ANSWERS to Frequently Asked Questions

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

- The National Center on Substance Abuse Prevention (CSAP) lists media campaigns as a recommended strategy for information dissemination.
- Broad-based messaging influences population-level changes on perception of risk and adult disapproval.
- 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 capacity 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 an Evidence-Based Practice?**

Prevention Accelerator Media Campaigns are 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 with the SAMHSA Evidence-Based Practices Resource Center (formerly NREPP). All content contains verifiable links to source information and data.

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. As outlined in question #4, solutions provide adults with research-based information and tools to proactively engage and guide good choices of the youth in their life. 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 one in their community as a problem solver. The Prevention Accelerator is a tool that puts everyone on the "same page."

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

The Prevention Accelerator focuses on solutions by:

- Raising adult disapproval so they will guide good choices that lead to healthy, drug-free lives and promising futures for children and youth.

- 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.

- Providing parents with practical tools to build dialogue with their children about substances.

- Raising community awareness that addiction is a preventable disease when comprehensive prevention strategies are implemented to stop the problem before it begins.

- Reducing access and availability of drugs and alcohol by raising adult awareness on safe storage and monitoring of alcohol and Rx Drugs.

- Using your unique branding. Public awareness increases your organization as the GO TO expert in the region and increases your organization's capacity to build local solutions that address local problems.

- Educating elected officials on the need for strong prevention policy and funding of evidence-based 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.

5. **What comes with each campaign?**

All campaigns are formatted utilizing accessible Canva files, and each toolkit includes a digital and hardcopy resource manual, and digital templates populated with your logo and contact information to implement an ongoing media campaign; all content is unduplicated with corresponding source links.

6. **What is the focus of each of the campaigns?**

READY! SET! DONE! 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 disapproval by empowering adults to guide good choices based on fact-based information.

PREVENTION ON-THE-MOVE has a topic specific focus on eight major issues: Prescription Drugs, Opioids/Heroin, Marijuana, Binge Drinking, Synthetic Drugs, Drugged Driving, Vaping, and Mental Health & Substance Misuse. All content is focused on these eight 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.

MARIJUANA: PREVENTING ANOTHER BIG TOBACCO is a comprehensive resource with marijuana-specific content on the risks and harms of marijuana use across the lifespan, as well as answering 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 health care/behavioral health organizations and policy makers with 18 months of science-based messaging to advance prevention efforts against marijuana legalization across the United States, while also providing fact-based information to legalized states to prevent and reduce youth use.

CHANGING THE CONVERSATION ON ADDICTION, TREATMENT, AND RECOVERY integrates the Continuum of Care model into all messaging templates. Changing Conversation is a time-saving tool that provides topic-specific content for adult audiences on lifespan substance misuse related risks and connects the dots to solutions. Changing the Conversation is research-based with sources including NIDA, Center on Addiction, SAMHSA and many more. The messaging contained 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 because words do matter; encourage and inspire people who need help to seek treatment and recovery supports; and advance policy, practice, and systems to build promising futures.

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

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

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

   Please visit our website for sample templates: www.cadyinc.org/pa

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

   The Prevention Accelerator provides a Flexible System that can be used – Any where - Any time you want! For example:

   - Social Media: Facebook; Twitter; Blogs; Instagram
   - Newspaper columns or press releases
   - Research-based facts for public policy discussions and legislative debates
   - Organization and partner websites
   - Public Access Television
   - Free weekly Shopping Guides to help ensure cultural competence
   - Message boards
   - School "Move-Up" Nights
   - Newsletters: school; faith-based; civic organizations
   - Electronic messaging boards at schools
   - Resource for presentations, trainings, and grant writing

10. 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: www.cadyinc.org/pa