Sample e-Blast

**Subject Line:** Get Ready for National Prevention Week—May 13–19, 2018

[ORGANIZATION] and SAMHSA invite you to participate in National Prevention Week 2018.

National Prevention Week is an annual health observance dedicated to increasing the prevention of substance use and promotion of mental health. Communities nationwide are at the heart of this observance, and they host events to:

* Increase the visibility of behavioral health and the benefits of prevention,
* Provide a forum to educate the public, and
* Create opportunities for networking and collaboration.

The 2018 theme is “Action Today. Healthier Tomorrow.” This theme reminds us that simple, daily acts of prevention, like helping a friend make positive choices or supporting a family member in need, can lead to healthier lives for each of us today, and stronger, happier communities tomorrow.

If you’re already planning a community event this year:

* Tell SAMHSA about your NPW event! [Submit details about your event](https://www.samhsa.gov/prevention-week/community-events/submit-events) for a chance to be featured on SAMHSA’s website.

Haven’t started planning a community event yet? It’s not too late!

* SAMHSA provides [planning tips and tools](https://www.samhsa.gov/programs-campaigns/national-prevention-week/toolkit) to help you organize a prevention-focused event in your community.

Visit [www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week) to learn more about National Prevention Week 2018 and how you can get involved.

Please contact me if you need more information. You can also contact SAMHSA’s National Prevention Week Coordinator, David Wilson, at (240) 276-2588 or david.wilson@samhsa.hhs.gov or Alexandra Vallina at avallina@vancomm.com.

All the best,

[Your Name]

[Your Organization]

[Your Contact Information]