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INTRODUCTION

Sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), National Prevention Week is a national public education platform showcasing the work of communities and organizations across the country who are dedicated to raising awareness about the importance of substance misuse prevention and positive mental health. We recognize that the important work of prevention happens every day. We created National Prevention Week to celebrate these year-round initiatives and the possibilities prevention brings.

National Prevention Week takes place from **May 7–13, 2023**. Our overarching goals leading up to, and during, National Prevention Week 2023 were to:

1. Launch the new National Prevention Week brand
2. Raise awareness about the new year-round approach
3. Refresh the approach to partner engagement

**COMMUNITY INVOLVEMENT**
Involving communities in raising awareness about substance misuse and mental health issues, implementing prevention strategies, and showcasing the effectiveness of evidence-based prevention programs.

**PARTNER ENGAGEMENT**
Cultivating partnerships and collaborations with federal agencies and national organizations dedicated to improving public health.

**RESOURCE SHARING**
Promoting and disseminating quality substance misuse prevention and mental health promotion resources and publications.
SAMHSA’S NATIONAL PREVENTION WEEK 2023
AT A GLANCE

This year, National Prevention Week held two events to highlight prevention-focused organizations.

United States of America, Department of Health and Human Services
Substance Abuse and Mental Health Services Administration

1,812 Total Registrants for National Prevention Week 2023

National Prevention Week kicked off with opening remarks from Tom Coderre, SAMHSA’s Acting Deputy Assistant Secretary for Mental Health and Substance Use, and CAPT Jennifer Fan, Pharm.D., J.D., SAMHSA’s Acting Director of the Center for Substance Abuse Prevention (CSAP), celebrating the 10th anniversary of “Talk. They Hear You.”® campaign relaunch event. Three organizations, representing Washington, Ohio, and California, discussed how they were able to implement “Talk. They Hear You.”® into their communities.

During National Prevention Week 2023, the Communities Talk to Prevent Alcohol and Other Drug Misuse team showcased prevention stories, including successes, challenges, and highlights, from leaders representing Tuskegee University in Alabama, Ball State University in Indiana, the Northwest Michigan Health Department, and Florida Atlantic University.

Ahead of National Prevention Week 2023, SAMHSA actively engaged nine representative partner organizations to establish specific programs and efforts with.
SAMHSA received:

57 submissions to the community event form on the National Prevention Week site.

During the week, the National Prevention Week site received:

4,601 users,
5,222 sessions, and
16,786 page views.

The top pages included the:
Homepage (5,733 page views),
Prevention Activities (2,213 page views),
and Promotional Materials (1,834 page views).

SAMHSA posted:

41 National Prevention Week-themed posts across social media.

These posts inspired audiences and received:

1.2K engagements
4.2M potential reach.

SAMHSA received:

1.2K mentions, 3K engagements, and saw a potential reach of 48.3M from external National Prevention Week-related posts by our partners and community network.

#MyPreventionStory is a way for us to acknowledge our mental health and substance misuse prevention experiences.

This year, we received:

242 #MyPreventionStory posts, which garnered 1.4K engagements and saw a potential reach of 1.3M.
SAMHSA is continuously working to improve the prevention landscape. As such, in 2022, the National Prevention Week team met to revisit and reevaluate the approach of National Prevention Week to ensure it aligns with the needs of the prevention field.

**NATIONAL PREVENTION WEEK INSIGHTS**

The priority for the National Prevention Week rebrand was to create something for the prevention community; ultimately, to create a brand that is more recognizable and easier for organizations, prevention leaders, individuals, and communities to connect with. The team saw an opportunity to reinvigorate the National Prevention Week brand to help more clearly articulate National Prevention Week to stakeholders. With this in mind, the team conducted a series of National Prevention Week strategic planning workshops, with the explicit goals of:

- Refining and articulating the essence and strategy of National Prevention Week.
- Aligning the goals and objectives for National Prevention Week.
- Identifying the primary audiences and target populations of National Prevention Week.
- Rethinking and rearticulating the approach to National Prevention Week communications and engagement efforts to be year-round, versus just focused on the week-long observance.
- Creating a new brand, visual identity, and set of key messages for National Prevention Week.

There were four key insights that served as the foundation for the new brand identity and approach to National Prevention Week:

1. **By showcasing the work of SAMHSA’s partners in prevention,** National Prevention Week clarifies the need for ongoing action surrounding substance misuse.

