

NATIONAL PREVENTION WEEK EVENT IDEAS

There are endless ways to bring National Prevention Week (NPW) to your community. The following ideas can help you brainstorm details for the events or activities you'd like to host, and include realistic budget ranges and cost-saving strategies.

Click on the type of event below to see a particular category of event and activity ideas:

- [Workforce Events](#)
- [School-based Events](#)
- [Sporting Events](#)
- [Leisure Events](#)
- [Policy Events](#)

Tell SAMHSA about your NPW event or activity! [Submit details](#) about your event for a chance to be featured in future NPW promotional materials, or in the [NPW Outcomes Report](#).

Workforce Events

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
STAFF SKILLS TRAINING	Provide a workshop or training session for your staff about a prevention topic relevant to your community. Topics could include the Strategic Prevention Framework, cultural competence, data and evaluation, special populations, or a mental health and substance use problem your staff may be less familiar with.	\$250–\$500 <ul style="list-style-type: none"> • Implement a “training exchange” with an organization in your community that has expertise in a different area of prevention or promotion than your organization does. • Avoid an honorarium by having an in-house expert provide the training. 	<ul style="list-style-type: none"> • Partner organizations • Universities • Mental health and substance use experts and organizations • Health care providers
LEADERSHIP DEVELOPMENT FORUM	Hold a forum for your staff and partner organizations’ staff to help prevention specialists in your community reach their full potential. Include communication skill-building exercises, personality assessments, and other leadership development techniques.	\$1,000–\$2,000 <ul style="list-style-type: none"> • Search online for reputable activities and tools that are available for free download and use. 	<ul style="list-style-type: none"> • Partner organizations • Communications consultants • Psychologists
ALCOHOL-FREE HAPPY HOUR/ POTLUCK	Host an alcohol-free happy hour after work. Emphasize good food in place of alcohol and provide information about the benefits of an alcohol-free diet. For a broader focus on health and wellness, provide information on tobacco use prevention and cessation, or tie your event to National Employee Health and Fitness Month in May. Encourage employees who attend to sign and share the NPW Prevention Pledge.	\$150–\$750 <p>Save on happy hour snacks by holding a company or department-wide potluck instead.</p> <ul style="list-style-type: none"> • Distribute fact sheets from the NPW Toolkit. • Create and send event flyers electronically instead of printing them. 	<ul style="list-style-type: none"> • Partner organizations

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<p>WORKPLACE SEMINAR</p>	<p>Host a workplace seminar that focuses on one or more of the NPW daily themes. Topics could include, for example:</p> <ul style="list-style-type: none"> • “Talking With Your Teen About Drinking” • “Kick the Habit—Tips on How to Quit Smoking” • “Reducing Stress and Promoting Well-being” <p>Encourage participants who attend to take part in the NPW Prevention Challenge.</p>	<p>\$100–\$500</p> <ul style="list-style-type: none"> • Allow participants to vote for possible seminar topics to gauge interest and encourage attendance. • If applicable, invite your organization’s or company’s Employee Assistance Program (EAP) representative to talk about health benefits and wellness programs available to employees. • Invite an expert within your organization to speak, or ask an expert from the community or a partner organization to present for a reduced fee or for free. 	<ul style="list-style-type: none"> • Partner organizations • Mental health and substance use experts and organizations • Health care providers

