



ANSWERS to Frequently Asked Questions

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

- A well-executed, research-based media campaign is an effective prevention and stigma reduction strategy. Just as knowledge is power, the lack of knowledge or reliance on misinformation can be misleading and harmful.
- An ongoing media campaign focuses attention on the problems 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. How is the Prevention Accelerator different from other media campaigns?

Effective information dissemination advances understanding and knowledge of the nature and extent of substance misuse, addiction, treatment, recovery and stigma, and their effects on individuals, families and communities. Ongoing messaging, provided over a one-year timeframe, raises awareness about these issues and provides real solutions (outlined in question #4). Prevention Accelerator Media Campaigns align nicely with state and national campaigns that capture the attention of the public and draw people to their websites. Health care and behavioral health organizations are able to align their messaging with 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. The Prevention Accelerator is a tool that puts everyone on the “same page.”

3. What are the solutions the Prevention Accelerator provides for the problems of youth substance misuse?

The Prevention Accelerator focuses on solutions by:

- Raising community awareness that addiction is a treatable disease when comprehensive strategies are implemented, and reduce stigma to provide treatment and recovery services.
- Using your unique branding. Public awareness increases about the health care provider as a regional prevention partner, providing local solutions for local problems.
- Providing parents with practical tools to build dialogue with their children about substances.
- Providing encouragement and inspiration to individuals suffering with substance use disorders, so they will feel empowered to seek treatment.
- Educating elected officials on the need for strong policy and funding of prevention, treatment and recovery programs.
- Providing additional resources for solutions to specific issues.
- Empowering individuals and communities to keep SOLUTIONS, not problems, at the center of their attention and decision making.

4. Is there an annual renewal fee?

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

5. What comes with the toolkit?

All campaigns are formatted utilizing Microsoft Office and each toolkit includes a USB drive, resource manual, and templates to implement an ongoing media campaign; all content is unduplicated:

CHANGING THE CONVERSATION Toolkit:

- 52 Mini Ads
- 52 Fast Facts
- 12 Newsletter Columns
- 12 “Powerful PowerPoint” Slides
- 12 “FYI” Articles ***Plus one bonus FYI Article

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

Please visit our website for sample templates: <http://cadyinc.org/prevention-accelerator/>

7. Is the Prevention Accelerator Evidence-Based?

Prevention Accelerator Media Campaigns are 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).

8. 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, any where, any time you want! For example:

- Newspaper Columns or Press Releases
- Website
- Social Media: Facebook; Twitter; Instagram; 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

9. 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/>