



WEBINAR

MARKETING IMPACT

How NPW Amplifies Community Prevention Programs, Campaigns, and Initiatives

NOVEMBER 29, 2018 | 2:00 – 3:30 P.M. EST



In the chat pod, share with us:

What is the **marketing goal** of your prevention program, initiative, coalition, or campaign?

Marketing Impact: How NPW Amplifies Community Prevention Programs, Campaigns, and Initiatives

National Prevention Week Webinar
November 29, 2018

Disclaimer: The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Substance Abuse Prevention (CSAP), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).



SAMHSA
Substance Abuse and Mental Health
Services Administration

This meeting will be recorded for archiving purposes.



David Lamont Wilson

NPW Coordinator, Public Affairs Specialist
Center for Substance Abuse Prevention
Substance Abuse and Mental Health Services Administration



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NPW 2019 Webinar Series

Month	Webinar Topic
October 25, 2018	The Intersection of Opioids and Suicide: A Prevention Approach
November 29, 2018	Marketing Impact: How NPW Amplifies Community Prevention Programs, Campaigns, and Initiatives
December 18, 2018	Prevention as a Profession: A Prevention Workforce Development Webinar
January 2019	Deploying Substance Use Prevention in Military Communities
February 2019	Teens and Vaping Prevention
March 2019	Opioid Use Prevention and Older Adults
April 2019	Tips for Teens: Engaging Teens in Substance Use Prevention
May 2019	<i>Communities Talk: Town Hall Meeting to Prevent Underage Drinking</i> Albuquerque, New Mexico (webcast)

Today's Presenters

- **Carolyn Fearing**, Associate Director, Social Marketing Specialist, Vanguard Communications
- **Krystal Baba**, Coalition Coordinator, Hawaii Partnership to Prevent Underage Drinking with TIFFE Together We Can, a program of Child & Family Service; NPW 2019 Working Group member
- **Lauri Badura**, Founder, Saving Others for Archie (SOFA), Wisconsin; NPW 2019 Working Group member
- **Sarah LaValliere**, Key Collaborator, Black Sheep Collaborative, Friend of SOFA



Carolyn Fearing

Associate Director
Social Marketing Specialist
Vanguard Communications



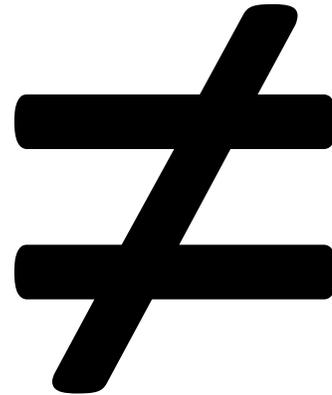
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What is Social Marketing?

Social marketing is the marketing of behavior change that benefits society as well as the audience.

(No, really. That's it.)

A Note on Social Media



(Two different things)

Social Marketing Myths

- It's just a photo opp.
- It's all about media outreach, advertising, and social media.
- You can only do it if you have the money for big, flashy campaigns.
- If we tell people what to do, they will do it.

Social Marketing for Sustainability



**Change
Attitudes/Beliefs and
Behaviors**



**Create
Buy-In**



**Increase Number of People
Who Take Prevention
Actions Every Day**

Social Marketing Sustains

Sustainability strategies that benefit from social marketing include:

- Building ownership among stakeholders
- Engaging partners and influencers
- Tracking and touting outcomes
- Identifying program champions
- Enhancing community involvement

Plan Before You Pick Up the Megaphone



How Do You Do It?



What's Your Goal?

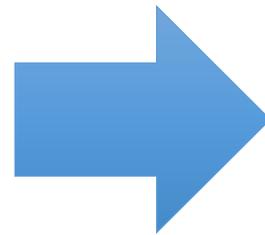


Formulating Social Marketing Goals

Your social marketing goals should help you achieve your program's goals.

Program Goal:

- Enable more people to seek behavioral health services.



Social Marketing Goals:

- Reduce negativity associated with seeking services.
- Educate thought leaders about the importance of access to services.

Who Do We Need to Reach...

...and what do we know about them?

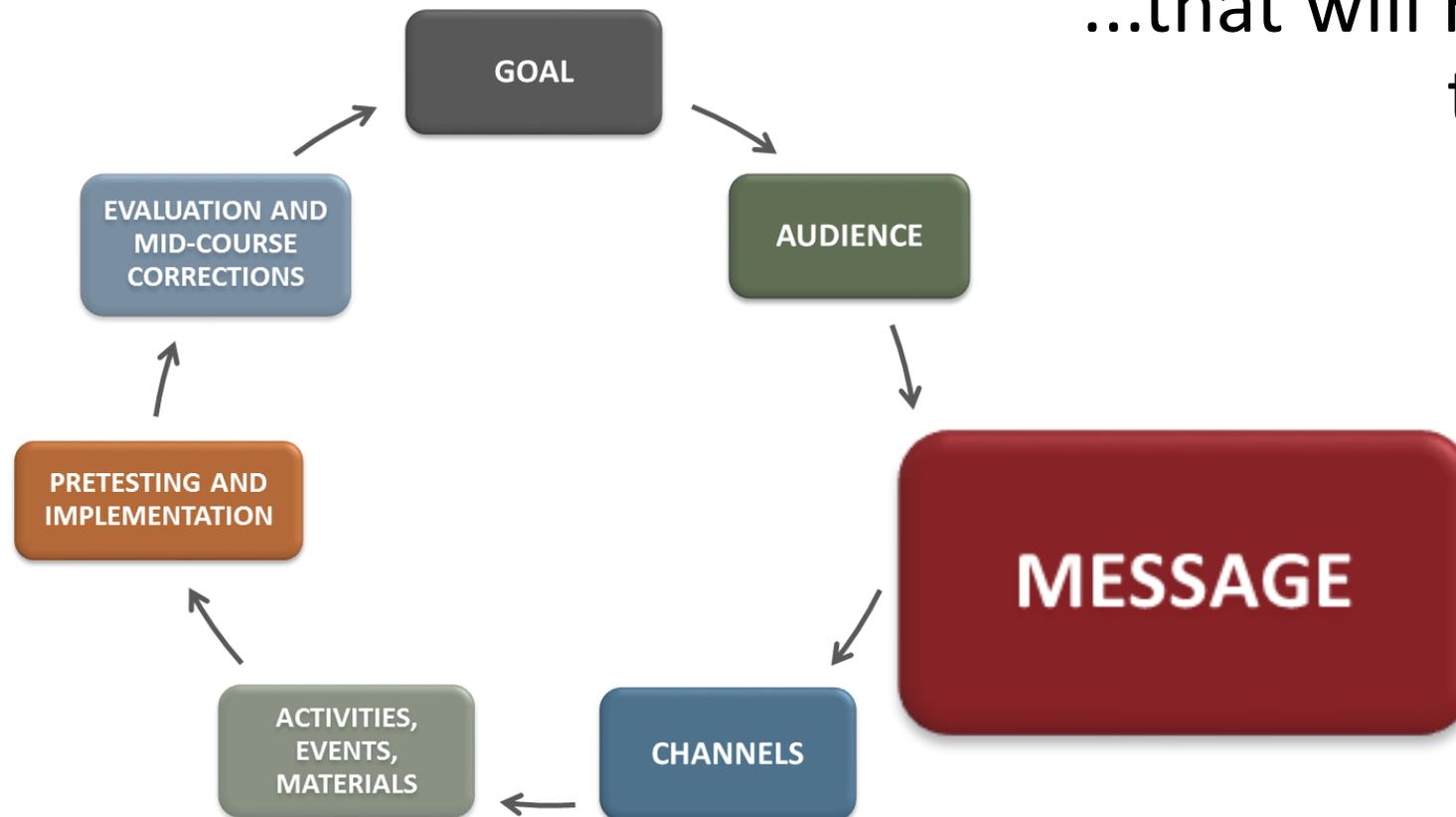


Know Your Audience

- Who are you trying to reach?
- What motivates them to **think, feel, or act**?
- What barriers exist to changing attitudes, beliefs, and behaviors?
- Who is most likely to change?

Develop Messages

...that will resonate with the audience.



