NATIONAL PREVENTION WEEK 2019

What is National Prevention Week?
National Prevention Week (NPW) is a SAMHSA-sponsored campaign dedicated to increasing the prevention of substance use and promotion of mental health by promoting prevention year-round. The weeklong National Prevention Week observance that occurs each May brings individuals, organizations, coalitions, states, and communities together to celebrate the events and activities that communities have held all year to raise awareness about the importance of preventing substance use and mental disorders.

When is National Prevention Week?
NPW takes place May 12–18, 2019. Near the kickoff of summer, this week is an ideal time for communities to come together to celebrate their successes and rally around prevention. NPW is also timed to allow schools to take part in a prevention-themed event before the school year ends, raising awareness among students of all ages.

What’s the theme of National Prevention Week 2019?
This year’s NPW theme—“Inspiring Action. Changing Lives.”—reminds us that we can all inspire positive change through the year. 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.

What topics does National Prevention Week address?
Five of the seven days during NPW have a suggested health topic that organizations and coalitions can use to guide the focus of community events:

- Preventing Prescription and Opioid Drug Misuse (Monday, May 13)
- Preventing Underage Drinking and Alcohol Misuse (Tuesday, May 14)
- Preventing Illicit Drug Use and Youth Marijuana Use (Wednesday, May 15)
- Preventing Youth Tobacco Use (Thursday, May 16)
- Preventing Suicide (Friday, May 17)
Who gets involved in this observance?
Community-based organizations, schools, community leaders, and behavioral health coalitions are the primary hosts of local NPW events and activities. However, everyone can take part in NPW and plan events around one or all of the NPW topics. Remember, it’s beneficial to include anyone that touches prevention in your planning and promotion for events and activities, such as those involved in law enforcement, the medical community, faith-based institutions and organizations, and the military community. We all have a role to play in prevention, and a powerful perspective to bring to the table.

What types of events do organizations host during National Prevention Week?
Since the first observance of NPW in 2012, hundreds of community events have been held in nearly all U.S. states and territories. Events have included the following activities:

- School assemblies featuring guest speakers,
- Town hall meetings,
- Health fairs,
- Community fun runs,
- Physical activity challenges,
- Local observance days to honor individuals working in the prevention field,
- Television and radio public service announcements,
- Media campaigns to raise awareness about behavioral health issues and local resources, and
- Twitter chats with key community leaders.

Many communities also involve their local leaders and state policymakers in NPW by asking them to issue a proclamation recognizing NPW in their state or community and informing others about the observance on social media.

What tools are available to help me participate in National Prevention Week?

- SAMHSA has a suite of tools and resources available to help organizations plan, promote, and carry out prevention-themed events. Visit [www.samhsa.gov/prevention-week](http://www.samhsa.gov/prevention-week) to access these resources.
- Stay connected by subscribing to the Prevention Works email distribution list on the [NPW home page](http://npw.org) for resources, news and ideas to make substance use prevention happen every day.
- The [Prevention Challenge](http://npw.org/challenge) provides an opportunity for communities and individuals to participate in NPW promotional efforts through social media.