School-Based Events

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
<p>PEP RALLY</p>	<p>Work with an elementary, middle, or high school (or multiple schools), or county career and technical center to create a “Prevention Pep Rally,” and focus the event on one of the NPW themes. Distribute stickers from the NPW Toolkit, provide bracelets with a help number for local services, have students make their own signs, decorate T-shirts to wear to the rally, or pick a color for students to wear on rally day. Invite keynote speakers such as a psychologist or local pediatrician to speak on the effects of drugs and alcohol on the brain, a leader with an advocacy organization that works with students in recovery, or a law enforcement officer.</p>	<p>\$50–\$500</p> <ul style="list-style-type: none"> • It’s both unifying and cost-efficient to identify a color that signifies support for NPW. Ask administrators, teachers, and students to wear this color during a pep rally or other in-school event. • Use your budget to purchase supplies for do-it-yourself (DIY) decorations and signs, or ask a local vendor for in-kind donations like poster board, markers, paint, and other craft items. • Get the school involved and ask teachers to set aside time for students to decorate inexpensive white T-shirts, or have stations with supplies available at the pep rally. • Share information about availability of T-shirts and bracelets, or other updates with parents via the school’s website or Facebook page to keep everyone informed. 	<p>Elementary, middle, and high school</p>	<ul style="list-style-type: none"> • School officials, educators, and teachers • Youth leaders in the school or community • School or youth clubs • Elected officials • Law enforcement officers • Local business organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
<p>ESSAY, POSTER, ART, OR VIDEO CONTEST</p>	<p>Encourage students in your area to participate in a contest in which they can creatively express what they can do to help prevent substance use and promote mental health in their communities.</p>	<p>\$50–\$500</p> <ul style="list-style-type: none"> • Work with schools to spread the word about the contest, and provide administrators and teachers with information about the contest via email to keep printing costs down. • Use digital media and your website to share information about the contest and create buzz and excitement. • Use your budget to purchase prizes for the winning entries, or ask local businesses to donate prizes like gift certificates or gift baskets. Consider providing DIY stickers or other small tangible items as participation prizes. • Publish the winning entries on your organization’s or group’s (or the school’s) website, Facebook page, or YouTube channel so the whole community can enjoy them. 	<p>Elementary, middle, and high school</p>	<ul style="list-style-type: none"> • School officials, educators, and teachers • Youth leaders in the school or community • School or youth clubs • Local business organizations • Media organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
<p>MURAL PAINTING</p>	<p>Work with a school (or multiple schools) to identify an area within the school building or on the grounds that students can paint. Help the students design and create a mural that encourages substance use prevention and mental health promotion and includes positive messages about the community.</p>	<p>\$100–\$500</p> <ul style="list-style-type: none"> • Create a detailed plan and mural design or template before you begin to paint. • Provide trash bags or old sheets for students to wear over their clothing, rather than purchasing smocks or other cover-ups. • Open and use paint as you go along, rather than opening all of your supplies at once. You may be able to return extra paint that you don't use. • Ask a local vendor to donate paint, brushes, and other supplies. • Publish the final murals on your organization's or group's (or the school's) website or Facebook page so the whole community can enjoy them. 	<p>Elementary, middle, and high school</p>	<ul style="list-style-type: none"> • School officials, educators, and teachers • Youth leaders in the school or community • Elected officials • Local business organizations • Community-based organizations • Youth organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
FIELD DAY	Work with a school (or multiple schools, perhaps in a community-wide friendly competition) to host a Field Day in which students participate in fun outdoor activities, games, and challenges. Create a theme for the day, basing it on the idea of students supporting each other as teammates, working together, and recognizing their own physical and mental well-being and health. Design NPW decals (see NPW promotional items for ideas, or modify NPW stickers) for placement on sports equipment (e.g., helmets) or T-shirts to celebrate the event.	<p>\$100–\$1,000</p> <ul style="list-style-type: none"> • Coordinate team colors for students to wear during Field Day, fostering team spirit. Share information about T-shirts, decals, and other updates with parents via the school’s website or Facebook page to keep everyone informed. • Ask the school or a local vendor if you can borrow balls, nets, cones, and other supplies. • Borrow a chalk liner from the school district or a local vendor to save on costs for environmentally safe paint to create lines and markings on the field. • Create DIY signs for the events. • Ask a local vendor to donate coolers, bottles of water, and snacks for students to enjoy. 	Elementary, middle, and high school	<ul style="list-style-type: none"> • School officials, educators, and teachers • Sports coaches and intramural sports leagues • Youth leaders in the school or community • Local business organizations • Community-based organizations • Health care providers

