



## ANSWERS to Frequently Asked Questions

### 1. Why is drug-free messaging important to my coalition?

- Broad-based messaging influences population-level change on perception of risk and adult disapproval.
- The National Center on Substance Abuse Prevention (CSAP) lists media campaigns as a recommended strategy for information dissemination.
- An ongoing media campaign focuses attention on the problem of substance misuse and connects the dots to solutions with research-based facts.
- Messaging elevates organizational visibility, which builds readiness and leads to higher-level collaborations.
- Your community needs to know Who You Are—What You Do—and Why You're Doing the vital work of prevention if you want to mobilize your stakeholders, increase local buy in, and achieve sustainability.

### 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 (NIDA, CDC, SAMSHA, 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. What comes with each toolkit?

All toolkits utilize Microsoft Office and include a USB drive, resource manual, and templates for an ongoing media campaign; and **all content is unduplicated:**

READY! SET! DONE! Toolkit:

12-Month Media Campaign

- 56 Mini Ads
- 56 Fast Facts
- 12 Newsletter Columns
- 12 "Powerful PowerPoint" Slides
- 13 "Coalition Corner" prevention articles
- Bonus Supplemental Templates

**PREVENTION ON-THE-MOVE Toolkit:**  
12-Month Media Campaign

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

**MARIJUANA: PREVENTING ANOTHER BIG TOBACCO Toolkit:**  
18-Month Media Campaign

- 72 Mini Ads
- 117 Fast Facts
- 16 Newsletter Columns
- 18 “Powerful PowerPoint” Slides
- 16 “Prevention Corner” prevention articles
- 7 SAM “One Page” Fact Sheets
- 3 SAM Posters

**6. What is the focus of each of the 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 spotlights 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 issues such as binge drinking.

**The MARIJUANA: PREVENTING ANOTHER BIG TOBACCO Toolkit** is a comprehensive resource with marijuana-specific content on the risks and harms of marijuana use across the lifespan, as well as answers to critical policy questions regarding medical marijuana, decriminalization and legalization. CADY has partnered with Smart Approaches to Marijuana (SAM) to co-brand this toolkit to provide coalitions and policy

makers with 18 months of science-based messaging to help advance prevention efforts against marijuana legalization across the United States.

**7. Is there an annual renewal fee?**

The data in all toolkits is updated annually. Updates for the first year will be provided to all toolkit owners free of charge.

**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 your coalition. 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
- Research-based facts for public policy discussions and legislative debates
- Coalition and partner websites
- Facebook; Twitter; Blogs
- Public Access Television
- Free Weekly Shopping Guides
- Message boards
- School Move-Up Nights
- Newsletters: school; faith-based; civic organizations
- Electronic messaging boards at school sporting events
- 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/>