# SAMPLE

# E-NEWSLETTER COPY

### Promoting National Prevention Week

#### Subject Line: Get Ready for National Prevention Week 2024

#### [ORGANIZATION NAME] and SAMHSA invite you to participate in in National Prevention Week 2024

According to the [latest data from SAMHSA](https://www.samhsa.gov/data/sites/default/files/reports/rpt39441/NSDUHDetailedTabs2021/NSDUHDetailedTabs2021/NSDUHDetTabsSect2pe2021.htm), just more than 60 million Americans, including nearly 1 million youth ages 12 to 17, participated in binge drinking at least once in the past 30 days. Every day and everywhere, whether we make healthy choices for ourselves or inspire others to do so, the small actions we take can change lives for the better.

National Prevention Week is a national public education platform sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA) that showcases the work of communities and organizations across the country dedicated to raising awareness of the importance of substance misuse prevention and positive mental health. This year, National Prevention Week will take place May 12 to 18, 2024.

National Prevention Week aligns with our values because it is dedicated to preventing substance misuse and promoting mental health. At [ORGANIZATION NAME], we believe that we can all inspire positive change throughout the year.

[QUOTE FROM ORGANIZATION LEADER ABOUT YOUR MISSION, YOUR WORK IN THE COMMUNITY, ETC.—NO LONGER THAN ONE PARAGRAPH]

We will be hosting [EVENT] at [LOCATION] on [DATE] to raise awareness of prevention in [YOUR COMMUNITY]. We hope to see you there!

In addition, SAMHSA created #MyPreventionStory as a way for individuals to share how and why they are helping to prevent substance misuse or how they are prioritizing their mental health. We encourage you to join the online conversation and share your prevention story using the hashtag #MyPreventionStory on social media!

To learn more about National Prevention Week and how you can get involved, visit the website: [www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week).

Have questions about [YOUR EVENT]? Contact [NAME] at [EMAIL AND/OR PHONE NUMBER].