WE RECOGNIZE THAT THE IMPORTANT WORK OF PREVENTION HAPPENS EVERY DAY.

National Prevention Week promotes the world we want to see—where prevention helps keep people and communities healthy and safe.

Our tagline, “A Celebration of Possibility,” is about communities coming together and celebrating the brighter futures that exist thanks to the ongoing work of prevention.

NATIONAL PREVENTION WEEK TAKES PLACE MAY 12–18, 2024.

This Planning Guide & Resource Calendar is packed with tips and tools for elevating prevention efforts during National Prevention Week and beyond!

CAPT Christopher Jones, Pharm.D., Dr.P.H., M.P.H.
Director of the Center for Substance Abuse Prevention (CSAP)
Substance Abuse and Mental Health Services Administration
We hope you find this Planning Guide and Resource Calendar valuable and encourage you to share your prevention ideas and success stories.

For more information about National Prevention Week and to sign up for the latest news and updates, please visit samhsa.gov/prevention-week or email David Wilson, National Prevention Week Coordinator, at David.Wilson@samhsa.hhs.gov.
DECEMBER 2023 – JANUARY 2024

QUICK TIP

Jump-start a healthy 2024 and start planning for National Prevention Week. Check out the Planning Toolkit for help with planning and promoting prevention events and activities!
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**MEET OUR PARTNERS:**

**CADCA**

Building Drug-Free Communities

cadca.org

18 WEEKS TO NATIONAL PREVENTION WEEK
Faith is taking the first step even when you don’t see the whole staircase.  

**MARTIN LUTHER KING JR. 1947**

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**QUICK TIP**

Partners are key to creating wide-reaching prevention efforts that last. Use our tips to sustain current partnerships and create new ones.

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**JANUARY 2024**

| 14 | SUN                                |
| 15 | MON  
**MARTIN LUTHER KING JR. DAY** |
| 16 | TUE                                |
| 17 | WED                                |
| 18 | THU                                |
| 19 | FRI                                |
| 20 | SAT                                |

17 WEEKS TO NATIONAL PREVENTION WEEK
Quick Tip

Check out these 4 must haves to create your social media game plan for promoting National Prevention Week.
SAMHSA’S 20th PREVENTION DAY
LEADING WITH SCIENCE. IMPROVING LIVES.

QUICK TIP
Don’t forget to stop by the Prevention Action Center at the 20th Anniversary of SAMHSA’s Prevention Day (SPD)!

THANK YOU TO THE COMMUNITY COALITIONS THAT HAVE HELPED BUILD SPD THROUGHOUT THE PAST 20 YEARS!

JANUARY – FEBRUARY 2024

28 SUN

29 MON
SAMHSA’S PREVENTION DAY
CADCA NATIONAL LEADERSHIP FORUM BEGINS

30 TUE

31 WED

1 THU
BLACK HISTORY MONTH BEGINS
CADCA NATIONAL LEADERSHIP FORUM ENDS

2 FRI

3 SAT

15 WEEKS TO NATIONAL PREVENTION WEEK
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**Featured:**
Black/African American Behavioral Health Data, Reports, and Issue Briefs
Use these social media badges from the National Highway Traffic Safety Administration to promote safe and sober driving this Super Bowl Sunday.
This toolkit from the U.S. Food and Drug Administration provides helpful information to educate your communities about e-cigarettes and their effects on youth.

QUICK TIP

FEBRUARY – MARCH 2024

25 SUN

26 MON

27 TUE

28 WED

29 THU

1 FRI

VAPING AWARENESS MONTH BEGINS

2 SAT

WORLD TEEN MENTAL WELLNESS DAY

11 WEEKS TO NATIONAL PREVENTION WEEK
BE THEIR COACH THROUGH LIFE.
Look for ways to start conversations about alcohol and other drugs.
Be prepared to talk with your kids about the risks and dangers of underage drinking and other drug use, and well-being by answering their questions and providing support. For tips on how—and when—to begin the conversation, visit talktheyhearyou.samhsa.gov

FEATURED:
Use this flyer-sized print public service announcement from the Talk. They Hear You.® campaign to encourage community members to help coach kids through life.

WEEKS TO NATIONAL PREVENTION WEEK
FEATURED:
SAMHSA’s Reducing Vaping Among Youth and Young Adults offers information about research findings, best practices, and challenges around vaping prevention.

