**
- Average Click-Through Rate: **5.58%**

**Introducing #MyPreventionStory**

**Top Twitter Links**

**Top Instagram Links**
“When we share our prevention stories, it compels others to share their stories. We’re building a community and showing individuals that they’re not alone... Stories are what changes behavior over time. Through our stories, we can help people live safer, healthier, and happier lives.”

DAVID LAMONT WILSON
Public Health Analyst, National Prevention Week Coordinator, CSAP/SAMHSA

This year SAMHSA introduced #MyPreventionStory, a new storytelling initiative to help engage individuals and encourage them to share how vital substance misuse prevention has been in their lives.

#MyPreventionStory launched in May 2022, presenting a new way for people to share their experiences through storytelling and help build excitement for NPW. SAMHSA plans to continue to build on the success of #MyPreventionStory as part of NPW 2023.
From May 8–14, SAMHSA had 43 NPW-specific posts across its social media channels. SAMHSA’s NPW posts reignited with audiences and received:

- **1.1K** engagements
- **4.6M** potential reach

During the week, NPW had significant outside engagement from other government agencies, nonprofit organizations, public service agencies, schools, and more.

- **3.3K** mentions
- **34.9M** potential reach
- **5.5K** engagements (including likes, retweets/shares/replies/comments)
### ENGAGEMENT BREAKDOWN

<table>
<thead>
<tr>
<th>Date</th>
<th>Instagram Likes</th>
<th>Facebook Likes</th>
<th>Twitter Shares</th>
<th>Twitter Likes</th>
<th>Retweets</th>
<th>Facebook Shares</th>
<th>YouTube Likes</th>
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</table>

#### TOP HASHTAGS

- #JustKNOW
- #MentalHealthAwarenessMonth
- #MyPreventionStory
- #NPW2022
- #NationalFentanylAwarenessDay
- #MentalHealthMatters
- #NationalPreventionWeek
- #suicideprevention
- #MentalHealthMonth
- #StopOverdose
- #RecoveryIsPossible
- #MentalHealthAction
- #mypreventionstory
- #FairfieldCT
- #parents
- #PreventionHappensHere
- #recoveryisseason
TOP LINKS SHARED ON SOCIAL:

- samhsa.gov — 253
- samhsa.gov/prevention-week — 184
- samhsa.gov/prevention-week/about — 1
- samhsa.gov/talk-they-hear-you/mobile-application — 8
- findtreatment.gov — 8
- fentanylawarenessday.org — 7
- famhsa.gov/prevention-week/prevention-challenge — 6
- famhsa.gov/find-treatment — 6
- wayoutwestcoalition.org/blog/aces/ — 4
- eventbrite.com/e/importance-of-school-based-mental-health-services-in-k-12-schools-registration-333662843547 — 4

DISTRIBUTION ACROSS THE UNITED STATES

- ~0%
- 0.1%
- 0.1%–1%
- 1.2%–5.5%
- 44.1%
Prevention works. Since we are stronger when we work together, SAMHSA is exploring ways to keep the success and momentum going as we plan for NPW 2023. We look forward to collaborating with our partners in this work—from organizations to individuals on the front lines of prevention—to see where we can elevate our future efforts.

For example, SAMHSA plans to build on our #MyPreventionStory initiative to hone the power of storytelling and art, engaging individuals to share the importance of substance misuse prevention from their perspective. We are also planning to continue using a hybrid model of virtual and in-person events after the success of 2022’s virtual conference platform.

Check samhsa.gov/npw for regular updates and resources and to learn how to get involved in NPW 2023.