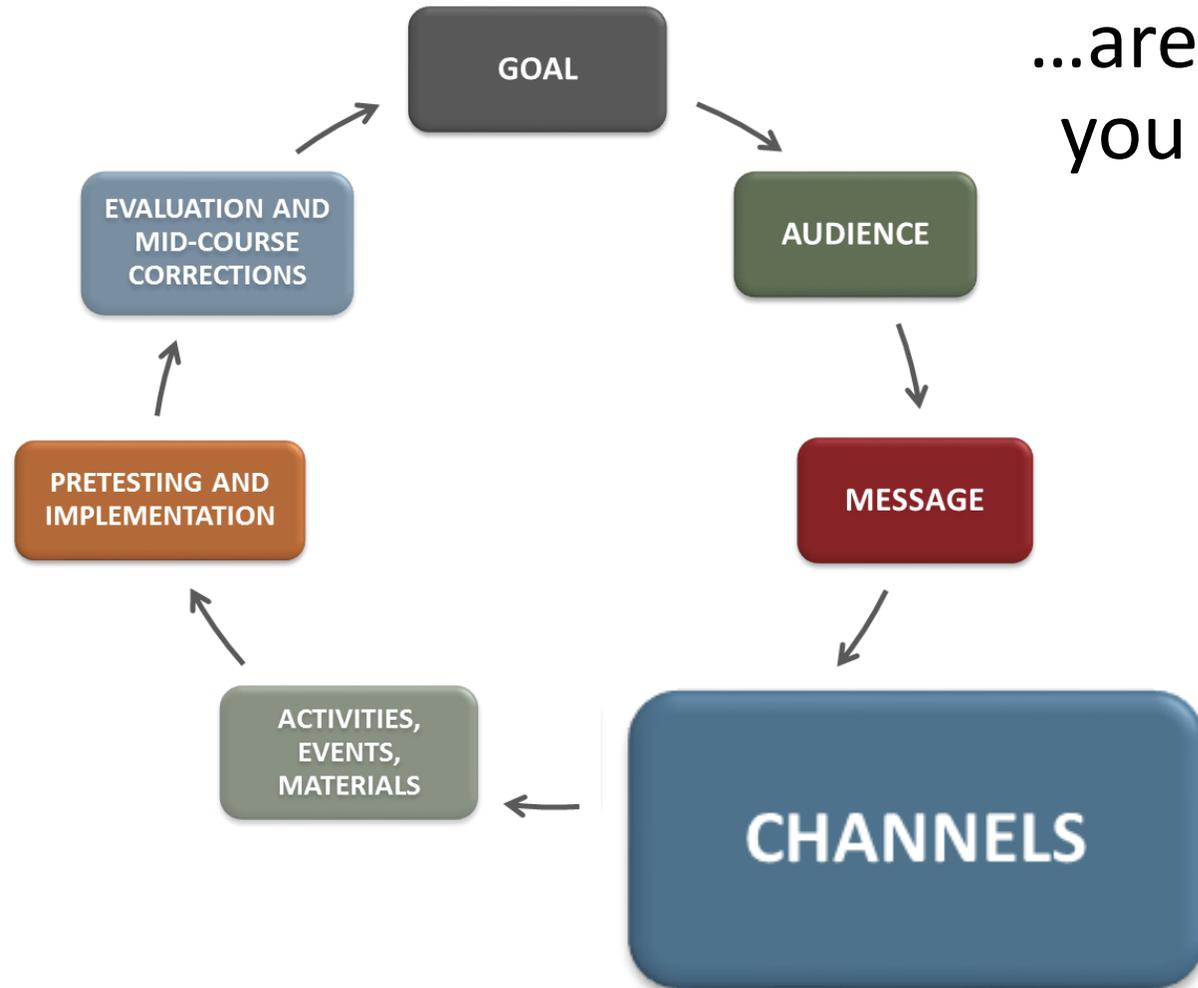
Create Messages for Specific Audiences

Messages should:

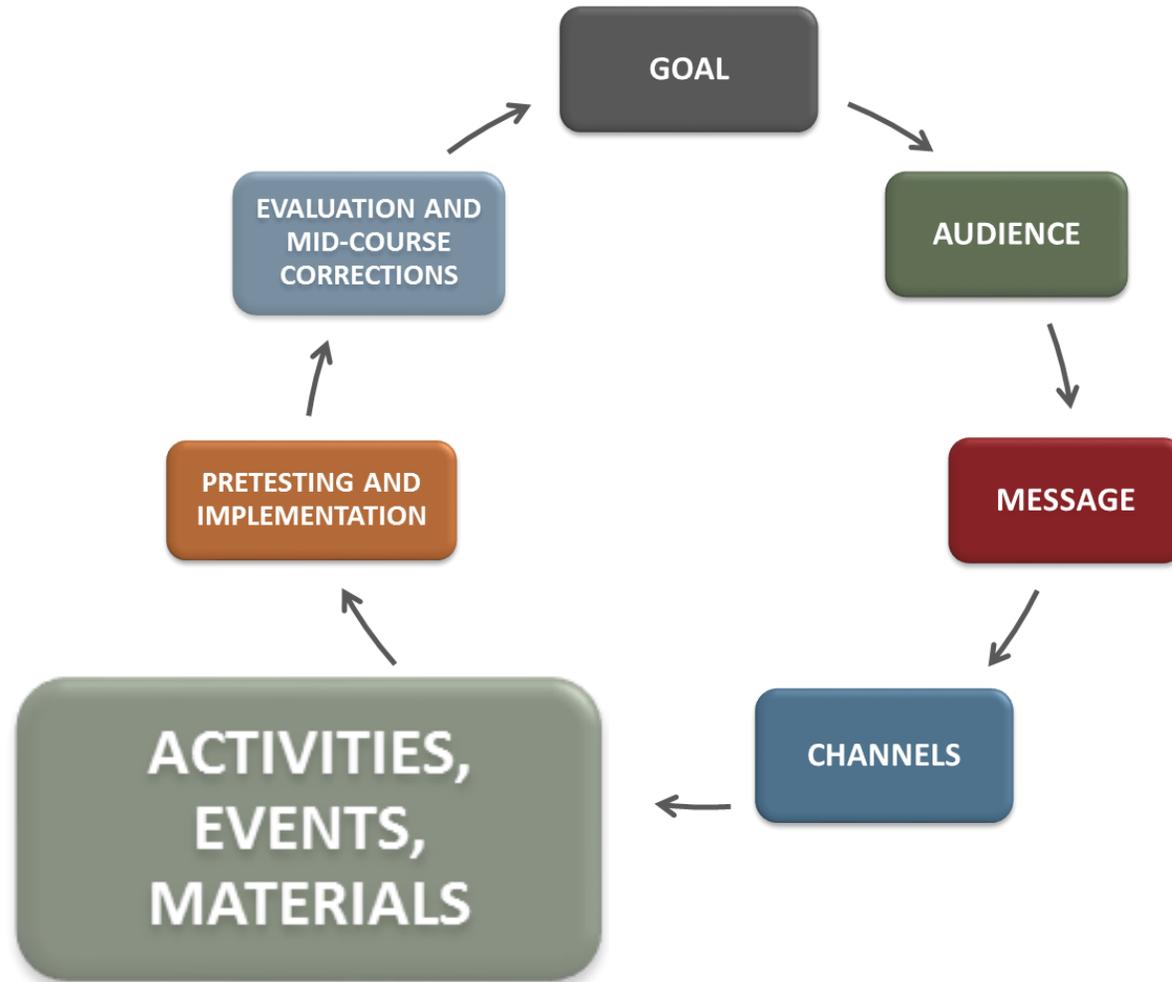
- Show the importance, urgency, or magnitude of the issue.
- Put a “face” on the issue.
- Be tied to specific values, beliefs, or interests of the audience.
- Be culturally competent.
- **Be pretested with your audience.**

Channels

...are the means through which you will reach your audiences.

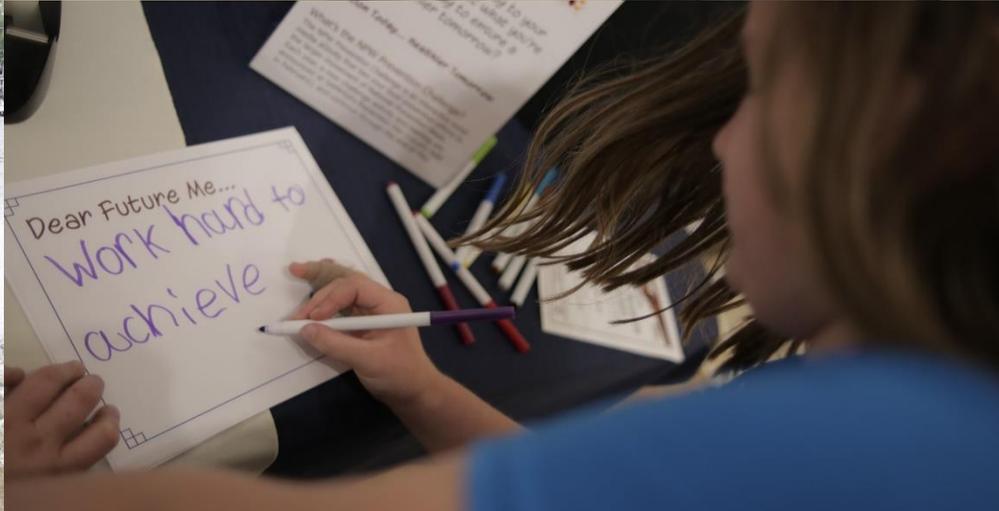


Activities, Events, and Materials



...are what you will **HOST**, **PRODUCE**, or **CREATE** to carry your messages to your intended audience.