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
<p>ACTIVITY FAIR</p>	<p>Organize a day for community organizations and school clubs to set up informational tables or booths at a local school (or multiple schools). Explain to students that they can be a part of substance use prevention by getting involved with a club, community organization, team, or other activity, and that being part of a group that shares their interests provides a built-in support system to help them if they are facing a tough time or a difficult decision.</p>	<p>\$50–\$200</p> <ul style="list-style-type: none"> • Advertise the activity fair to multiple schools to maximize participation. Ask participating schools to make announcements and display flyers. • Work with the school to set up the tables or booths. Encourage participating organizations or clubs to display signs or pictures to demonstrate the benefits of joining the club. • Use your budget to purchase snacks and drinks for participants, or ask a local vendor to donate snacks and drinks. • Publicize the event through the school or community newspaper and through social networks, school Facebook pages, and local websites. 	<p>Middle and high school</p>	<ul style="list-style-type: none"> • School officials, educators, and teachers • Youth organizations • Intramural sports leagues • Community-based organizations • Local business organizations • Mental health and substance use experts and organizations • Health care providers

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
<p>HEALTH FAIR/ SCIENCE FAIR</p>	<p>Encourage science teachers to assign students presentations that consider the toll that substance use takes on the body, and host a health fair that features these presentations. In addition, it may be powerful to have an inspirational community member in recovery from mental health or substance use issues speak about the impact those issues have had on his/her life, and the benefits of recovery.</p>	<p>\$50–\$200</p> <ul style="list-style-type: none"> • Host the health fair/science fair at a large school to maximize attendance and invite students from other schools in the area to attend. Ask neighboring schools to make announcements and display flyers, and encourage science and health teachers to bring their students as part of a field trip. • Ask a local 12-step program or a recovery community organization if they have a volunteer who would be willing to talk to students about the consequences of substance use or ways to stay mentally healthy when faced with stressful life events. • Create and distribute fact sheets or brochures with tips on how to stand up to peer pressure and handle difficult situations involving alcohol and drugs, bullying, or problems at home or in school. • Promote the event on Facebook to create excitement among the students, and create a (moderated) event page for students to talk about their presentations and get ideas and feedback from other students. 	<p>Middle and high school</p>	<ul style="list-style-type: none"> • School officials, educators, and teachers • Mental health and substance use experts and organizations • Health care providers • Youth leaders • Youth organizations • Community-based organizations • Local business organizations • First responders

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	AGE RANGE	POTENTIAL PARTNERS
<p>BATTLE OF THE BANDS/TALENT SHOW</p>	<p>Work with a school (or multiple schools, perhaps in a community-wide friendly competition) to host a Battle of the Bands or general talent show open to high school students. The competition could encourage students to highlight and display their creativity in a positive way, and could communicate the importance of expressing oneself through art, music, or other creative outlets as a way to stay substance-free and maintain positive mental health.</p>	<p>\$1,000–\$2,000</p> <ul style="list-style-type: none"> • Organize a committee to run the show consisting of parents, teachers, and community members. • Ask an inspirational community member to volunteer and serve as the emcee, and ask students from a local high school to run the sound and lights. Ask local celebrities or officials to serve as judges on a panel in an “American Idol” format, and ask the audience to participate by cheering for their favorite contestants or groups. • Find local sponsors to help support the event, and include their logos on promotional materials. • Ask a local school or venue to sponsor the event by hosting it in their auditorium or gymnasium free of charge. • Sell healthy snacks; consider asking a local grocery store or restaurant to sponsor the event and provide a discount on the food sold. • Use your budget to provide prizes for winners of the Battle of the Bands, or ask local businesses to donate prizes, such as gift certificates or gift baskets. Consider creating prizes for all participants. • Promote the event in local and school newspapers, as well as social media. 	<p>High school</p>	<ul style="list-style-type: none"> • School officials, educators, and teachers • Mental health and substance use experts and organizations • Health care providers • Youth leaders • Youth organizations • Community-based organizations • Local business organizations • Media organizations • Elected officials

