

# APPROACH TO NATIONAL PREVENTION WEEK

In January 2023, SAMHSA launched a refreshed National Prevention Week brand that includes an updated logo design and a new tagline. While the team reevaluated the goals and objectives of National Prevention Week to create the new brand, there was also an opportunity to reframe the approach to National Prevention Week.

## A New Approach to Better Suit Your Needs

We recognize that important prevention work happens every day, not just during the second week of May. The new approach to National Prevention Week will celebrate and promote these **year-round** initiatives and the possibilities prevention brings. Moving forward, we envision National Prevention Week as a week-long celebration where SAMHSA will showcase your events and activities that take place throughout the year and provide a platform for the community to come together to learn from each other and highlight promising approaches and best practices in prevention. However, organizations can still hold their own events during National Prevention Week, and we encourage you to promote the week through your social media channels. We believe this approach will help better support your broader-long-term promotion and engagement goals with funders, partners, and other stakeholders.

**This year, we are moving away from using the pre-determined daily themes, as we know that it may be difficult to execute specific topic-related activities for each day.** Instead, we have provided some examples of prevention-related themes that you can pick and choose from to ensure your National Prevention Week celebration is topical and relevant to your communities' needs!

## SAMPLE THEMES

- Substance Misuse Prevention
  - Prescription Drug and Opioid Misuse
  - Underage Drinking and Alcohol Misuse
  - Illicit Drug Use and Youth Marijuana Misuse
  - Youth Tobacco Use (E-Cigarettes and Vaping)
- Overdose Prevention
- Promoting Mental Health and Wellness
- Suicide Prevention
- Enhancing the Prevention Workforce
- Highlighting Prevention Efforts in Your Community
- Celebrating Prevention Heroes in Your Community

## We Want to Hear from You

Our goal for the new approach is to facilitate deeper and more meaningful relationships with prevention organizations. In the past, outreach to organizations has mainly taken place from January to May with little engagement throughout the rest of the year. Additionally, National Prevention Week Materials were developed and distributed without the opportunity for us to receive your feedback.

Our new approach encourages steady engagement, year-round, which allows for building deeper relationships and collecting stories to showcase. This means that you can expect more National Prevention Week activities, promotion, and resources throughout the whole year – not just in May!

Most importantly, we want to hear from you. We are building in time, leading up to National Prevention Week and throughout the year, for proper partner feedback so that we can ensure our efforts are going where they are most needed and appreciated from the prevention community we are serving.

Your feedback and input will help guide future National Prevention Week celebrations. From weekly activities to planning toolkits, we want to know what works for you so that National Prevention Week can best serve prevention organizations. We encourage you to reach out to [David.Wilson@samhsa.hhs.gov](mailto:David.Wilson@samhsa.hhs.gov) with your thoughts and insights.