NPW Activity and Event Ideas

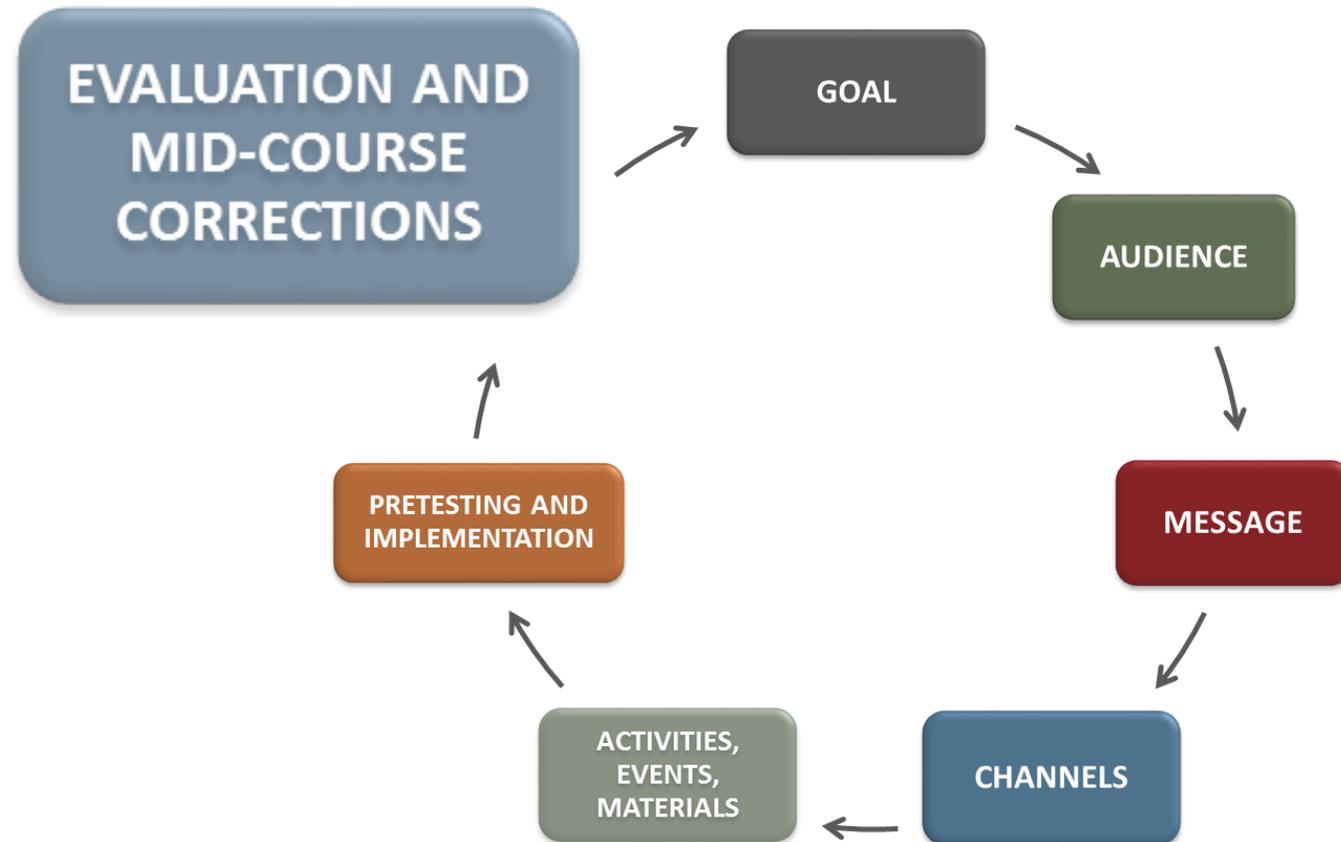


Pretesting

... with your intended audience, and implementation of your plan!



Evaluation and Mid-course Corrections



...ensure that your efforts are effective and allow you to adjust accordingly.

Listen to Your Audience



Contact Information

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What Social Marketing Can Do

Raise awareness

Increase knowledge

Influence attitudes and norms

Show benefit of behavior change

Reinforce knowledge, attitudes, and behaviors

Demonstrate skills

Suggest/prompt an action

Increase demand for services

Refute myths and misconceptions

What Leveraging National Health Observances Can Do

Raise awareness

Increase knowledge

Influence attitudes and norms

Show benefit of behavior change

Reinforce knowledge, attitudes, and behaviors

Demonstrate skills

Suggest/prompt an action

Increase demand for services

Refute myths and misconceptions

Social marketing provides the game plan for how to use national health observances to amplify your efforts.

Social Marketing and the Strategic Prevention Framework



Leveraging National Prevention Week (NPW)

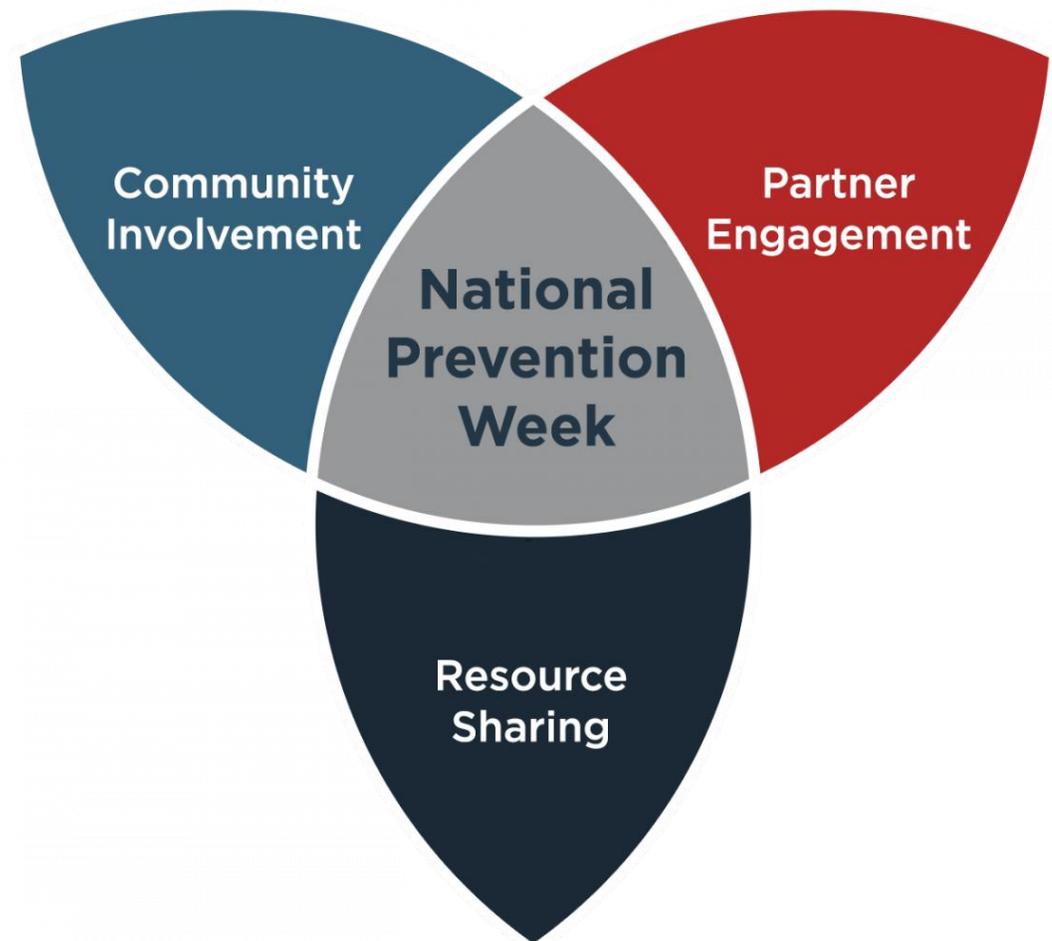


INSPIRING
ACTION
CHANGING
LIVES

NPW
national prevention week

MAY 12-18, 2019
www.samhsa.gov/prevention-week

- To involve **communities** in raising awareness of behavioral health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs.
- To foster **partnerships and collaboration** with federal agencies and national organizations dedicated to behavioral and public health.
- To promote and disseminate quality **behavioral health resources and publications.**



Prevention Every Day



NPW 2019 Daily Health Themes



INSPIRING

ACTION

CHANGING

LIVES

Monday, May 13

Prevention of Prescription & Opioid Drug Misuse

Tuesday, May 14

Prevention of Underage Drinking & Alcohol Misuse

Wednesday, May 15

Prevention of Illicit Drug Use & Youth Marijuana Use

Thursday, May 16

Prevention of Youth Tobacco Use

Friday, May 17

Prevention of Suicide

What Makes NPW Work for You

- Community-led activities and events anchored by the five NPW prevention topics
- Online promotion, engagement, and conversation around substance use prevention
- Opportunities to create and maintain collaborations at local, state, and national levels

Together, these NPW activities help to raise public awareness, reinforce healthy attitudes and behaviors, strengthen coalitions, and market your prevention work and messages.

Stay Connected to NPW

- Sign up for Prevention Works emails
- Download the latest customizable NPW marketing resources and toolkits
- Share your community NPW activities and events (and photos!)

Visit www.samhsa.gov/prevention-week to learn more

Leveraging *Communities Talk*



Why Host a *Communities Talk* Event

Benefits of participation:

- Educate the larger community about the problem;
- Identify social and environmental factors contributing to the problem;
- Identify evidence-based solutions that address contributing factors;
- Develop an infrastructure for planning, implementing, and evaluating solutions; and
- Put solutions to work!

Get Involved in *Communities Talk*

STOP UNDERAGE DRINKING | TOWN HALL MEETINGS SEARCH

communities talk

GETTING STARTED | TIPS AND RESOURCES | STATE RESOURCES | SUCCESS STORIES | FIND A MEETING | WHAT'S NEW

Communities Talk: Town Hall Meetings To Prevent Underage Drinking

Host a meeting. Support a meeting. Find everything you need on this site to mobilize your community to prevent underage drinking. Join the conversation using #CommunitiesTalk.