Sporting Events

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>COMMUNITY WALK/RUN/ BIKE RIDE</p>	<p>Organize a community-wide walk/run/bike ride to raise money for local substance use prevention, mental health, treatment, or recovery organizations or a local community center or coalition; promote the importance of an active community.</p>	<p>\$500–\$1,500</p> <ul style="list-style-type: none"> • Have participants find sponsors for their walk/run/bike ride to raise money for local prevention, mental health, treatment, or recovery organizations. • Ask the city council and local police department to approve the routes ahead of time and to block off certain roads the day of the walk/run/bike ride. • Organize community volunteers to work behind the scenes, to assist with the start and finish lines, and to line the route and cheer on participants. • Have local organizations and coalitions set up booths at the start and finish lines to raise awareness, distribute information, and answer questions about specific issues. • Use social media to spread the word about the event and participant sponsorship opportunities. 	<ul style="list-style-type: none"> • Local law enforcement officers • First responders • Mental health and substance use experts and organizations • Health care providers • Local business organizations • Community-based organizations • Neighborhood associations • Youth organizations • Faith-based organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>COMMUNITY SOCCER/ SOFTBALL/ BASKETBALL/ FLAG FOOTBALL GAME OR TOURNAMENT</p>	<p>Organize a community-wide sporting event or tournament in which players or teams are sponsored to raise awareness. Money raised through donations can go to local substance use prevention, mental health, treatment, or recovery organizations of the winning team’s choice. Before the game, the community could have a pep rally, spreading awareness and excitement.</p>	<p>\$250–\$1,500</p> <ul style="list-style-type: none"> • Ask local vendors or businesses to sponsor teams by making a charitable contribution, purchasing shirts with the company logo on them, or contributing to other team costs. • Use social media to spread the word about the event and organize teams. • Coordinate team colors for participants to wear during the game, fostering team spirit. • Ask a local vendor or athletic department to donate balls, nets, cones, and other supplies. • Borrow a chalk liner from a local school district or vendor to save on costs for environmentally safe paint to create lines and markings on the field. Existing materials such as sticks, coolers, chairs, or other items can also be used to mark end zones, goals, and “out-of-bounds” territories on the field. • Create DIY signs for the events. • Use portable stereos, iPods with speakers, or radios to play music during the game, pep rally, and at breaks to energize players and fans. 	<ul style="list-style-type: none"> • Sports coaches and intramural leagues • Youth organizations • Community-based organizations • Local business organizations • Neighborhood associations • Local law enforcement officers

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<p>COMMUNITY SOCCER/ SOFTBALL/ BASKETBALL/ FLAG FOOTBALL GAME OR TOURNAMENT</p>		<ul style="list-style-type: none"> • Contact local vendors to ask for in-kind donations of food or beverages, and offer to list the donating vendors as sponsors of the event. • Have participants find sponsors to raise money for local prevention, mental health, treatment, or recovery organizations or coalitions. 	
<p>GOLF OUTING</p>	<p>Host a golf outing at a community course during which teams come together to raise money for local substance use prevention, mental health, treatment, or recovery organizations, or a local community center or coalition.</p>	<p>\$500–\$2,500</p> <ul style="list-style-type: none"> • Use social media to spread the word about the event and organize teams. • Coordinate team colors for participants to wear during the outing, fostering team spirit. • Ask a local golf course to waive or reduce fees for the day and to donate the use of golf carts or caddies. • Contact local vendors to ask for in-kind donations of food or beverages, and offer to list the donating vendors as sponsors of the event. • Ask local vendors or businesses to sponsor teams and purchase shirts with the company logo on them, or contribute to other team costs. • Use your budget for prizes for winning teams. 	<ul style="list-style-type: none"> • Local business organizations • Community-based organizations • Neighborhood associations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>BOWLING NIGHT</p>	<p>Host a bowling night at a local bowling alley during which teams come together to raise money for substance use prevention, mental health, treatment, or recovery organizations, or a local community center or coalition.</p>	<p>\$500–\$2,500</p> <ul style="list-style-type: none"> • Use social media to spread the word about the event and organize teams. • Coordinate team colors for participants to wear during the outing, fostering team spirit. • Ask the bowling alley to waive or reduce lane fees for the evening and to donate the use of balls and shoes. • Ask the bowling alley to reduce the cost of food and beverages at the concession stand; ask local vendors for in-kind donations of food or beverages and offer to list the donating vendors as sponsors of the event. 	<ul style="list-style-type: none"> • Local business organizations • Community-based organizations • Neighborhood associations