MARCH 2024

10  SUN  

11  MON  

12  TUE  

13  WED  society of behavioral medicine annual meeting & scientific sessions begins

14  THU  

15  FRI  

16  SAT  society of behavioral medicine annual meeting & scientific sessions ends

9 WEEKS TO NATIONAL PREVENTION WEEK
This National Drug and Alcohol Facts Week® (NDAFW), get activity ideas from the National Institute on Drug Abuse (NIDA), including interactive quizzes, videos, science-based resources, and more!
FEATURED:
Download the National Prevention Week Fact Sheet to learn more about National Prevention Week and how to get involved!

MARCH 2024

24  SUN  NATIONAL DRUG AND ALCOHOL FACTS WEEK® (NDAFW) ENDS  LGBTQ HEALTH AWARENESS WEEK ENDS

25  MON

26  TUE

27  WED

28  THU

29  FRI

30  SAT

7 WEEKS TO NATIONAL PREVENTION WEEK
National Public Health Week (NPHW) has **year-round tools and resources** that you can share with your community, friends, or family!

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**MARCH – APRIL 2024**

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**FEATURED:**

6 WEEKS TO NATIONAL PREVENTION WEEK
MEET OUR PARTNERS:

APHA
American Public Health Association
apha.org

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NATIONAL PUBLIC HEALTH WEEK ENDS

5 WEEKS TO NATIONAL PREVENTION WEEK
MEET OUR PARTNERS:

NIAAA supports and conducts research on the adverse impact of alcohol use on human health and well-being.

niaaa.nih.gov

NIH

APRIL 2024

14 SUN

15 MON

16 TUE

17 WED

18 THU

19 FRI

20 SAT

4 WEEKS TO NATIONAL PREVENTION WEEK
QUICK TIP

Communities Talk Webinars are recorded so you can access them anytime. Check out this webinar about prevention success stories.

APRIL 2024

21  SUN
22  MON
23  TUE
24  WED
25  THU
26  FRI
27  SAT

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

3 WEEKS TO NATIONAL PREVENTION WEEK
YOU DON’T HAVE TO GO THROUGH ANYTHING ALONE.

APRIL – MAY 2024

28  SUN

29  MON

30  TUE

1  WED

ASIAN PACIFIC ISLANDER HERITAGE MONTH BEGINS
MENTAL HEALTH AWARENESS MONTH BEGINS

2  THU

3  FRI

4  SAT

2 WEEKS TO NATIONAL PREVENTION WEEK

QUICK TIP

Join SAMHSA in celebrating National Mental Health Awareness Month! Check out the Mental Health Awareness Month Toolkit for social media content, resources about mental health best practices, and promotional materials.
This National Children’s Mental Health Awareness Day, engage youth with our prevention activities, including a crossword puzzle, word search, bingo, and more!
NATIONAL PREVENTION WEEK

is a public education platform showcasing the work of communities and organizations across the country dedicated to raising awareness about the importance of substance misuse prevention and positive mental health.
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**FEATURED:**
Asian American, Native Hawaiian, and Pacific Islander Behavioral Health Data, Reports, and Issue Briefs

51 WEEKS TO NATIONAL PREVENTION WEEK
Moving Beyond Change Efforts:
Evidence and Action to Support and Affirm LGBTQI+ Youth offers information to support the behavioral health of LGBTQI+ youth.
### JUNE 2024

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**FEATURED:**
SAMHSA LGBTQ+ Behavioral Health Equity Center of Excellence

![QR Code](https://via.placeholder.com/150)

49 WEEKS TO NATIONAL PREVENTION WEEK
Congratulations, graduates!

FEATURED:
After High School: Talking With Your Young Adult About Underage Drinking
Learn about how to effectively talk with young adults and recent graduates to set the foundation for a healthy future. Available in English and Spanish.

JUNE 2024

9   SUN
10  MON
11  TUE
12  WED
13  THU
14  FRI
15  SAT

48 WEEKS TO NATIONAL PREVENTION WEEK
### QUICK TIP

Prevention happens year-round! Keep the momentum going and tap into the enthusiasm from your prevention-focused event.

