

YOU CAN'T BE EVERYWHERE. YOUR MESSAGE CAN BE.

*"It's like having your own
research and development team."*



**PREVENTION
ACCELERATOR**
MEDIA CAMPAIGNS®

THE PREVENTION ACCELERATOR:

- Is a time saving tool—the work is already done!
- Is affordable for even the smallest budgets.
- Is focused, strategic, and content-driven.
- Raises the profile of primary prevention.
- Multiplies your impact with the right content, at the right time, for the right audience.
- Informs the public, policymakers, and parents on the risks and harms of substance misuse.
- Raises adult perception of risk and parent disapproval.
- Expands productivity
- Enhances outreach.
- Elevates coalition visibility.
- Builds coalition capacity and sustainability.
- Is designed for social media and traditional print.

It's easy. It's efficient. It's effective.

CADY
Communities for Alcohol-
and Drug-Free Youth

CADYINC.ORG