

SAMPLE SOCIAL MEDIA MESSAGES

Supporting SAMHSA's National Prevention Week (NPW) 2021 Through Social Media

Substance use prevention and mental health promotion make a difference! To build excitement about and engagement in the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Prevention Week (NPW) in May, we are starting an online dialogue through social media using the hashtags **#NPW2021** and **#PreventionHappensHere**.

When it comes to promotion, timing is everything. **March** is the best time to promote SAMHSA's NPW promo video, which does a great job of telling the prevention story and getting people excited to participate in NPW come May. **March and April** are the best months to participate in and recruit others to join the annual NPW Prevention Challenge. This year, NPW is challenging individuals, organizations, and communities to show us where substance misuse prevention is happening around the country by taking photos or videos in the geographic locations and environments where they are preventing substance misuse, then sharing their photos or videos on social media using the **#PreventionHappensHere** and **#NPW2021** hashtags. Finally, in **late April and May**, it's time to push out information about NPW 2021 itself—including the daily health themes—so your community can take advantage of all that is planned for May 9–15.

We encourage you to share your prevention messages on social media platforms such as Facebook, Instagram, LinkedIn, Snapchat, and Twitter. Here are some sample social media messages to get you started!

NPW Sample Twitter Messages

- @samhsagov's NSDUH revealed an estimated 8.5M adults (aged 18 and older) had both a mental illness and at least one substance use disorder in the past year. Together we can raise awareness about these health themes during #NPW2021 this May! [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)
- @samhsagov will honor National Prevention Week May 9–15, 2021! Learn how you can get involved: [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week) #NPW2021
- Mark your calendars! @samhsagov's National Prevention Week takes place May 9–15, 2021. Learn more today! #NPW2021 [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)
- Substance misuse prevention begins with each of us. Learn how you can get involved in @samhsagov's #NPW2021 today! [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)
- #NPW2021 is May 9–15! Join us for [YOUR EVENT NAME] on [DATE]. Learn more: [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)

NPW Sample Facebook Messages

- [SAMHSA's](#) National Survey on Drug Use and Health (NSDUH) revealed an estimated 8.5M adults (aged 18 and older) had both a mental illness and at least one substance use disorder in the past year. Together we can raise awareness about these health themes during #NPW2021 this May! [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)
- Mark your calendars! [SAMHSA's](#) National Prevention Week (NPW) 2021 will take place May 9–15, 2021. NPW is a national health observance focused on increasing public awareness of substance use and promoting mental health. Learn more today: [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)
- [SAMHSA's](#) National Prevention Week (NPW) 2021 will begin on May 10! Each day during #NPW2021 will have a designated prevention theme. Check out the themes when planning your events, and join the conversation about these topics on social media! [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)
- [SAMHSA's](#) National Prevention Week (NPW) 2021 will take place May 9–15, 2021. Join us and other prevention experts in this nationwide effort to prevent substance use and promote mental health. #NPW2021 <https://youtu.be/4sMDALMBNTY>
- We're planning [YOUR EVENT NAME] on [DATE] for National Prevention Week 2021! Interested in collaborating with us? Learn more at [EVENT URL OR CONTACT INFORMATION] or at [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week). #NPW2021
- #NPW2021 is May 9–15! Join us for [YOUR EVENT NAME] on [DATE]. Learn more: [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week)

2021 Prevention Challenge Sample Twitter Messages

- Take the #NPW2021 Prevention Challenge today! Share a photo or video of you in the place where prevention happens in your life. #PreventionHappensHere [samhsa.gov/prevention-week/prevention-challenge](https://www.samhsa.gov/prevention-week/prevention-challenge)
- It's challenge time! Join us for a discussion around #NPW2021 by showing us where prevention happens in your community! Does prevention happen at home, at school, or somewhere else? #PreventionHappensHere [samhsa.gov/prevention-week/prevention-challenge](https://www.samhsa.gov/prevention-week/prevention-challenge)
- @samhsagov knows that prevention actions can happen in a variety of places Join the #NPW2021 #PreventionHappensHere Prevention Challenge today to show us where you practice prevention! [samhsa.gov/prevention-week/prevention-challenge](https://www.samhsa.gov/prevention-week/prevention-challenge)
- We practice prevention every day in our office in [CITY]! Join us and @samhsagov for this year's #NPW2021 #PreventionHappensHere Prevention Challenge [samhsa.gov/prevention-week/prevention-challenge](https://www.samhsa.gov/prevention-week/prevention-challenge) [INCLUDE A PHOTO OF YOUR STAFF OR OFFICE]

2021 Prevention Challenge Sample Facebook Messages

- Where does prevention happen in your life? We know that prevention actions can happen in a variety of places and settings within communities. Join [SAMHSA's National Prevention Week \(NPW\) 2021 Prevention Challenge](#) and show where prevention happens in your community! #PreventionHappensHere samhsa.gov/prevention-week/prevention-challenge
- Prevention happens when two people discuss their mental health or when teens share ideas about how to avoid marijuana, e-cigarettes, and opioids at school. Where does prevention happen in your life? Join the #NPW2021 #PreventionHappensHere Prevention Challenge today! samhsa.gov/prevention-week/prevention-challenge
- Join SAMHSA's National Prevention Week 2021 Prevention Challenge today! Download a #PreventionHappensHere sign, fill it out, and share a photo of you with the sign on social media. Don't forget to include a geotag on your post! samhsa.gov/prevention-week/prevention-challenge
- We practice prevention every day in our office in [CITY]! Join us and @samhsagov for this year's #NPW2021 #PreventionHappensHere Prevention Challenge and share the place where prevention happens in your life. Does prevention happen at home, at school, in your workplace, or somewhere else in the community? samhsa.gov/prevention-week/prevention-challenge **[INCLUDE A PHOTO OF YOUR STAFF OR OFFICE]**

NPW 2021 and Prevention Challenge Graphics

Web and print graphics for NPW 2021 and the #PreventionHappensHere Prevention Challenge can be downloaded here: samhsa.gov/prevention-week/materials. All graphics are available in English and Spanish. If you need a specific graphic and cannot find it, please contact SAMHSA's David Wilson at david.wilson@samhsa.hhs.gov.