GETTING STARTED

Welcome to the Communities Talk: Town Hall Meetings Website

Since 2006, when the Communities Talk: Town Hall Meetings initiative began, underage drinking has been steadily decreasing each year. Be part of the solution and help continue the trend. Join communities across the nation and **HOST A COMMUNITIES TALK EVENT** in your community to help prevent underage drinking.

Subscribe to **TOWN HALL MEETINGS E-ALERTS** to receive news and information about the latest resources for underage drinking prevention, such as toolkits and planning guides.

Plan Your Event

Careful planning = Successful events. Find tips on how to assess community needs, engage local partners, use social media, and achieve your goals.

Featured Success Story Video

Shawn Wang
Peer County Health Commission

What's New

- Start Planning for Your Communities Talk Event
- SAMHSA Announces the 2019 Communities Talk: Town Hall Meetings to Prevent Underage Drinking

Join the Conversation

Follow #CommunitiesTalk for the latest news.

Be Inspired

Communities across the nation are using Town Hall Meetings to help reduce underage drinking.

SUCCESS STORIES

IMAGE GALLERY

About Town Hall Meetings

Every 2 years, the Substance Abuse and Mental Health Services Administration sponsors national Town Hall Meetings to educate communities about underage drinking and to mobilize them around its prevention. Prevention is working! Help continue the downward trend in underage drinking by planning to host or attend a meeting in your area.

Our Policies

- WEBSITE POLICIES
- FOIA
- SAMHSA PRIVACY POLICY
- SAMHSA PLAIN LANGUAGE

Learn More

- CONTACT US
- SITE MAP
- VIEWERS & PLAYERS

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Visit www.stopalcoholabuse.gov to learn more

Other National Health Observance Opportunities

January	NIDA Drug and Alcohol Facts Week (Jan. 22–27)	July	National Health Center Week (Aug. 11-17)
February	National Black HIV/AIDS Awareness Day (Feb. 7)	August	International Overdose Awareness Day (Aug. 31)
March	National Nutrition Month	September	National Recovery Month
April	National Minority Health Month	October	Child Health Day (Oct. 7)
May	Mental Health Month	November	Great American Smokeout (Nov. 21)
June	National Men’s Health Week (June 10-16)	December	National Impaired Driving Prevention Month

Contact Information

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Krystal Baba

Coalition Coordinator

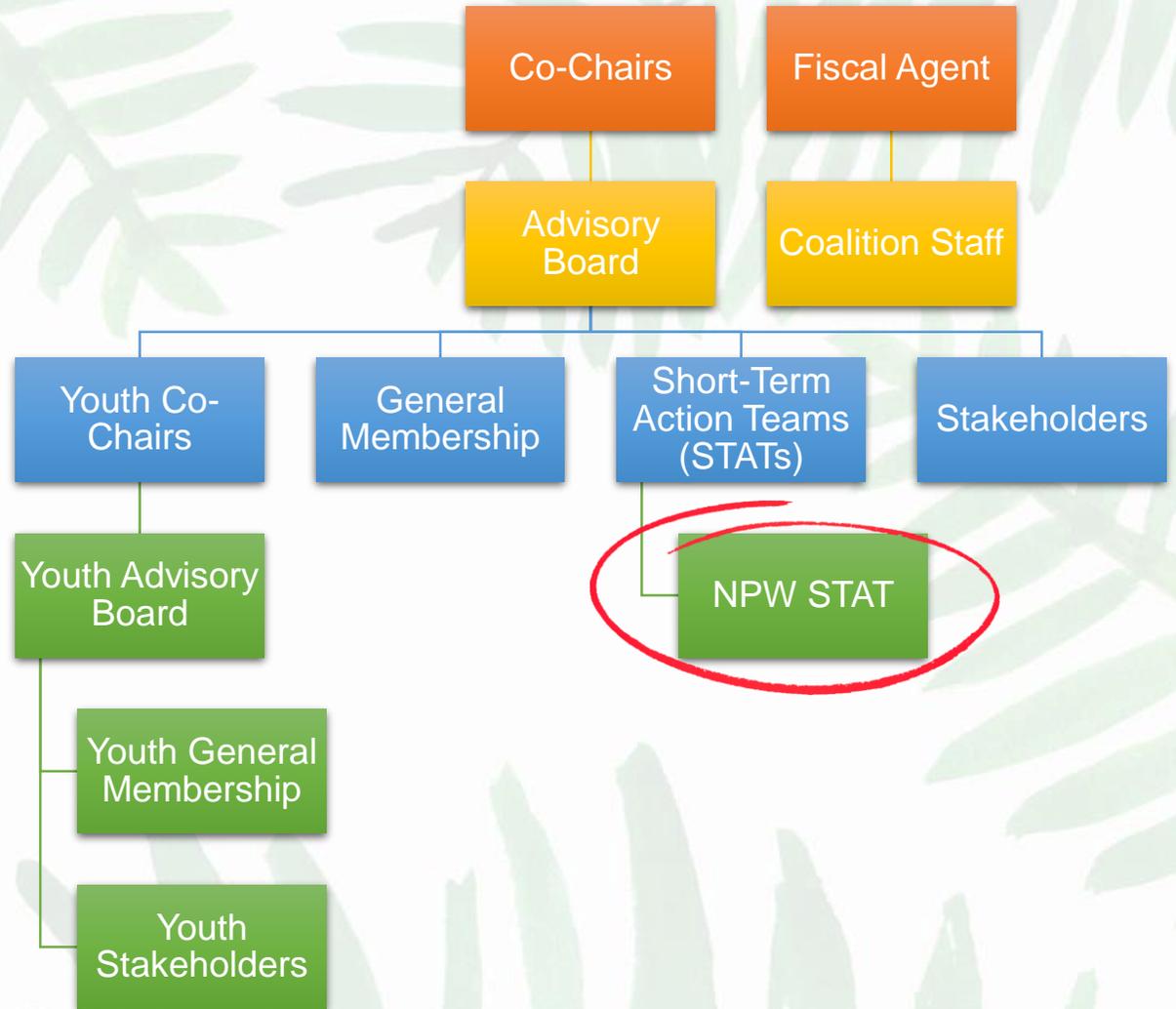
Hawaii Partnership to Prevent Underage Drinking with
TIFFE Together We Can, a program of Child & Family Service
NPW 2019 Working Group member



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'Dance' delivers a message to stay away from drugs and alcohol

During National Prevention Week some people dance.

Wednesday, May 16th 2018, 9:14 AM HST by Avijah Scarbrough



WAIPAHU, Hawaii - During National Prevention Week some people dance. Students from Waipahu Intermediate and High School use dance to deliver a message to stay away from drugs and alcohol.

"I believe dance is a great outlet for them to really express their inner emotions and their inner struggles that they go through. We wanted to combine something that promotes a positive message so the whole idea is to use it to really catch the people's attention," Ian Navasca of Treasurebox Dance studio said.

Without an outlet, Navasca says many kids can get tempted by drugs and alcohol. Waipahu High School student Nadine Castillo says drug and alcohol use among teens is rampant. She sees it on social media and also in school.

"Underage drinking, underage drug use is a problem and we as the youth see it as something that can be changed with our voices," Nadine Castillo, a Waipahu High School student, said.