Leisure Events

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>COMMUNITY GATHERING</p>	<p>Host a community gathering or flea market in a local church, school, or another community venue. Encourage community members to bring healthy dishes for a potluck to exemplify healthy community living, or donate a portion of the proceeds from the flea market to a local substance use prevention, mental health, treatment, or recovery organization, program, or coalition. The gathering could include games, arts and crafts, dancing, and other activities. At this event, consider hosting teen-specific activities such as a sporting event or other type of competition (e.g., video game tournament).</p>	<p>\$500–\$1,500</p> <ul style="list-style-type: none"> • Ask a local school, community center, or church to provide indoor or outdoor space for the event. (Keep in mind that weather conditions may necessitate a backup indoor location.) • Use social media to create awareness online. • Organize a volunteer committee to plan activities and events for the gathering. • Use your budget for venue permits and booths for the event. 	<ul style="list-style-type: none"> • Community-based organizations • Neighborhood associations • Faith-based organizations • Local business organizations • Youth organizations • Local law enforcement • Media organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>COMMUNITY CLEANUP/ "GREEN UP" DAY</p>	<p>Organize an event within the community that's focused on cleaning up or revitalizing a specific neighborhood, block, garden, park, or playground. Galvanize the community to work together to improve the neighborhood and take care of the environment. Through an event like this, you can make a difference by doing something positive and proactive while participating in NPW and raising awareness about mental health and substance use issues in your community.</p>	<p>\$150–\$500</p> <ul style="list-style-type: none"> • Donate any funds collected from recycling refunds to local substance use prevention, mental health, treatment, or recovery organizations, or a local community center or coalition. • Ask local vendors or community members to donate trash bags, gloves, buckets, sponges, paint, dirt, or any other necessary tools and supplies. • Ask local vendors or community members to volunteer time and vehicles to haul away trash and other debris to the appropriate recycling sites. • Create a sense of friendly competition by taking before-and-after pictures of the areas and posting the pictures on your organization's or group's website. The team responsible for the most improved site could be awarded a prize, such as a pizza party, donated by a local vendor. • Ask local bands or DJs to provide music at the cleanup locations, creating a fun atmosphere during the cleanup efforts. 	<ul style="list-style-type: none"> • Community-based organizations • Neighborhood associations • Elected officials • Local business organizations • Youth organizations • Faith-based organizations • Media organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>OPEN HOUSE</p>	<p>Host an open house and open your headquarters or center to the community. Invite community members to enjoy food and beverages while learning about the work that your organization does in the community and getting to know your team. Advertise the event to local university programs that focus on mental health and substance use or prevention to tap into potential recruitment or workforce development opportunities.</p>	<p>\$250–\$1,500</p> <ul style="list-style-type: none"> • Use social media to promote your event. • Use your budget to cover printing costs for informational materials, brochures, fact sheets, and signage. • Use Microsoft Office programs or free tools provided online (through Google or similar services) to create slideshows and presentations that highlight your group’s or organization’s successes, or set a specific time for a Q&A session with your leadership team. • Ask local vendors for in-kind donations of food or beverages and offer to list the vendors as sponsors of the event. 	<ul style="list-style-type: none"> • Community-based organizations • Neighborhood associations • Faith-based organizations • Local business organizations • Media organizations
<p>DANCE CONTEST/ WORKSHOP</p>	<p>Host a dance-centered event celebrating positive body image, mental health, and physical fitness for both men and women. The event could be a dance contest, a workshop to teach community members different types of dance, or both.</p>	<p>\$250–\$1,500</p> <ul style="list-style-type: none"> • Ask a local school or community center to host the event free of charge. • Ask local dance studios for donations in exchange for advertisements at the event. • Recruit dance instructors of all ages, shapes, and sizes from the community. • Use social media to promote your event. 	<ul style="list-style-type: none"> • Community-based organizations • Neighborhood associations • Faith-based organizations • Local business organizations • Youth organizations • School officials • Media organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>PARTNER RECOGNITION LUNCHEON/ DINNER</p>	<p>Recognize your partners and show your appreciation for their support by hosting a luncheon or dinner in their honor. Use the event as an opportunity to reconnect, talk about new ideas, and celebrate your successes together.</p>	<p>\$1,000–\$1,500</p> <ul style="list-style-type: none"> • Ask a local restaurant or venue to reserve a private room or provide you with space for your event at a reduced rate or free of charge. • Ask a local florist or bakery to provide flowers or dessert for the event as a sponsor in exchange for promotion at the event. 	<ul style="list-style-type: none"> • Local business organizations • Media organizations
<p>COMMUNITY HEALTH FAIR</p>	<p>Host a health fair that features local clinics, mental health and substance use screenings, services, and programs to inform the community about all the options available for living a healthy life. You can expand this event to highlight military service members—and mental health and substance use issues specific to this population—by organizing a parade in recognition of their service. You can end the parade at the health fair and provide resources and information for military service members and their families.</p>	<p>\$500–\$1,500</p> <ul style="list-style-type: none"> • Ask a local school or community center to host the event at a reduced rate or free of charge. • Invite a local community leader to kick off the event, preferably one with a history of prevention support. • Use social media to create awareness online; highlight all the mental health and substance use and physical health screening services that these organizations have to offer within the community. • Use your budget to secure permits for the event. 	<ul style="list-style-type: none"> • Mental health and substance use experts and organizations • Health care providers • First responders • Community-based organizations • Neighborhood associations • Faith-based organizations • Local business organizations • Youth organizations • Local law enforcement officers • Media organizations • Veterans/military service organizations