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47 WEEKS TO NATIONAL PREVENTION WEEK
MEET OUR PARTNERS:
THE TREVOR PROJECT
For Young LGBTQ Lives
thetrevorproject.org

JUNE 2024

23  SUN

24  MON

25  TUE

26  WED

27  THU
NATIONAL HIV TESTING DAY

28  FRI

29  SAT

46 WEEKS TO NATIONAL PREVENTION WEEK
National Minority Mental Health Awareness Month raises awareness of the challenges that affect the mental health of racial and ethnic minority groups.
MEET OUR PARTNERS:

Drug Enforcement Administration
dea.gov

JULY 2024

7  SUN
8  MON
9  TUE
10 WED
11 THU
12 FRI
13 SAT

44 WEEKS TO NATIONAL PREVENTION WEEK
**QUICK TIP**

Advancing behavioral health equity means working to ensure that every individual has the opportunity to be as healthy as possible.

### JULY 2024

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**43 WEEKS TO NATIONAL PREVENTION WEEK**
FEATURED:
Social Media Platform Overview and Tips.
Here’s how to stay engaged with National Prevention Week activities on social media.

When promoting your National Prevention Week events and activities, it is vital to maximize your efforts by regularly engaging with your intended audience. Facebook, Instagram, X (formerly Twitter), YouTube, TikTok, and other digital media platforms, as well as email marketing, can help you reach a larger audience quickly at minimal or no cost. If your group or organization has social media accounts, then it is likely that you are already using them to promote your work.

WHEN CONSIDERING WHICH DIGITAL PLATFORMS AND SOCIAL NETWORKS TO USE, THERE ARE THREE KEY THINGS TO CONSIDER:

1. Target Audience
Who is your target audience(s)? Where are they most represented online and on social media? Where do they get their information?

2. Objectives and Purpose.
What is the purpose of your online activities? How will your social media messages and content support your larger social marketing/communications strategy? What is the action that you want your engaged audiences to take?

3. Process and Resources.
What resources do you have to devote to your social and digital media strategy? Consider potential writers, graphic designers, social media publishers, and community managers. Who needs to review and approve copy? Do you have someone who can respond quickly to time-sensitive posts on your social media accounts? Take a look at your marketing budget to see if you can invest in social media advertisements. A little bit can go a long way! How will you evaluate your efforts?

HERE ARE SOME WAYS TO GET STARTED WITH PLANNING PROMOTIONAL ACTIVITIES ON SOCIAL MEDIA:

• Invest the time in developing strong promotional content (e.g., brief messages, graphics, or videos).
• Manage a social media editorial content calendar to maintain active and engaged accounts.
• Respond to and engage with comments accordingly.
• Ask staff members or volunteers who have personal accounts to help promote the activities and events through their personal profiles.

The following is a list of commonly used social media networks and digital outreach channels, their best-use scenarios, and complementary app suggestions based on general trends and insights.
FEATURED:
Talk. They Hear You®: Talking With Your Teen About Alcohol: Keeping Your Kids Safe can help parents and caregivers talk to their teens about the risks of alcohol as they head back to school.
If you want to highlight a mental health or substance misuse issue in a visual way with the potential to reach a large audience, consider creating a video public service announcement (PSA). The following are some general guidelines and tips for how to create a PSA for your prevention event.

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 mental health or substance misuse topic your organization wants to focus on.

3. Develop the key messages you want your audience to absorb.
   Are there current events or news stories that make some topics particularly relevant?

4. Research the topic.
   Make sure that any data or claims you plan to include in the PSA are backed by research and evidence.

5. 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.

6. 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, or your organization’s website, or at a special event. Particularly 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”?

7. 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 on an appropriate length for the PSA. Typically, they are 30 or 60 seconds long. Fifteen-second PSAs may be more appropriate if your main distribution method will be social media channels.

8. Write a script.
   Write the narration and dialogue for the PSA. Use simple, conversational language. Keep your sentences concise and to the point. Read your script aloud 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. Even if your PSA doesn’t feature anyone speaking, you’ll still want to write any text that will appear on screen and create storyboards to organize the flow of text and images.

9. 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.

A public service announcement can be an important and meaningful part of planning for next year’s National Prevention Week.
TALKING WITH YOUR COLLEGE-BOUND YOUNG ADULT ABOUT ALCOHOL TRANSITIONING INTO COLLEGE

KEEPING THE CONVERSATION GOING

STARTING THE CONVERSATION

"TALK. THEY HEAR YOU."® CAMPAIGN

Why Small Conversations Make a Big Impression

Short, frequent discussions can have a positive impact on your child's decisions about alcohol and other drug use.

Talking with your child about the risks and dangers of underage drinking and other drug use at an early age is the first step toward keeping them substance-free. But as they enter middle school and high school, the pressure to try alcohol and other drugs increases. It's important to continue these conversations throughout the middle school, high school, and young adult years. The lessons they learn early on will influence the decisions they make about substance use in adulthood.

