PREVENTION ACCELERATOR MEDIA CAMPAIGNS®

READY! SET! DONE!© Toolkit

Target Audience: Adults

Template Examples:

Fast Facts

FACT #4	Research has shown that delaying the start of substance use among young people, even by one year, can decrease substance use for the rest of their lives. (NIH)

Source: Reported drug use among adolescents continued to hold below pre-pandemic levels in 2023 | National Institutes of Health (NIH)

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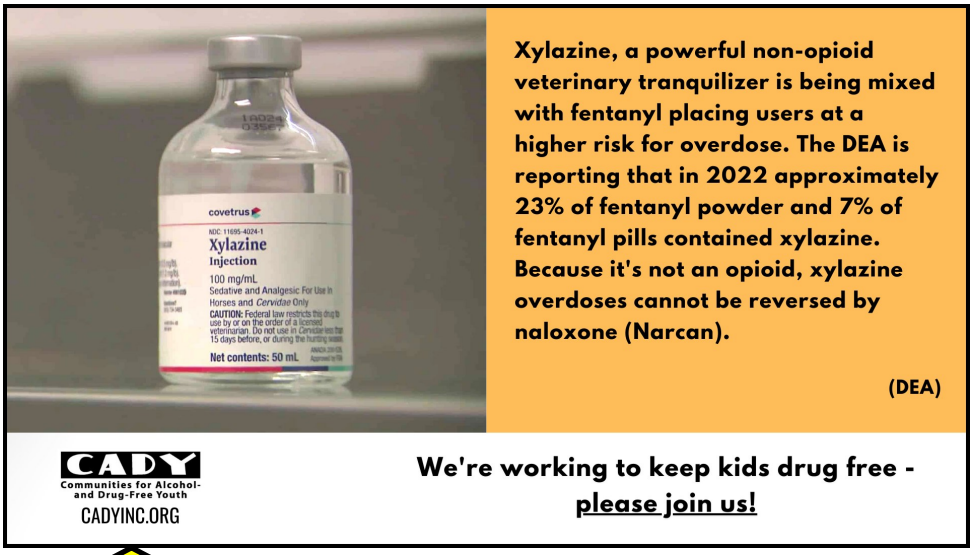

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READY! SET! DONE!© Toolkit

Target Audience: Adults

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Fast Facts

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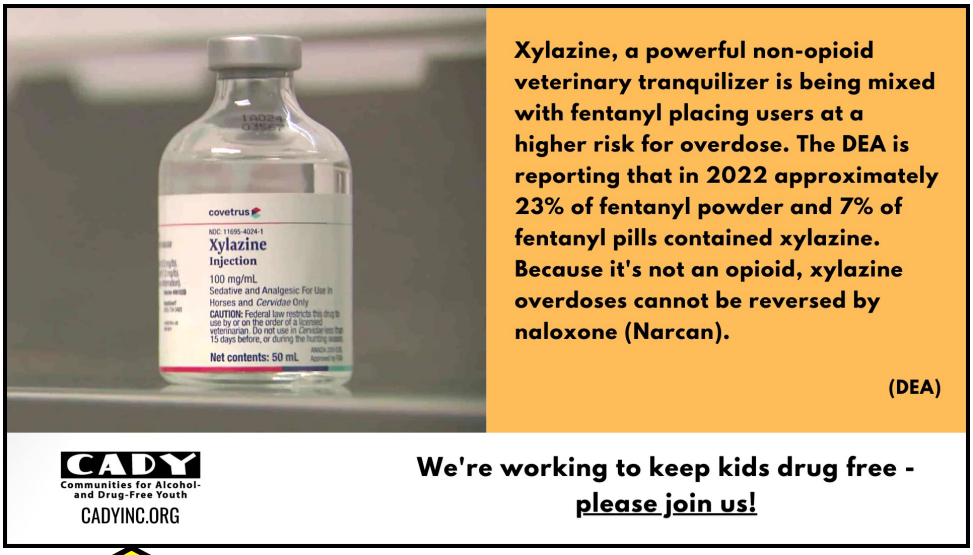

Xylazine, a powerful non-opioid veterinary tranquilizer is being mixed with fentanyl placing users at a higher risk for overdose. The DEA is reporting that in 2022 approximately 23% of fentanyl powder and 7% of fentanyl pills contained xylazine. Because it's not an opioid, xylazine overdoses cannot be reversed by naloxone (Narcan).

(DEA)

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We're working to keep kids drug free - please join us!