2. **There is a connection between positive mental health and substance misuse prevention.**

3. **Prevention works… but it can be hard to define.**

4. **SAMHSA is a credible voice with a large reach and platform to connect organizations, communities, and individuals to change lives.**
BRAND IDENTITY

National Prevention Week previously featured changing themes and logos, which made it difficult to have one cohesive brand for organizations to connect with. Moving forward, there will be one tagline and logo that will capture the essence of prevention:

A Celebration of Possibility
reflects the brighter futures that exist thanks to the ongoing work of prevention.

This new tagline was conceptualized based on the specific insight that prevention works, but it’s hard to define. It is difficult to prove the absence of something. Instead, the team wanted to frame prevention as the potential for what can happen and celebrate that possibility.

The new logo was developed to focus on the “we” that is inherent in communities and in prevention, as National Prevention Week is ultimately all about people—the people and communities that come together to protect others through prevention.

Shifting the National Prevention Week approach will better support our partners in prevention by providing evidence-based and accessible resources to facilitate collective action year-round. We know that prevention happens every day, and we want to highlight the prevention community’s efforts during National Prevention Week. By showcasing the important work happening throughout the prevention field, we can confront the societal challenges surrounding substance misuse together, while celebrating stories of prevention.
SAMHSA’s Prevention Day (SPD) took place on Monday, January 30, 2023, in conjunction with the CADCA National Leadership Forum. National Prevention Week Coordinator, David Lamont Wilson, gave a presentation to introduce the new National Prevention Week brand during the closing plenary session and facilitated a workshop on the importance of storytelling to advance the prevention field.

PREVENTION ACTION CENTER

The Prevention Action Center is an interactive learning hub that SPD attendees can visit throughout the day and between SPD workshop sessions. SAMHSA’s prolific national prevention programs, including National Prevention Week, Talk. They Hear You,® and Communities Talk, offer prevention-focused resources that individuals can take back to their organizations and communities. This year, the National Prevention Week booth distributed the National Prevention Week 2023 Resource Calendar and the Wristband Toolkit, which contains the Toolkit materials on a convenient USB drive.

In addition, the National Prevention Week team provided activities for attendees to participate in—such as the #MyPreventionStory mural wall, where individuals wrote down what prevention means to them and added it to a banner—the #MyPreventionStory hybrid photo booth, and distributed the National Prevention Week crossword puzzle.

The #MyPreventionStory photo booth was accessible through a kiosk at the National Prevention Week booth or via a QR code, where individuals could enter the virtual photo booth from their phones.

Throughout the day, there were 264 total photo booth sessions, including 182 photos, 73 GIFs, and nine videos. Photo booth images, GIFs, and videos were displayed as a slideshow on two monitors, so participants could see themselves and their peers when they walked by the booth.
ENHANCING PARTNERSHIPS

As National Prevention Week seeks to showcase and uplift organizations across the country working on substance misuse prevention and mental health promotion, partnerships remain a key component of our community relationships. This year, the National Prevention Week team sought to engage organizations to help them understand the new year-round approach and emphasize the collaboration between National Prevention Week and partner organizations to reinforce the value of the program to the prevention community.

PARTNERSHIP APPROACH AND OUTREACH STRATEGIES

The goal of our partnership approach was to further the reach of SAMHSA’s National Prevention Week activities and provide information to support audiences in pursuit of substance misuse prevention and positive mental health promotion. Within this approach, we had two engagement goals and their respective strategies:

1. **Reinvigorate existing relationships with prevention-focused organizations.**
   - **Strategy:** Create and sustain a “splash” launching the National Prevention Week brand, ensuring adoption among the field.
   - **Strategy:** Elevate National Prevention Week and highlight evidence-based approaches in use among the field.

2. **Establish relationships with new and up-and-coming prevention-focused organizations.**
   - **Strategy:** Reinforce SAMHSA’s position as a leader in the prevention and mental health spaces, creating opportunities for the sharing of dynamic, engaging prevention content and information.

To achieve our partnership goals, we held 1:1 discussions at several points throughout the year to showcase the new year-round approach to National Prevention Week engagement, providing more opportunities to share information, build relationships, and capture input from key stakeholders.