Dear Future self,

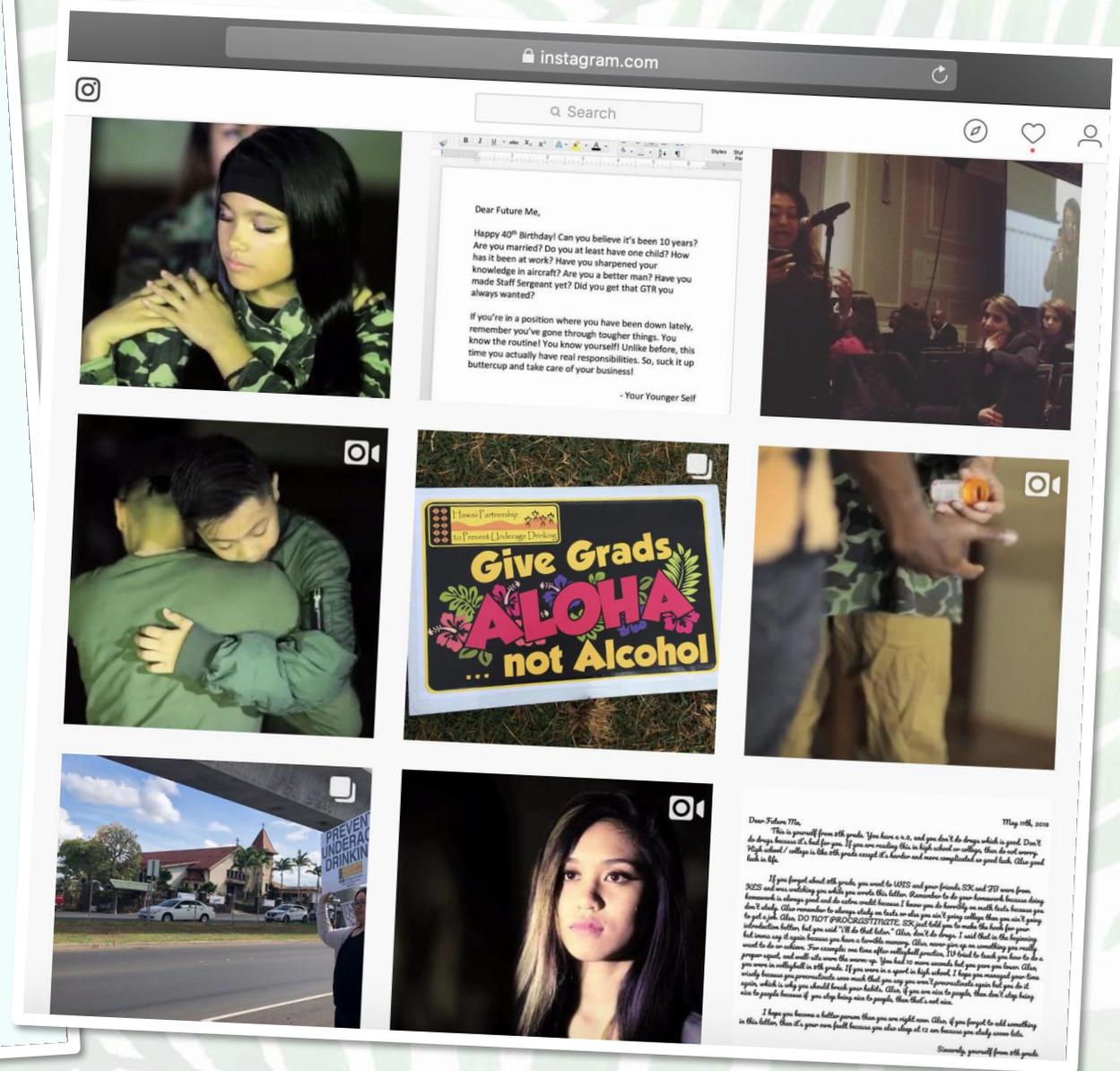
It is currently May 13, 2018 @7:09am and you are now 14 years old. You are currently in WIS and came from KES. I'm sure by the time you are reading this a lot has changed in your life. I have so much to ask and so much to say but im gonna try keep this short. Recently i've been feeling really down. Do you still feel that way? Do you still live in hawaii? Do you still have a passion for basketball, soccer, and photography? Did you get into drugs? Are you still hurting yourself? Do you still care about everyone except for yourself? Did you find that one friend you can go to whenever you're feeling sad, mad, or even stressed? I hope you did and i hope you guys are doing good. Have you moved on from your intermediate crush? Are you still love your intermediate crush? I hope all your answers were good but now let's get deep.

If you're feeling sad still just know that everything will be good in the end. Yes, you'll get hurt but you just gotta believe you'll get through this and you just learn from your mistakes. I hope you found your happiness because right now you're still a little bit confused, but that's okay. There will be times where you feel like you can't do something or that you'll never be good enough to do something and i totally understand that but just never give up. If life knocks you down, you have to get back up and keep trying. Things will get easier, I Promise.

You deserve love and kindness and if someone isn't treating you that way then they don't deserve anything and everything you would've done for them. I hope life is treating you fairly.

Sincerely,

Your younger self





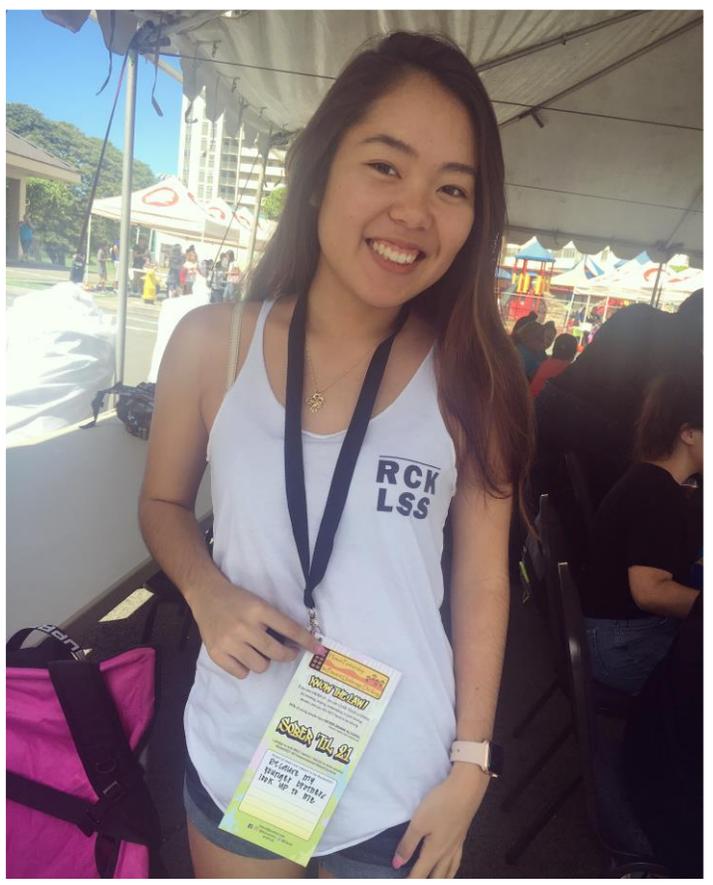
SOBER 'TIL 21

#21reasons #sobertil21 #dearfutureme

To:
Open May 12, 2019

To: [Redacted]
Open March 18, 2019

hppud@outlook.com | @hppudoahu | @hppud



SOBER 'TIL 21

Under 21, No Can!



Lauri Badura

Founder

NPW 2019 Working Group Member



Sarah LaValliere

Key Collaborator

Black Sheep Collaborative

Friend of SOFA

Saving Others for Archie (SOFA)



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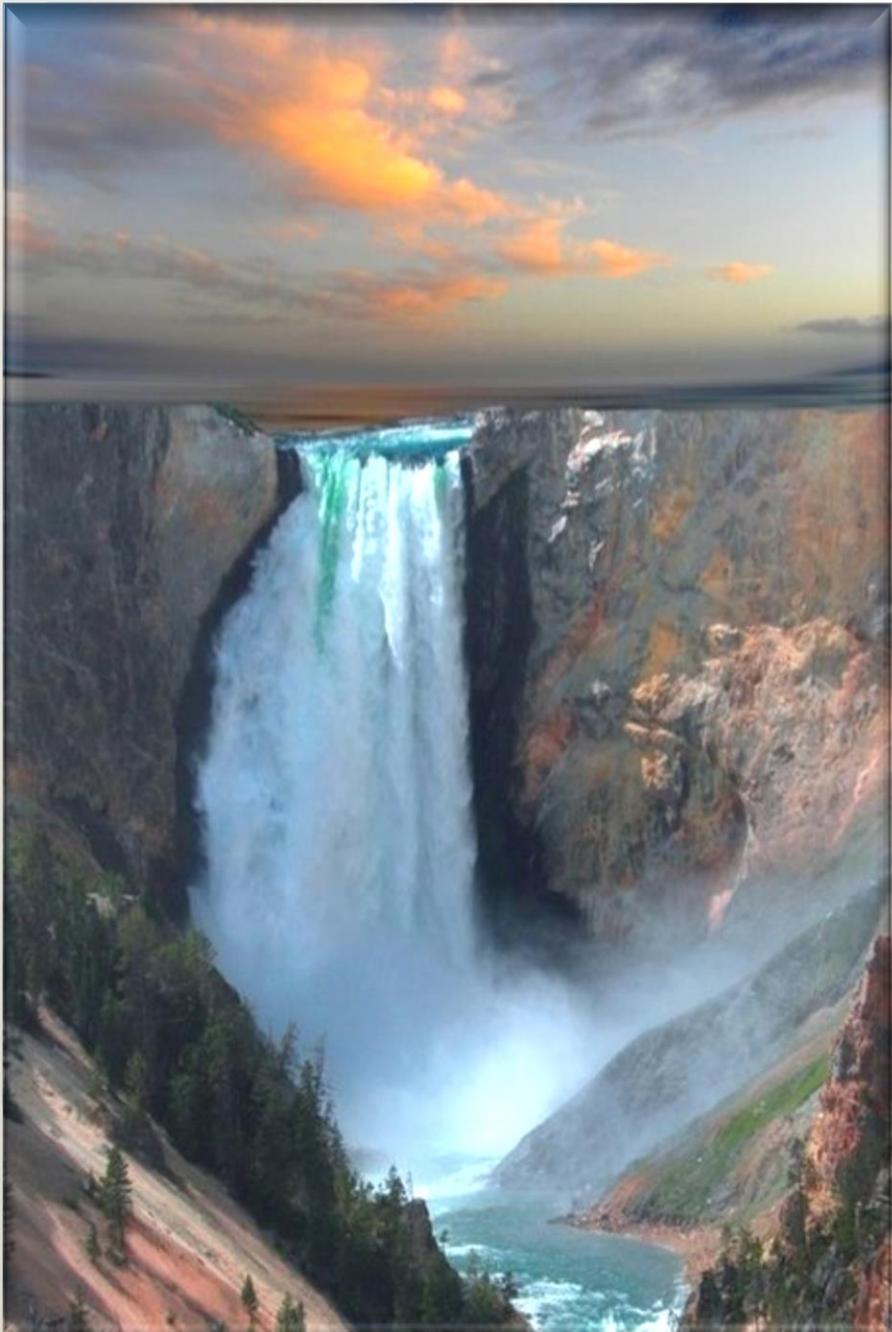
Lauri A. McHugh-Badura



**Archie
Badura
(1995–2014)**

SOFA **Saving Others for Archie**

In 2014, 19-year-old Archie Badura was one of the 622 people who died as a result of an opioid overdose death in Wisconsin. In the years following his death, his family started an awareness campaign to highlight the dangers of opioids and the toll addiction can have on families.