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PREVENTION ON-THE-MOVE© Toolkit

Target Audience: Young Adults & Adults

Template Examples:

Fast Facts

FACT #9	Taking opioids in combination with other central nervous system depressants—like benzodiazepines, alcohol, or xylazine—increases the risk of life-threatening overdose. (NIDA)

Source: Benzodiazepines and Opioids | National Institute on Drug Abuse (NIDA) (nih.gov)

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More than 140,000 people die from excessive alcohol use in the U.S. each year.

(CDC)

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MARIJUANA:
PREVENTING ANOTHER BIG TOBACCO© Toolkit
Target Audience: Adults

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BIG MARIJUANA...

IS BORROWING FROM
BIG TOBACCO'S PLAYBOOK
IN SEARCH OF THE SAME
DEEP PROFITS.

IT'S TIME TO COMBAT
THEIR GAME WITH **THE FACTS!**

"This is the one toolkit you need to push back against pot in your community. Big Marijuana can be stopped if we mobilize together. This tool shows you how!"

-Kevin Sabet, SAM President and CEO

INCLUDED IN THIS TOOLKIT IS EVERYTHING YOU NEED TO:

- Inform the public and policy makers on the risks and harms of marijuana use.
- Focus on youth prevention and health promotion across the lifespan.
- Support smart marijuana policies based on science, not slogans.
- Advance prevention efforts against the legalization of marijuana.
- Provide parents with vital information on strategies to protect their children.

ONLY $1195

It's easy. It's effective. It's efficient.
Order your Marijuana: Preventing Another Big Tobacco© Toolkit today!

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SAM Smart Approaches to Marijuana
preventing another big tobacco

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MARIJUANA: PREVENTING ANOTHER BIG TOBACCO© Toolkit

Target Audience: Adults

Template Examples:

Fast Facts

FACT #1	The compounds in marijuana can make the heart beat faster and can make blood pressure higher immediately after use; leading to an increased risk of stroke, heart disease and other vascular diseases. (CDC)

Source: Heart Health | Health Effects | Marijuana | CDC

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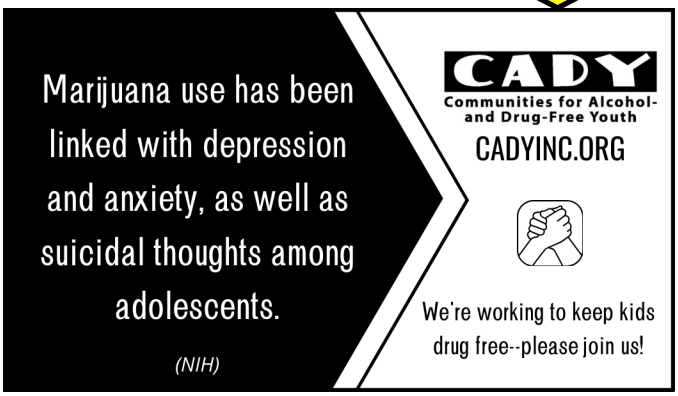

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CHANGING THE CONVERSATION©

Addiction, Treatment & Recovery Toolkit

Target Audience: Adults, Healthcare

TAKE A STAND—STAND UP TO STIGMA

IMAGINE HAVING AN ENTIRE MESSAGING CAMPAIGN THAT IS ALREADY RESEARCHED, DEVELOPED AND READY TO ROLL OUT.

ALL IT NEEDS IS YOU.

A STRATEGIC, 12-MONTH SUBSTANCE USE DISORDERS CONTINUUM OF CARE MESSAGING CAMPAIGN

THE CONTENT CONTAINED IN THIS TOOLKIT WILL HELP TO:

- Increase awareness, understanding, and empathy on the disease of addiction and mental health disorders.
- Reduce stigma, distrust, shame, fear and discrimination.
- Change language to “person-first” communications—words do matter.
- Encourage and inspire people who need help to seek treatment and recovery supports.
- Advance policy, practice, and systems by responding to *Facing Addiction in America: The Surgeon General’s Report on Alcohol, Drugs, and Health.*

It’s easy. It’s effective. It’s efficient.

Order your Changing The Conversation© Toolkit today!

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Target Audience: Adults, Healthcare

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Fast Facts

FACT #5	Genetic risk factors account for more than half of the likelihood that an individual will develop an addiction. (NIDA)

Source: Genetics and Epigenetics of Addiction DrugFacts | National Institute on Drug Abuse (NIDA) (nih.gov)

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Treatment is Effective
Recovery is Possible

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Naltrexone blocks the effects of opioids and has also proven to be beneficial in managing cravings for alcohol.