We honed our approach to zero in on organizations that were explicitly focused on prevention or mental health efforts, including collegiate organizations, youth organizations, and community organizations. Our initial outreach started with narrowing a list of prevention-focused organizations into five distinct categories, with one to two organizations per category. We set up initial conversations with each group, with an underlying focus on relationship-building. During these individual meetings, we shared information about National Prevention Week, including the new logo, new brand, new tagline, and new approach; provided organizations with actionable tools to get involved in National Prevention Week; and emphasized the value of what SAMHSA and National Prevention Week has to offer.
PARTNER ORGANIZATIONS SAMHSA ENGAGED

This year, we specifically engaged with the community of organizations and stakeholders engaged in prevention activities. To better ensure representation across the spectrum of prevention, we combined the organizations into five categories: Direct Patient Support, Philanthropic Foundations, Policy-Focused Organizations, Youth Organizations, and Local Organizations. We identified priority organizations for outreach, listed below.

DIRECT COMMUNITY SUPPORT

Faces & Voices of Recovery
A nonprofit dedicated to organizing and mobilizing Americans in recovery into community organizations and networks, to promote the right and resources to recover through advocacy, education, and demonstrating the power and proof of long-term recovery. Their large reach includes their Association of Recovery Community Organizations (ARCO), a 140-member network of local, regional, and statewide Recovery Community Organizations (RCOs).

National Alliance on Mental Illness (NAMI)
The nation’s largest grassroots mental health organization, dedicated to building better lives for the millions of Americans affected by mental illness. They provide advocacy, education, support, and public awareness. As a leading voice in mental health, NAMI’s mission aligns with National Prevention Week to amplify prevention work.

PHILANTHROPIC FOUNDATIONS

The JED Foundation
A nonprofit organization that protects emotional health and prevents suicide for our nation’s teens and young adults. JED partners with high schools and colleges to strengthen their mental health, substance misuse, and suicide prevention programs and systems.

POLICY-FOCUSED ORGANIZATIONS

Addiction Policy Forum
A nationwide nonprofit organization dedicated to eliminating addiction as a major health problem. Their strategic priorities include helping patients and families in crisis, ending the stigma around addiction, expanding prevention and early intervention, increasing the uptake of evidence-based practice, and advancing patient-led research.

Mothers Against Drunk Driving (MADD)
A nonprofit organization that seeks to stop drunk driving, support those affected by drunk driving, prevent underage drinking, and strive for stricter impaired driving policy, whether that impairment is caused by alcohol or any other drug.
The Trevor Project
A national nonprofit focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer, and questioning youth. The Trevor Project is a trusted resource for LGBTQ youth and can reach that population with helpful information to support their mental health needs.

Students Against Destructive Decisions (SADD)
A nonprofit that empowers and mobilizes students and adult allies to engage in positive change through leadership and smart decision-making. SADD fosters a sense of belonging and promotes resiliency, leadership, and advocacy skills so that young people make positive life decisions that will carry them throughout life.

Active Minds
A nonprofit with student organization chapters in more than 1,000 campuses and communities that promotes mental health and suicide prevention in young adults.

Baltimore County Department of Health
A local department of health whose mission is to promote health and prevent disease through education, advocacy, and linkage to resources and treatment to improve the quality of life for Baltimore County residents. Their substance use treatment center, the Bureau of Behavioral Health at Eastern Family Resource Center, aims to support prevention efforts.

Community Event Submissions
Ahead of and throughout National Prevention Week, organizations across the country were able to submit information about their prevention-focused events through our Community Event form on the National Prevention Week website. Community organizations shared the ways in which they engaged youth, distributed information about prevention, engaged peer leaders, and more.

Some Event Submissions Include:

Our community is hosting a prevention walk for students, teachers, and community members. Participants will walk from our high school to our youth service bureau, where we will have music, food, activities, and a reading of our first signed National Prevention Week proclamation.

Change Collaborative of Manchester
MANCHESTER, CT
Our school engagement in May included an exciting celebration of SAMHSA’s National Prevention Week at Apollo Junior High School in Richardson, Texas. In partnership with Steered Straight, Wright Entertainment Group, and rising boy band No Lonely Hearts, Victoria’s Voice helped showcase how powerful, passionate speakers can truly connect with students to deliver prevention messaging. Crystal Vallee from Steered Straight delivered a powerful message about the dangers of vaping, leaving a lasting impression on 650 7th and 8th grade students. Crystal’s personal journey to recovery from addiction and trauma inspired students to embrace self-worth and make positive changes. A stellar performance by No Lonely Hearts capped off this transformative event for students.

Victoria’s Voice Foundation
RICHARDSON, TX

Covenant Community, Inc. (CCI) and Recovery Resources of Atlanta-Midtown (RRAM) successfully produced the organization’s first-ever Recovery Summit on May 6 as a kickoff event preceding SAMHSA’s National Prevention Week. The summit kicked off with Freedom: Love Liberates—an interactive and autobiographical presentation that blends music, dance, and creative storytelling, based on Carter Love’s own #MyPreventionStory.