SOFA Prayer of Hope

God of Love and Mercy, graciously ease our burdens from this epidemic, calm our anxieties, and mostly, strengthen our faith and increase our trust and confidence in Your caring goodness.

May You bless each day with Your healing grace. Bless us with health in mind and body. Fill our hearts with hope and peace.

Grant us the courage we need to face all trials and difficulties. Restore lives. Remind us always that You make miracles happen.

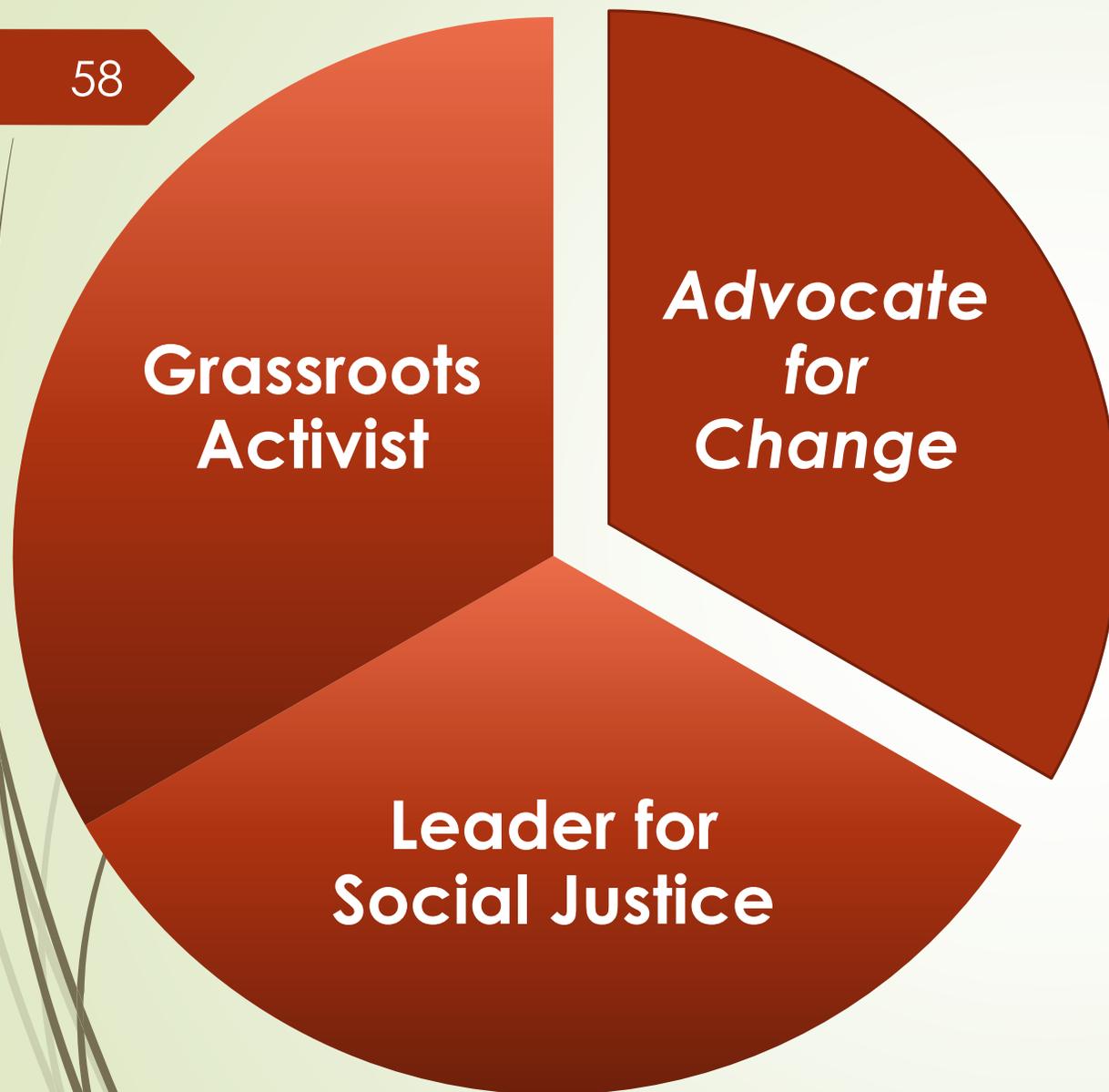
Amen.





**Your Brand of Leadership:
How do you fit in?**





Advocate for Change

Grassroots Activist

- “OUTSIDE IN” Change
- Movement, Drive, Motivation, and Energy

Leader for Social Justice

- “INSIDE OUT” Change
- Structural Change





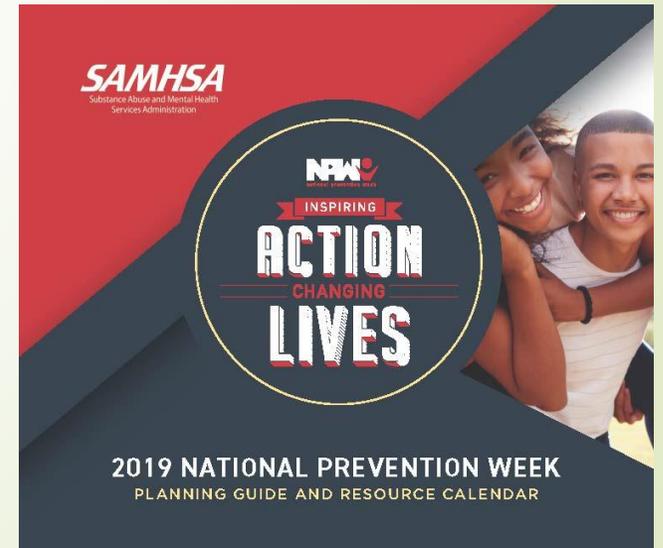
Strategize for Change

Your Event: Plan of Action

- ▶ **Motivate:** 6–8 months prior to your event, schedule a meeting with your board/team that will work event.
- ▶ **Ideas that Inspire:** Create a theme or action item for the event to capture more people than in past years.
- ▶ **Begin with the End in Mind:** Schedule date of your event based off the NPW tool guide that best fits with your mission.
- ▶ **Plan for Efficacious Change:** Schedule key note speaker and organize with your city hall to ensure their willing support of your event.

Leverage Partner-Provided Tools–NPW

- ▶ A huge thank you to SAMSHA/NPW for putting together easy to use partner marketing materials!
- ▶ SAMSHA Toolkit for event planning
- ▶ Videos
- ▶ PDFs
- ▶ Marketing materials
 - ▶ Web/print materials/banners, badges, web signatures
- ▶ FAQ sheets
- ▶ And much more!
- ▶ <https://www.samhsa.gov/prevention-week>



SAVE THE DATE

3RD ANNUAL
Jump For Archie
Jump For Life

May 21st 4-8pm

Oconomowoc City Beach Bandshell



www.SOFAtoday.org

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***Email blast to:* HHS, treatment centers, recovery homes, police stations, fire departments, city hall, churches, library, rec. department, YMCA, coffee shops, and local businesses that will support your event.**

Note: Send to liaison of AODA at local HHS or ask the director who can help spread the word. Find out when meetings take place and distribute the save-the-date. Network to meetings, support groups. Ask your board to assist.

Raising Awareness Vital Steps: 2 months before your event

Create a powerful flyer.
Email your stakeholders.
Email your community.
Encourage wide
distribution.

Attend meetings.
Find your voice.
Speak. Invite.
Put up posters!

Jump For Archie

Jump for Prevention

4th Annual Day in the Park

SOFA is a proud event partner of National Prevention Week 

Saturday, May 19, 2018
Oconomowoc City Beach Bandshell
11:30am-2pm

FREE overdose prevention and Naloxone (Narcan) training + kits will be available onsite

CELEBRATING one year of the Waukesha County Prevention of Drug Overdose Project



SOFA
Prayer of Hope
Jump For Archie
Jump For Life

SAVING OTHERS FOR ARCHIE



Jump for Archie/Prevention 2018 is an event to remember victims of drug overdose and raise awareness for prevention. Saving Others for Archie (SOFA) challenges you to upload a video (up to 30 seconds) of any kind of jump to social media, at any point during NPW. Be creative! Include your name, what you're jumping for, your state, and post to: www.facebook.com/sofatoday, or tweet to @sofatoday. Include the hashtags #jumpforarchie, #sofainc, and #sofatoday. REMEMBER TO BRING A TOWEL & CHAIR TO JUMP FOR ARCHIE JUMP FOR PREVENTION!