Ongoing conversations build an open, trusting relationship with your child.

Kids are more likely to avoid drinking alcohol and using other drugs when they have a strong, trusting relationship with their parents or caregivers. Get into the habit of chatting with your child every day. It will make it easier to have serious conversations about underage drinking and other drug use and will encourage them to come to you for advice.

Lots of little talks are more effective than one "big talk."

Sitting down for the "big talk" about alcohol and other drugs can be intimidating for both you and your child. Try using everyday opportunities to talk with them—in the car, on the bus or subway, during dinner, or while watching TV or playing video games. Having many little talks takes the pressure off trying to get all the information out in one lengthy discussion, and they will be less likely to tune you out.

Make your views and rules clear.

Take the time to discuss your beliefs and expectations about underage drinking and other drug use with your child. Review the risks and dangers of drinking alcohol and using other drugs so you're prepared to answer any of their questions. Be honest and express a clear, consistent message that all substance use is unacceptable. When they feel that you're being real and honest with them, they'll be more likely to respect your rules.

Use these resources to talk to your college-bound young adults about the consequences of underage drinking.
In today’s digital information age, we rely on myriad resources to gather information about substance misuse prevention and what’s happening in our local communities. Despite the many ways we can consume news— in print, online, and in person—there are tried and true sources we turn to for credible information about our communities and our children’s health. In fact, media outlets continue to be critical sources of information for local communities nationwide. Media outreach can be one of the most cost-effective ways to educate people about substance misuse prevention and promote positive mental health. Investing your time in outreach will help you build relationships and become a reliable resource for reporters. This tip sheet provides guidance on how to engage media so that your National Prevention Week activities can have the greatest impact.

Communicate Your Message Effectively
When 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, website, 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, during interviews, and when they attend your event. Another effective way to communicate your story to the media is to create a set of key messages or talking points 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 for your talking points to include important details, such as the event’s date, time, and location.

TIPS FOR WORKING WITH THE MEDIA
Tell the Substance Abuse and Mental Health Services Administration (SAMHSA) about your event and share your media coverage! Submit your event details here and include:

- Your organization’s name and website address
- A brief description of your event
- Topics addressed by the event
- Target audiences
- Date and time
- Venue name and address

Media outreach is a cost-effective way to educate people about substance misuse prevention and promote positive mental health. This quick guide offers tips for working with media.
Quick Tip

Harm reduction is an important approach to overdose prevention. It uses public health strategies to empower people who use drugs to live healthy, self-directed, and purpose-filled lives.

August 2024

25 Sun
26 Mon
27 Tue
28 Wed
29 Thu
30 Fri
31 Sat

International Overdose Awareness Day

37 Weeks to National Prevention Week
Join SAMHSA in celebrating National Recovery Month throughout September! Check out the Recovery Month Toolkit for social media content and resources for learning about and supporting those in recovery.
Risk is greater if a behavior is new or has increased, and if it seems related to a painful event, loss, or change.

- Talking about or making plans for suicide.
- Acting anxious or agitated; behaving recklessly.
- Talking about being a burden to others.
- Talking about feeling trapped or in unbearable pain.
- Increasing the use of alcohol or drugs.
- Talking about feeling hopeless or having no reason to live.
- Sleeping too little or too much.
- Withdrawing or feeling isolated.
- Showing rage or talking about seeking revenge.
- Displaying extreme mood swings.

If you or someone you know is struggling, help is available. Call or text 988 or chat 9881ifeline.org, or reach out to a mental health professional.

- Quick Tip

In recognition of Suicide Prevention Week, use resources from the 988 Suicide & Crisis Lifeline to learn the warning signs you can look for in someone who might be in crisis.
FEATURED:
Hispanic/Latino Behavioral Health Data, Reports, and Issue Briefs

SEPTEMBER 2024

15  SUN  ________________  HISPANIC HERITAGE MONTH BEGINS

16  MON  ________________

17  TUE  ________________

18  WED  ________________

19  THU  ________________

20  FRI  ________________

21  SAT  ________________

34 WEEKS TO NATIONAL PREVENTION WEEK
MEET OUR PARTNERS:

Suicide Prevention Resource Center

The Suicide Prevention Resource Center (SPRC) is the only federally supported resource center devoted to advancing the implementation of the National Strategy for Suicide Prevention.