Covenant Community Inc.
ATLANTA, GA

**OPPORTUNITIES FOR COLLABORATION**

A key pillar of our partnership efforts this year was collaboration during National Prevention Week and year-round. It’s essential to ensure that partners benefit from working with SAMHSA and engaging with and participating in National Prevention Week. Organizations have opportunities to share their ideas through federal-level input and impact through conversation with leaders; the ability to provide feedback about ongoing National Prevention Week efforts; recognition within the prevention community at large; and impact on National Prevention Week in upcoming years.
NATIONAL PREVENTION WEEK ACTIVITIES

Throughout National Prevention Week, participants could access all events, videos, and activities through our virtual lobby. Individuals and organizations could log on to the platform to see the schedule for the week, along with on-demand resources for them to engage with and download.

ON-DEMAND VIDEOS AND ACTIVITIES

The National Prevention Week virtual lobby directed attendees to videos, visually dynamic promotion materials, and a series of digital interactive prevention activities. SAMHSA developed a first-of-its-kind suite of engaging, interactive prevention-focused, digital and printable content was accessible throughout the entire week. These branded materials allowed SAMHSA to share the National Prevention Week logo and tagline far and wide, created an opportunity to reinforce messages and priority topics, and established a fun way to help people learn more about prevention.

Specific Resources and Activities Include:

- Word Search
- Crossword Puzzle
- Prevention Fill-It-In
- Ad Libs
- Coloring Book Design Printout
- This-or-That Template
- Prevention Bingo
- #MyPreventionStory Printout
- #MyPreventionStory How-To Guide
On-demand videos were available in a linked YouTube playlist for participants to access throughout the week. Videos included Talk. They Hear You.® and Communities Talk webinar recordings, 60-second PSAs, Prevention Perspectives videos, and more.

**SAMHSA EVENTS**

National Prevention Week also showcased events from SAMHSA initiatives, Talk. They Hear You.® and Communities Talk, held on Monday and Wednesday of National Prevention Week, respectively.

**TALK. THEY HEAR YOU.® 10TH ANNIVERSARY RELAUNCH EVENT**

This year marks the 10th anniversary of Talk. They Hear You.® and, to celebrate their first decade, the team hosted a campaign relaunch event to kick off National Prevention Week on May 8, 2023, and released a suite of new products. The event kicked off with opening remarks from Tom Coderre, SAMHSA’s Acting Deputy Assistant Secretary for Mental Health and Substance Use, and CAPT Jennifer Fan, Pharm.D., J.D., SAMHSA’s Acting Director of CSAP, to relaunch the “Talk. They Hear You.”® Campaign. Through this campaign, SAMHSA aims to reduce underage drinking and substance use by providing parents and caregivers with the information and resources they need to address these issues.

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**Talk. They Hear You.®** has reached families, schools, and communities in all corners of the country. Most notably the campaigns’ television, radio, and print public service announcements have collectively garnered over 21.7 billion impressions.

**CAPT Jennifer Fan, Pharm.D., J.D.,**
Acting Director of the Center for Substance Abuse Prevention

---

Over the years, we’ve continued to develop messages and materials for both schools and educators, and most recently we’ve expanded our materials and messaging to recognize the role and importance of our community members to ensure we highlight the role the entire community plays in the lives of our children.

**Robert Vincent, M.S.Ed.,**
Associate Administrator for Alcohol Prevention and Treatment Policy, SAMHSA’s Center for Substance Abuse Prevention
This relaunch event featured:

Safe Yakima Valley Drug-Free Action Team, working closely with schools to do drug-free and drug prevention work. About half of the population in the community is Hispanic, so the team translates and graphically updates “Talk. They Hear You.”® materials, such as print and TV public service announcements, to represent the community so that the materials are available to all.

It was very important to me that we utilized evidence-based programs. As there were many people locally who were using ineffective tactics, we wanted to make sure that we were countering that with evidence-based practices, which is why we turned to Talk. They Hear You.® — Alicia Tobin

ADAMHS Board of Cuyahoga County in Ohio, contracting with more than 70 organizations that are in the field doing prevention work and using the “Talk. They Hear You.”® campaign.

Prevention is the key in helping us get our numbers down as we continue to face the opioid epidemic and see our substance use treatment numbers rise, which is why we chose Talk. They Hear You.® — Beth Zetlo

Sacramento County Coalition for Youth Prevention and Early Intervention Dept., helping young people get a seat at the table, which is why the Sacramento Ambassadors for Change—a youth ambassadors' program—is now a large part of the coalition.