**2018
Featured Jumps**

-  **Recovery Jump**
12:00pm
-  **Jump for Archie & Others**
12:30pm
-  **Elected Officials & Federal, State, County Leaders Jump**
1:00pm
-  **Prevention Jump**
1:30pm

Join Event Hosts Lauri Badura of Saving Others for Archie, along with Waukesha County Executive Paul Farrow for National Prevention Day in the park. This year we will be featuring several JUMPS: The **Recovery Jump**, the **Jump for Archie & Others**, the **Elected Officials & Federal, State, County Leaders Jump**, and the **Prevention Jump**!

Hear from leaders on the front line of the **opioid epidemic battle!** Featuring speaker **Jen Veum**, an Oconomowoc mother of two, who is running a 50K marathon to support SOFA (https://wccfcsuite.com/erp/donate/create?funit_id=1362), and will share her powerful journey of **adoption through foster care!**

Speaker **Deacon Steve Przedpelski**, Executive Director of Franciscan Peacemakers, aids women through their recovery process and connects the dots between **sex trafficking and opioid addiction**. Don't miss this nationally recognized local community event. Come hungry! Enjoy delicious **Rosati's Pizza!** **Plus, Inspiring Resource Tables & much more...**



Funding for this activity was made possible in part by the Wisconsin Prescription Drug/Opioid Overdose-Related Deaths Prevention Project (WI-PDO) from SAMHSA grant #SP022112

Please consider donating to: waukeshafoundation.org/donate/sofa-inc-archie-badura-memorial-fund
For more information, contact Lauri Badura • lbadura@mac.com • 414-530-0968 • www.facebook.com/sofatoday



SOFA INC, SAVING OTHERS FOR ARCHIE • ARCHIE BADURA MEMORIAL FUND
CONNECTING THE DOTS AROUND WISCONSIN & THE U.S. ON THE EPIDEMIC



Advertise galore...

- Create a Facebook event with your new flyer! Invite as many people as you can via Messenger and ask all your contacts to share the invite. Make certain to explain to respond.
- Going into the event—the more you share, the more marketing you will get.
- You can do \$100–\$200 Facebook posts. (Contact Facebook for info on how to do this. Be careful, it gets pricey.)

The Final Week: Contact local city for permission to hang banners—excellent marketing tool!



1–2 Weeks Prior to Your Event Date

- Create media kit.
- Email all local TV stations and newspapers.
- Try to get press at your event.
- Contact other events sponsored by NPW, and work with them in your area to get the attention of all the events for NPW!
- Invite them to attend your event as well as running a story!

Day of Event: Have clear signage. Hire a good photographer and videographer to capture details! This is huge for marketing for next year!





SOFA PRAYER OF HOPE

God of Love and Mercy, graciously ease our burdens from this epidemic, calm our anxieties, and mostly, strengthen our faith and increase our trust and confidence in Your caring goodness.

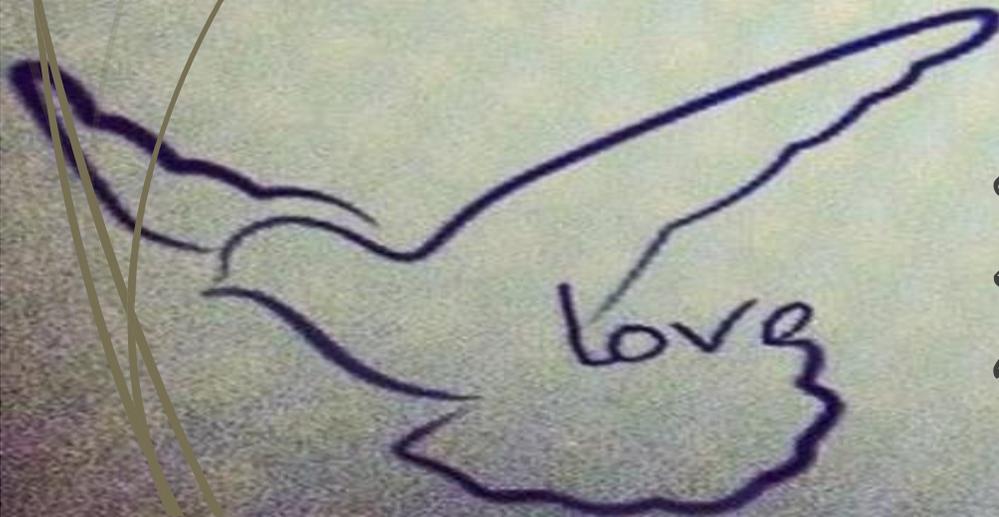
May You bless each day with Your healing grace. Bless us with health in mind and body. Fill our hearts with hope and peace.

Grant us the courage we need to face all trials and difficulties. Restore lives. Remind us always that You make miracles happen. Amen.





The first jump!
Never lose sight of who you are...



"Pay it Forward" Archie SOFA bracelets worn all over the world to raise awareness on the stigmas of addiction, the heroin epidemic, and mental illness.





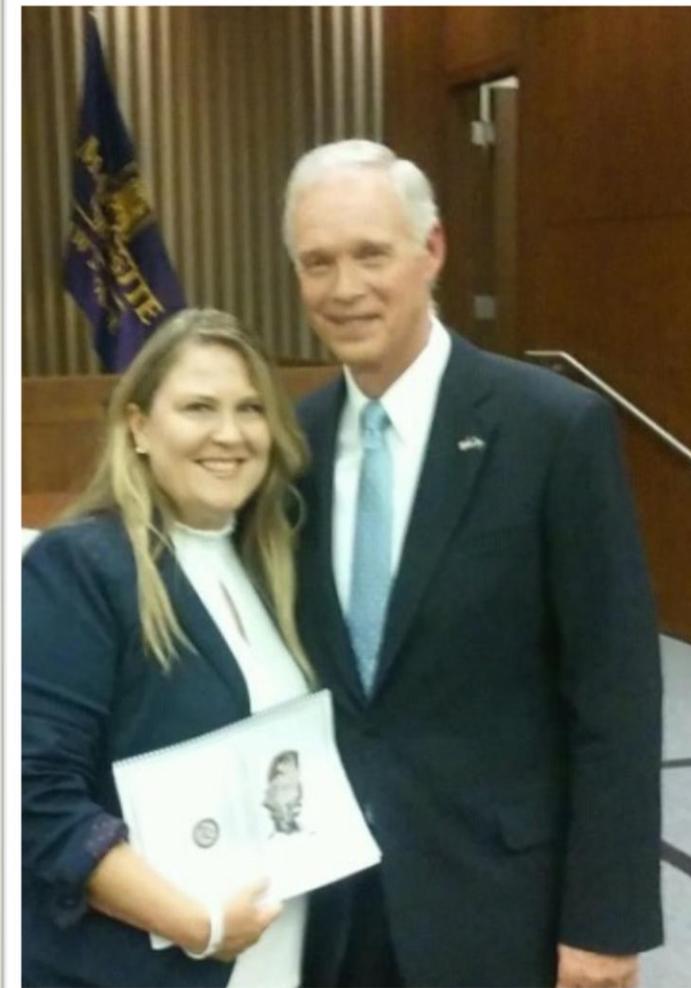
Jump For Archie

3rd Annual Jump For Life
Rockin' Evening in the Park
to conclude National Drug Prevention Week

Sunday, May 21, 2017
Oconomowoc City Beach Bandshell
4pm-8pm



Bring your own chair
and the jump of thinking
what if you were on the
THE JUMP!





Post Event

Save all post media and awards to share in your marketing planning for next year!