(SAMHSA)

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THE WORDS WE USE MATTER

Why does it matter?

Language matters in compassionate care, and that is not just limited to what you say in front of a patient. What you say behind closed doors to coworkers, friends and family can be the seed for stigma, and not recognizing cultural differences may lead people to distrust and avoid treatment. After experiencing a traumatic event, many people struggle to share their experiences and reactions with others. What you say matters in helping the survivor feel safe and understood.

(AHA)

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Recovery is Possible – Hope is Essential

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ADVERSE CHILDHOOD EXPERIENCES:

CHANGING THE OUTCOME©

Toolkit for Trauma-Informed Prevention

Target Audience: Providers, Coalitions, Schools, Healthcare and Mental Health Professionals

Template Examples: Verifiable Source Links included for all templates

Fast Facts

FACT #2	The concept of resilience encompasses the capacity to resist, adapt to, recover, or grow from a challenge; to seek fundamental knowledge about the nature and behavior of living systems and the application of that knowledge to enhance health, lengthen life, and reduce illness and disability. (NIH)

Source: Resilience Research Scientific Interest Group | NIH Office of Intramural Research

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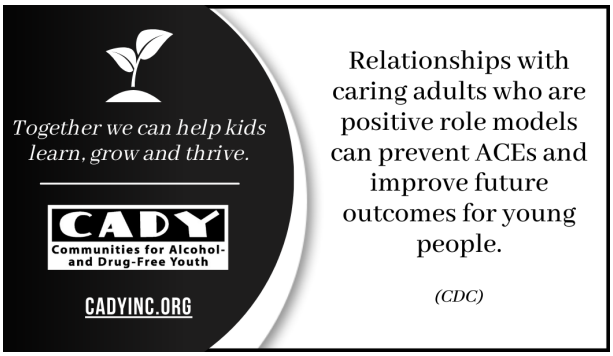

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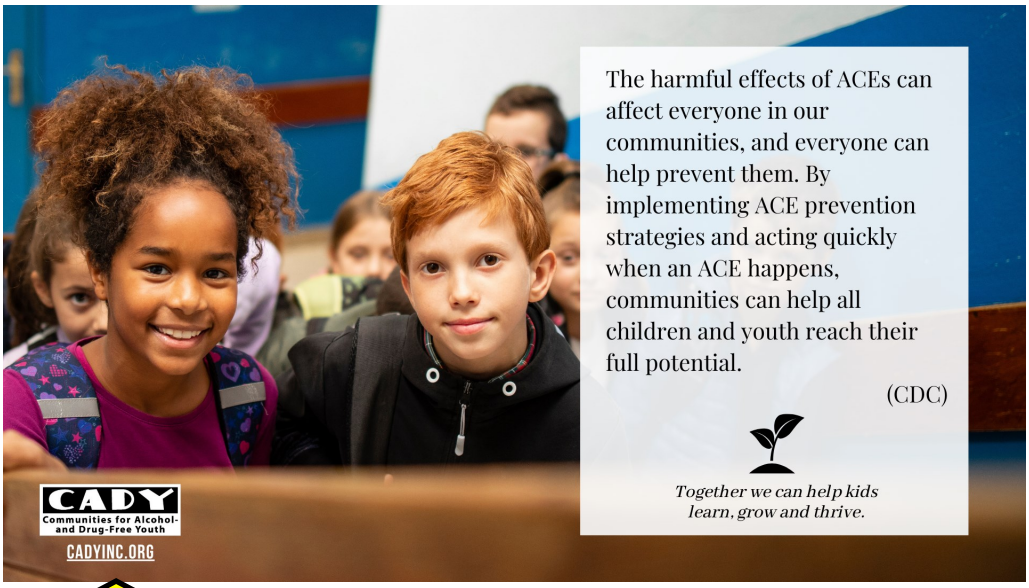

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NEWSLETTERS

What are Adverse Childhood Experiences?

Adverse Childhood Experiences, or ACEs, are potentially traumatic events that occur in childhood (0-17 years) such as experiencing violence, abuse, or neglect; witnessing violence in the home; and having a family member attempt or die by suicide.

Also included are aspects of the child's environment that can undermine their sense of safety, stability, and bonding such as growing up in a household with substance misuse, mental health problems, or instability due to parental separation or incarceration of a parent, sibling, or other member of the household. Traumatic events in childhood can be emotionally painful or distressing and can have effects that persist for years. Relationships with caring adults who are positive role models can prevent ACEs and improve future outcomes for young people.

(CDC)

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Source: Fast Facts: Preventing Adverse Childhood Experiences | CDC

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