sprc.org

SEPTEMBER 2024

22  S U N

23  M O N

24  T U E

25  W E D

26  T H U

27  F R I

28  S A T

33  W E E K S  T O  N A T I O N A L  P R E V E N T I O N  W E E K
FEATURED:
Talk. They Hear You.®: How to Help Kids Say No to Peer Pressure.
During Youth Substance Use Prevention Month, use this fact sheet to equip kids to say “no” and avoid situations that involve alcohol or other drugs.
The 988 Suicide & Crisis Lifeline provides shareables to use as social media posts, stories, and threads. Check out their LGBTQI+ shareables this National Coming Out Day!
As Hispanic Heritage Month comes to an end, don’t forget to share prevention education, training, and outreach materials in Spanish year-round!

**QUICK TIP**
**FEATURED:**
Prevent Unsafe Drinking Behaviors on Campus. Use this resource from Communities Talk to help inform communities about heavy alcohol use and binge drinking on college campuses.

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**OCTOBER 2024**

20 SUN  
NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK BEGINS

21 MON

22 TUE

23 WED  
RED RIBBON WEEK BEGINS

24 THU

25 FRI

26 SAT  
NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK ENDS  
NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

29 WEEKS TO  NATIONAL PREVENTION WEEK
FEATURED:
American Indian/Alaska Native Behavioral Health Data, Reports, and Issue Briefs

OCTOBER – NOVEMBER 2024

27 S U N
AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL MEETING BEGINS

28 M O N

29 T U E

30 W E D
AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL MEETING ENDS

31 T H U
RED RIBBON WEEK ENDS

1 F R I
NATIVE AMERICAN HERITAGE MONTH BEGINS

2 S A T
If your last smoke was:

1. 1 to 9 months ago
2. 2 to 5 years ago
3. 12 hours ago
4. 1 year ago
5. 10 years ago
6. 15 years ago

**TIP**

You can quit smoking quickly.

Your health risk is reduced to that of a nonsmoker's. Your risk of coronary heart disease and pancreas cancer has dropped. Also, your risk of getting cancers of the mouth, throat, esophagus, bladder, kidney, and other internal organs has been cut in half. Your chance of dying from lung cancer is just the same as a nonsmoker. Your chance of having a stroke is reduced to half of what it was when you smoked. Your added risk of coronary heart disease (because of smoking) has been cut in half. Your chance of having a heart attack begins to drop and lung function begins to improve. The carbon monoxide level in your blood drops to normal. The truth about tobacco use is that tobacco use damages your health.

### TOBACCO USE DAMAGES YOUR HEALTH.

Tobacco use is the most common cause of lung cancer, and it is also a leading cause of cancer of the mouth, throat, bladder, pancreas, and kidneys. Tobacco use affects your body's development, including vaping, cigars, and hookah use—particularly for adolescents because your body is still growing and changing. The scientific evidence shows that smoking has an impact on nearly every organ in a person's body.

### TOBACCO CONTAINS ADDICTIVE INGREDIENTS.

Tobacco is a plant grown for its leaves, which are dried and fermented to put in tobacco products. It contains nicotine, an ingredient that can lead to addiction. The younger you are when you begin to smoke, the more likely you are to become addicted. Cigarette smoking is responsible for about 480,000 deaths per year in the U.S. Worldwide, tobacco use and secondhand smoke combined cause nearly 7 million deaths per year.

### ELECTRONIC ACCESS AND COPIES OF PUBLICATION

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### Q&A

**ISN'T SMOKING COOL?**

Advertisements often portray smoking as glamorous and sophisticated, but these ads are created to sell products and use youth-oriented themes.

**IS SMOKELESS TOBACCO SAFE?**

No form of smokeless tobacco is safe. It contains at least 30 chemicals that are known to cause cancer.

**DO MOST TEENS SMOK?**

Although the majority of teens don't smoke, they should be prevented from becoming more popular.

**DOESN'T SMOKING HELP YOU RELAX?**

Tobacco use is dangerous and can be deadly. Talk to your parents, a doctor, a counselor, a teacher, or another adult you trust if you have questions.

**LEARN MORE:**


### QUICK TIP

Use these resources about quitting tobacco for your community outreach efforts and to help people lead smoke-free lives.