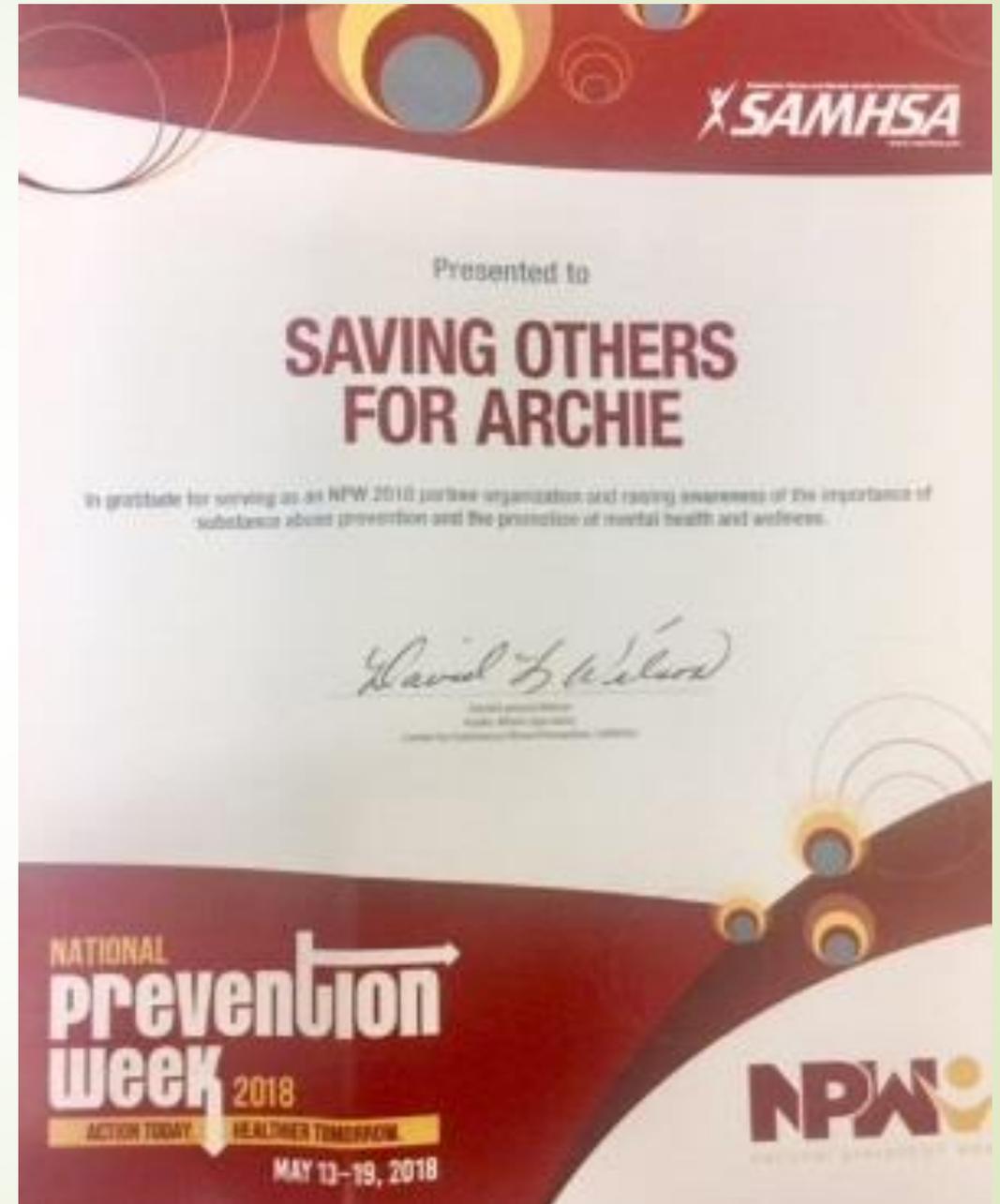
Gratitude

Don't forget to send thank you notes.

Save extra marketing information.

Share the successes with NPW.

Celebrate!!!!!!!



Thank
you!

- **Lauri Badura**
- **SOFA Founder & Ambassador**
- **Questions? 414-530-0968**

Please use the chat feature to share your questions and thoughts with us.



Crystal Borde

NPW 2019 Planning Team Lead
Vanguard Communications



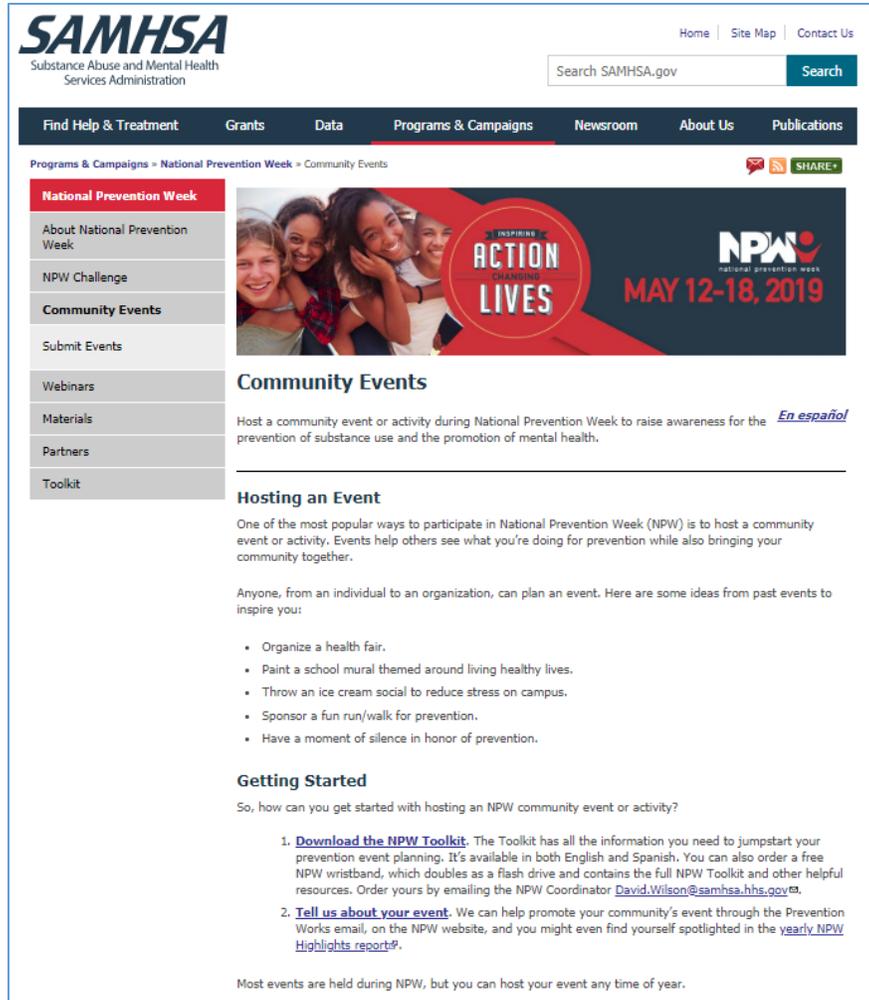
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Please use the chat feature to share your questions and thoughts with us.

Tell Us What You Think

Please fill out the post-meeting survey that will pop up once this meeting ends.

Have NPW Plans? Tell Us



The screenshot shows the SAMHSA website's 'National Prevention Week' page. The header includes the SAMHSA logo, navigation links (Home, Site Map, Contact Us), and a search bar. The main navigation menu has categories like 'Find Help & Treatment', 'Grants', 'Data', 'Programs & Campaigns', 'Newsroom', 'About Us', and 'Publications'. The 'Programs & Campaigns' section is active, showing a breadcrumb trail: 'Programs & Campaigns > National Prevention Week > Community Events'. A sidebar on the left lists various options: 'National Prevention Week', 'About National Prevention Week', 'NPW Challenge', 'Community Events', 'Submit Events', 'Webinars', 'Materials', 'Partners', and 'Toolkit'. The main content area features a banner for 'INSPIRING ACTION LIVES' with the dates 'MAY 12-18, 2019'. Below the banner, the 'Community Events' section is titled, followed by a description: 'Host a community event or activity during National Prevention Week to raise awareness for the prevention of substance use and the promotion of mental health.' A link for 'En español' is provided. The 'Hosting an Event' section explains that one of the most popular ways to participate is to host a community event or activity. It lists several ideas: organizing a health fair, painting a school mural, throwing an ice cream social, sponsoring a fun run/walk, and having a moment of silence. The 'Getting Started' section provides instructions on how to get started, including downloading the NPW Toolkit and telling others about the event.

Get more exposure for your NPW activity!

- Submit event details through the NPW website and we'll help promote it.
- Visit the NPW website's "Event Submission Form" page:
samhsa.gov/prevention-week/community-events/submit-events
- Bookmark the page!

Stay Connected: Sign Up for Prevention Works!



October 2018

Don't miss this webinar: The Intersection of Opioids and Suicide

The first webinar in SAMHSA's National Prevention Week 2019 webinar series. "[The Intersection of Opioids and Suicide](#)," will feature a discussion about the relationship and intersection of two growing public health challenges, opioid misuse and suicide, as well as about what prevention strategies and approaches can be used to address them at the national and state levels. The webinar will take place on Thursday, October 25, from 2:00 pm – 3:30 pm EDT. [Register now!](#)



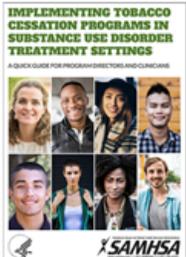
Calling all college students! The Red Ribbon Week Campus Video PSA Contest is back

As part of the Drug Enforcement Administration (DEA) Red Ribbon Week campaign, the DEA and SAMHSA are co-sponsoring a [Campus Video PSA Contest](#) for colleges and universities to promote the importance of preventing alcohol abuse and the non-medical use of prescription stimulants among college students. Eligible entrants must create a 30- to 60-second video public service announcement showcasing a commitment to a healthy, drug-free lifestyle, especially among college students. The deadline for entries is November 9.



Need tips on how to foster a tobacco-free workplace?

If you are an employer or prevention professional looking for tips on how to successfully implement tobacco cessation programs, look no further than SAMHSA's quick guide, "[Implementing Tobacco Cessation Programs in Substance Use Disorder Treatment Settings](#)." The free guide contains an overview of the challenges associated with tobacco cessation and the benefits of being tobacco-free for individuals as well as for the workplace.



Community Spotlight: Vista Community Clinic

[Vista Community Clinic](#) in North San Diego, CA, is a regional health provider whose innovative model of community health provides low-cost, high-quality health care. The clinic commemorated NPW 2018 by staffing information tables and holding outreach events with local youth in alternative school settings. These events included an inspiring interview with a youth who went from smoking meth and participating in gang activity to a healthier lifestyle. From that interview, the clinic crafted two videos that are part of their Community PROMISE intervention and are distributed to youth through Instagram and as printed copies.



Visit www.samhsa.gov/prevention-week

- Sign up for Prevention Works emails
- Receive emails throughout the year featuring the latest prevention resources, NPW news, and prevention strategies and ideas to strengthen your work in the field

For more information, visit:
www.samhsa.gov/prevention-week



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