We had young people at the table when we were creating the coalition and what they continually said to us is ‘nothing about us without us.’ We then went to look for resources to provide outreach and education for parents and we found Talk. They Hear You.® We were looking for something that was evidence-based that mattered to us, and Talk. They Hear You.® was exactly what we needed.” — Joelle Orrick
On Wednesday, May 10, 2023, the Communities Talk to Prevent Alcohol and Other Drug Misuse team held a lively panel discussion moderated by David Lamont Wilson, National Prevention Week coordinator, where communities from across the country shared their prevention success stories. The conversation highlighted successful prevention strategies, including participating in National Prevention Week, along with stories, insights, and lessons learned. Since 2006, Communities Talk has provided prevention resources and planning stipends to thousands of community-based organizations, colleges, and universities to develop tailored strategies that work in their communities.

Communities Talk is a SAMHSA program designed to support community-based organizations, institutes of higher education, and statewide or state-based organizations to host prevention events and activities to get the conversation started. These events raise awareness and educate communities about the harmful consequences of substance misuse as well as underage drinking in youth and young adults.

David Lamont Wilson,
National Prevention Week Coordinator

Communities Talk is making a difference. We were able to talk with and educate the students, and the counselors were able to implement interventions to help put a stop to underage drinking and vaping use.

Dr. April Jones
Tuskegee University
Tuskegee, Alabama
We have engrained prevention into our social work discipline; we now have a required course where students are able to take the Certified Prevention Specialist exam and become credentialed as an associate through Indiana’s credentialing agency.

Dane Minnick
Ball State University
Muncie, Indiana

Our community members expressed the need for more training to understand the landscape of Michigan’s marijuana laws, as it’s now the most prevalently used substance among high school students in our community—surpassing alcohol and nicotine use for the first time—so we chose to focus our efforts on addressing this issue.

Nichole Flickema
The Health Department of Northwest Michigan
Otsego County, Michigan

We published an article that received a lot of pick up on the adverse effect of cannabis, especially on young people, and what to look for when your friends and loved ones are co-using medication with alcohol; it was really impactful to see our guidance shared in our local community.

Dr. Armiel Suriaga
Florida Atlantic University
Boca Raton, Florida
PUBLIC ENGAGEMENT

VIRTUAL PLATFORM ENGAGEMENT
For the second year in a row, National Prevention Week was hosted virtually, and participants who registered for National Prevention Week had access to the virtual platform throughout the week. The platform, which included a virtual lobby design, created a centralized portal for registrants to access SAMHSA’s National Prevention Week events, activities, on-demand videos, and resources.

WEBSITE ENGAGEMENT
The National Prevention Week website is the central online hub that provides resources, materials, and tools to advance prevention and mental health efforts. In addition, the website supports individuals in planning their events and activities and sharing prevention information from federal agencies and other national organizations. Throughout the week, from May 7–13, 2023, the National Prevention Week website received 4,601 users, 5,222 sessions, and 16,786 page views (a 27% increase compared to last year) with an average session duration of 3:05 minutes.

The week before National Prevention Week (April 30–May 6) the website received 5,071 users, 4,785 sessions, 16,698 page views, and an average session duration of 3:04. The top pages during this time were the toolkit, promotional materials, #MyPreventionStory, web logos and stickers, and web materials; this indicates that users likely came to the website ahead of National Prevention Week to prepare for the week. Social media posts utilizing these materials, as well as downloads (top downloads were the fact sheet, sample social media message, promotional flyer, and social media tips), reinforce this.

DURING NATIONAL PREVENTION WEEK

<table>
<thead>
<tr>
<th>The Top Pages, By Page Views, Were:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>5,733</td>
</tr>
<tr>
<td>Prevention Activities</td>
<td>2,213</td>
</tr>
<tr>
<td>National Prevention Week Promotional Materials</td>
<td>1,834</td>
</tr>
<tr>
<td>Toolkit for Planning Your Event</td>
<td>1,656</td>
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<td>National Prevention Week Logos and Stickers</td>
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<tr>
<td>National Prevention Week Web Materials</td>
<td>921</td>
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<tr>
<td>About National Prevention Week</td>
<td>647</td>
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<tr>
<td>Community Events</td>
<td>563</td>
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<tr>
<td>#MyPreventionStory</td>
<td>560</td>
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<tr>
<td>Substance Use Prevention Resources for Youth and College Students</td>
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### THE MOST DOWNLOADED NATIONAL PREVENTION WEEK RESOURCES INCLUDE:

