



## **ANSWERS to Frequently Asked Questions**

### **1. Why is drug-free messaging important for health care and behavioral health providers?**

- An ongoing media campaign focuses attention on the problem of substance misuse and connects the dots to solutions with research-based facts.
- Broad-based messaging influences population-level change on perception of risk and adult disapproval. High perception of risk is a protective factor against substance use.
- The National Center on Substance Abuse Prevention (CSAP) lists media campaigns as a recommended strategy for information dissemination.
- Messaging elevates organizational visibility, which leads to higher-level collaborations.

### **2. Is the Prevention Accelerator Evidence-Based?**

The Prevention Accelerator Media Campaign is research based with all content compiled (and cited) from trusted, science-based sources (Centers for Disease Control, National Institute for Drug Abuse, Substance Abuse and Mental Health Services Administration, etc.) To date, there are no “Evidence-Based” media campaigns listed on the National Registry of Evidence-Based Practices and Programs (NREPP).

### **3. How is the Prevention Accelerator different from other media campaigns?**

The Prevention Accelerator is designed to build the knowledge base of adult stakeholders to prevent and reduce youth substance misuse. The ongoing messaging provided over a one-year timeframe raises awareness on the serious problem of youth substance misuse and provides real solutions. By providing solutions (outlined below—see question #4) adults are provided with research-based information and tools to proactively engage the youth

in their life to guide good choices. The Prevention Accelerator campaign aligns nicely with state and national campaigns that capture the attention of the public and draw people to their websites. Coalitions and schools are able to align their messaging with these state and federal campaigns and bring research-based content directly to their adult community on a weekly basis—thus empowering every adult in their community as a problem solver and putting everyone on the “same page.”

#### **4. What are the solutions the Prevention Accelerator provides for the problems of youth substance misuse?**

We must keep SOLUTIONS, not problems at the center of our attention and decision-making. The Prevention Accelerator focuses on solutions by:

- Reducing access and availability of drugs and alcohol--raising adult awareness on safe storage and monitoring of alcohol and Rx Drugs.
- Branding--Increases public awareness that the Coalition is the GO TO expert in the region *and builds coalition capacity to build local solutions that address local problems.*
- Raising adult *disapproval so they will guide good choices that lead to healthy, drug-free lives and promising futures for children and youth.*
- Providing parents with practical *tools to build dialogue* with their children about drugs/alcohol.
- *Raising community awareness that addiction is a preventable disease when comprehensive prevention strategies are implemented to stop the problem before it begins.*
- *Helping parents understand they are the most powerful influence on their children when it comes to drug use. Not friends. Not School. It's up to parents to be proactive and use their influence early and often. Kids who learn about the risks of drugs and alcohol from their parents are up to 50% less likely to use drugs.*
- *Educating elected officials on the need for strong prevention policy and funding of programs.*
- Providing additional resources for solutions to specific issues.

#### **5. Is there an annual renewal fee?**

The data in both toolkits is updated annually. Updates for the first year will

be provided to all toolkit owners free of charge.

## 6. What comes with each toolkit?

Both toolkits utilize Microsoft Office and include a USB drive, resource manual, and templates for a 12-month campaign; and **all content is unduplicated:**

READY! SET! DONE! Toolkit:

- 56 Mini Ads
- 56 Fast Facts
- 12 Newsletter Columns
- 12 “Powerful PowerPoint” Slides
- 13 Prevention Articles
- Bonus Supplemental Templates

PREVENTION ON-THE-MOVE Toolkit:

- 56 Mini Ads
- 56 Fast Facts
- 12 Newsletter Columns
- 12 “Powerful PowerPoint” Slides
- 13 “Prevention Articles
- Bonus Supplemental Templates

## 7. What is the difference between the two toolkits?

**The READY! SET! DONE! Toolkit** is aligned with the National Prevention Calendar and formatted into a 12-month resource with the content spanning a broad range of information including adolescent brain development, media influences, addiction, party host laws, and parent resources, just to name a few. This resource emphasizes underage alcohol use, marijuana, Rx and over-the-counter drugs. For example: April is National Alcohol Awareness Month—all content in April is related to underage drinking prevention. The Ready! Set! Done! Toolkit is designed for adult audiences to raise perception of risk and adult disapproval allowing adults to guide good choices based on fact-based information.

**The PREVENTION ON-THE-MOVE Toolkit** is aligned with the Office of National Drug Control Policy Strategy priorities: Prescription Drugs, Marijuana, Binge Drinking, Synthetic Drugs, Heroin, Drugged Driving and Mental Health & Substance Abuse. All content is focused on these seven issues and designed to raise awareness on risks and harms

across the entire life span. Colleges have purchased this toolkit to raise awareness among the young-adult student population on critical health issues such as binge drinking.

**8. Do you have any example templates that you could forward me?**

Please visit our website for sample templates:

<http://cadyinc.org/prevention-accelerator/>

**9. If the Prevention Accelerator content is designed for 52 weeks, and I only want 10 months, how do I adapt the templates?**

Each toolkit is designed with flexibility in mind to meet the needs of healthcare providers. You can use each template independently and as often as you like. For example, if you want to ensure your audience receives the July and August messaging, you can add it to messaging you send anytime during the calendar year.

**10. How can we use the Prevention Accelerator Media Campaigns to reach our community?**

The toolkit provides a Flexible System that can be used any way, anywhere, any time you want! For example:

- Newspaper Columns or Press Releases
- Website; Facebook; Twitter; Blogs
- Community Educational Forums
- Community Publications
- Affiliate Websites
- Support Group Messaging
- Public Access Television
- Messaging to support collaboration with local schools/colleges
- Message boards in waiting rooms, lobbies
- Newsletters
- Resource for presentations, trainings, and grant writing

**11. How do I learn more about Prevention Accelerator Media Campaigns?**

To learn more about Prevention Accelerator Media Campaigns you can go to our website at: <http://cadyinc.org/prevention-accelerator/>