**QUICK TIP**

You Can Quit Tobacco

**Benefits and Tips for Quitting for Good**

**IMPLEMENTING TOBACCO CESSATION PROGRAMS IN SUBSTANCE USE DISORDER TREATMENT SETTINGS**

A quick guide for program directors and clinicians

Use these resources about quitting tobacco for your community outreach efforts and to help people lead smoke-free lives.
FEATURED:
The Veterans Crisis Line serves Veterans, service members, National Guard and Reserve members, and those who support them.

NOVEMBER 2024

10 S U N
11 M O N
12 T U E
13 W E D
14 T H U
15 F R I
16 S A T

VETERANS DAY

26 WEEKS TO NATIONAL PREVENTION WEEK

GREAT AMERICAN SMOKEOUT
QUICK TIP

Creating a #MyPreventionStory video is easier than you think! Use our templates to help build your story.
QUICK TIP

It’s not too early to start planning for your National Prevention Week 2025 events! Here are some tips for creating an event plan.
December 2024

1  Sun  National Impaired Driving Prevention Month Begins

2  Mon

3  Tue

4  Wed

5  Thu

6  Fri

7  Sat

23 Weeks to National Prevention Week

Featured: Prevention and Treatment of HIV Among People Living with Substance Use and/or Mental Disorders
UNDERAGE DRINKING IS DANGEROUS. Drinking alcohol can lead to aggressive or violent actions. unsafe behavior, including drinking and driving, unprotected sex, crashes. While intoxicated, you are more likely to engage in vehicle accidents and deaths. In addition, driving after drinking alcohol can lead to overdose on alcohol can lead to permanent brain damage or death. In addition, driving after drinking alcohol can lead to Overdosing on alcohol can lead to permanent brain damage or death. In addition, driving after drinking alcohol can lead to

UNDERAGE DRINKING CAN BE FATAL. When a person has an alcohol overdose, their breathing and heart rate slows down to dangerous levels. Symptoms include confusion, being unconscious, vomiting, seizures, and trouble breathing.

THE TRUTH ABOUT UNDERAGE DRINKING CAN BE FATAL. When a person has an alcohol overdose, their breathing and heart rate slows down to dangerous levels. Symptoms include confusion, being unconscious, vomiting, seizures, and trouble breathing.

When someone is unable to stop or control their alcohol use—even when facing serious health, social, or academic consequences—they have an alcohol use disorder that requires treatment. Attending individual or group counseling sessions and/or talking to their doctor about ways to reduce alcohol cravings can help.

DRINKING CAN LEAD TO AN ALCOHOL USE DISORDER. Research suggests that drinking during the teen years could interfere with normal brain development and increase the risk of developing an alcohol use disorder later in life.

WHY DO MY FRIENDS DRINK ALCOHOL IF IT IS UNSAFE? Many teens experience peer pressure to drink, and for females, 4 or more drinks on the same occasion result in more problems—not fewer. In 2012, 2.2 million young people aged 12 to 20 ages 12 to 20 drank alcohol in 2021 compared to 2.6 million in 2002. In the past boys were thought to be more likely to drink alcohol than girls. But the reality is that, in recent years, this thinking is no longer true. In fact, when girls are more likely to drink as a way to cope. Girls and young women handle difficult emotions in healthy ways to use alcohol, and to do so at earlier ages. Helping girls and young women who have these challenges need strong underage drinking prevention support coupled with mental health support.

Mental Health Affects Underage Drinking. Evidence suggests that problems with anxiety and other mental health issues. This, in turn, may make them susceptible to internalizing stress, anxiety, depression, and other mental health problems. This is increasing among adolescents, particularly girls and young women. In the past, boys were thought to be more likely to drink alcohol than girls. But the reality is that, in recent years, this thinking is no longer true. In fact, when girls are more likely to drink as a way to cope. Girls and young women handle difficult emotions in healthy ways to use alcohol, and to do so at earlier ages. Helping girls and young women who have these challenges need strong underage drinking prevention support coupled with mental health support.

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Holiday breaks can be a great time to talk to young adults about substance misuse. Use these tips from Get Smart About Drugs, a DEA resource.
Interested in engaging faith-based organizations in your prevention efforts? This resource on partnering with the faith community is a great place to start.
Thank you for your support of National Prevention Week!

WISHING YOU A HAPPY HOLIDAY SEASON AND A PROSPEROUS NEW YEAR!

DECEMBER 2024

29  SUN  ________________

30  MON  ________________

31  TUE  NEW YEAR'S EVE

19 WEEKS TO NATIONAL PREVENTION WEEK