EVENT	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>STRESS MANAGEMENT WORKSHOP/ YOGA CLASS</p>	<p>Host a workshop to teach community members a range of techniques for managing stress. Combine the workshop with a yoga or meditation session and explain the benefits of these practices for mental and physical well-being.</p>	<p>\$100–\$500</p> <ul style="list-style-type: none"> • Advertise the event via social media. • Hold the event outdoors, if weather permits. (Have an indoor location available in case of inclement weather.) • Contact local yoga studios to see if their facilities and services could be provided at a reduced rate. • Provide an opportunity for participants to share their personal, healthy techniques for managing stress. 	<ul style="list-style-type: none"> • Local business organizations • Community-based organizations • Neighborhood associations • Youth organizations

Policy Events

Event	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
TOWN HALL	Host a Q&A town hall with local officials, leaders, and representatives, where members of the community can ask a panel of officials about prevention, substance use, mental health, bullying, community efforts and programs in these areas, and more.	<p>\$100–\$500</p> <ul style="list-style-type: none"> • Ask a local school, community center, or Chamber of Commerce to sponsor your event by providing you with meeting space or a hall for an evening at no cost. • Use social media to spread the word about your event. 	<ul style="list-style-type: none"> • Elected officials • Local business organizations • Media organizations • Community-based organizations • Check SAMHSA’s <i>Communities Talk: Town Hall Meetings to Prevent Underage Drinking</i> resources: www.stopalcoholabuse.gov
MAYOR’S LUNCH	Arrange for your mayor to have lunch with leaders of local community organizations, coalitions, and businesses to discuss mental health and substance use issues in your community and to outline specific action steps.	<p>\$200–\$500</p> <ul style="list-style-type: none"> • Ask a local restaurant or caterer to provide a discounted rate for lunch. • Use social media to request questions and comments from the community that you can share with the mayor. 	<ul style="list-style-type: none"> • Elected officials • Local business organizations • Media organizations • Community-based organizations

Event	DESCRIPTION & PURPOSE	POTENTIAL BUDGET RANGE & COST-SAVING TIPS	POTENTIAL PARTNERS
<p>COMMUNITY RALLY</p>	<p>Organize a community rally that brings community members together to strengthen prevention efforts and raise awareness about key mental health and substance use issues.</p> <p>To support a safe prom season, organize a parent rally with local alcohol retailers to hang prevention posters and place prevention stickers on popular items used by teens, and create awareness for parents about social hosting policies.</p>	<p>\$100–\$500</p> <ul style="list-style-type: none"> • Host the rally in a local park or green space, or ask a local school to sponsor your event by hosting it in their auditorium or gym. (Always plan for an indoor backup space if you are planning an outdoor event.) • Ask a local DJ to sponsor the event by providing a free (or discounted) sound system, speakers, and music in exchange for promotion at the event. • Ask local leaders to speak at the event, or ask an inspirational community member to serve as the keynote speaker, free of charge. • Use your budget for necessary permits and signage. 	<ul style="list-style-type: none"> • Elected officials • Local business organizations and retailers • Local law enforcement officers • Mental health and substance use experts and organizations • Health care providers • School officials • Parent-teacher associations • Youth organizations • Community-based organizations • Faith-based organizations • Neighborhood associations • Media organizations