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<thead>
<tr>
<th>Resource</th>
<th>Downloads</th>
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<tr>
<td>National Prevention Week Fact Sheet</td>
<td>348</td>
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<td>This or That</td>
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<tr>
<td>Sample Social Media Message</td>
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<tr>
<td>Crossword</td>
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<td>Word Search</td>
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<td>Prevention Fill-it-In</td>
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<td>Ad Libs</td>
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<tr>
<td>Bingo</td>
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<tr>
<td>#MyPreventionStory Write-In</td>
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<tr>
<td>Crossword Digital</td>
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### SOURCES SESSIONS

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<td>Bing</td>
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<td>LinkedIn</td>
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<tr>
<td>Instagram</td>
<td>9</td>
</tr>
<tr>
<td>Email</td>
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</table>

Increased 47% compared to last year

Increased 5% compared to last year

Increased 55% compared to last year
SOCIAL ENGAGEMENT

SAMHSA had 41 National Prevention Week posts across social media. These posts inspired audiences and received 1.2K engagements with a potential reach of 4.2M.

During the week, National Prevention Week had notable engagement from other government agencies, nonprofit organizations, public service agencies, schools, and more. In total, SAMHSA received 1.2K mentions, 3K engagements, and saw a potential reach of 48.3M (an increase of 38% compared to last year) from National Prevention Week-related posts.

#MyPreventionStory is a way for SAMHSA to acknowledge our mental health and substance misuse prevention experiences. This year, National Prevention Week received 242 #MyPreventionStory posts which, garnered 1.4K engagements and saw a potential reach of 1.3M.

SAMHSA CHANNELS

41 TOTAL POSTS
- Facebook: 14
- Instagram: 13
- Twitter: 14

4.2M potential reach
1.2K engagement

Instagram Likes: 597
Twitter Likes: 179
Twitter Retweets: 128
Facebook Reacts: 84
Facebook Shares: 150

MOST POPULAR POSTS BY ENGAGEMENT

Why Small Conversations Make a Big Impression

NATIONAL PREVENTION WEEK
A CELEBRATION OF POSSIBILITY

2023 Outcomes Report
NON-SAMHSA CHANNELS

1.2K total posts
48.3M potential reach
3K engagement
Increased 38% compared to last year

MOST POPULAR POSTS

It’s important to use the correct language when talking about addiction. The way you speak around friends and family may impact their willingness to share things with you and ability to get treatment. Language matters!

LANGUAGE MATTERS

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
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<tbody>
<tr>
<td>Person with substance use disorder</td>
<td>Drug addict</td>
</tr>
<tr>
<td>Opioid use</td>
<td>Drug abuse</td>
</tr>
<tr>
<td>Substance use</td>
<td>Substance abuse</td>
</tr>
<tr>
<td>Not engaging with treatment</td>
<td>Relapse</td>
</tr>
<tr>
<td>Negative impact on family, friends</td>
<td>Addiction</td>
</tr>
</tbody>
</table>

11:11 PM - May 10, 2023 2,363 Views
11 Retweets 42 Likes
## Non-SAMHSA Engagement Split by Day

<table>
<thead>
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# MyPreventionStory

- **242** total posts
- **1.3M** potential reach
- **1.4K** engagement
CONCLUSION AND LOOKING AHEAD

We are stronger when we work together, and SAMHSA is always looking for opportunities to partner with those on the frontlines of prevention to collectively elevate future efforts. Throughout 2023 and beyond, we aim to support our partners in prevention by providing evidence-based and accessible resources to facilitate collective action. We know that prevention happens year-round, and we will be showcasing prevention work throughout the field to confront the societal challenges surrounding substance misuse together while celebrating stories of prevention.

Stay tuned to hear more about the new virtual prevention series that aims to showcase, elevate, and celebrate the important prevention ideas, events, news, and activities that impact communities across the country. This webinar series will focus on spotlighting prevention organizations and cultivating social innovation to address the real needs of our communities and young people.

Sharing prevention stories is an opportunity to build community, change behavior, and help people live safer, healthier, and happier lives by showing them that they are not alone. Year-round, we encourage individuals and organizations to create and share a prevention story on social media—whether it’s telling how they are helping to prevent substance misuse or sharing the ways they’re promoting mental health. Be a part of the national conversation that celebrates prevention by using the hashtag #MyPreventionStory!