



Substance Abuse Awareness Month Media Campaign Support

October 2015 marks the second annual National Substance Abuse Prevention Month – an observance to highlight the vital role of substance abuse prevention plays in both individual and community health and to remember those who have lost their lives to alcohol and drugs (NCAAD, 2015). As many of you know, substance abuse has a major impact on individuals, families, and communities. These effects are cumulative, and significantly contribute to costly social, physical, mental, and public health problems. Research suggests substance abuse is often correlated to the following:

- Teenage pregnancy
- Human immunodeficiency virus/acquired immunodeficiency syndrome (HIV/AIDS)
- Other sexually transmitted diseases (STDs)
- Domestic violence
- Child abuse
- Motor vehicle crashes
- Physical fights
- Crime
- Homicide
- Suicide (US Dept Health and Human Services, 2006) (Healthy People, 2015)

Did you know?

- 22.6 million people (9.2% of the U.S. population ages 12 and older) have an alcohol or drug problem (National Survey on Drug Use and Health; NSDUH)
- 2.4 million adolescents have an alcohol or drug problem. (NSDUH)
- 8.3% of Veterans Administration patients meet criteria for a Substance Abuse Disorder, other than nicotine dependence (2010).
 - In addition, approximately 20% of VA enrollees are current smokers. (VA.Gov, 2015) - See more at the [VA Website](#)
- Alcoholism and drug dependence cost the nation over \$276 billion a year, principally from lost productivity and increased health care spending (National Institute on Alcohol Abuse and Alcoholism; NIAAA)

- Every day in the United States, more than 4,750 kids under age 16 have their first full drink of alcohol (SAMSHA, 2015)
- The 2009 National Survey on Drug Use and Health (NSDUH) reported that approximately 6.6% of women aged 12 and older reported past month use of an illicit drug (NSDUH, 2010)

Get Your Coalition Involved!

Substance Abuse Awareness Month is about highlighting the role substance abuse plays in each community, and is a perfect example to bring awareness to the issue. Try some of these ideas out this October!

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Community Event Ideas

- Every morning during the school announcements over the PA system, have teachers, counselors, and the principal state a drug fact. This will help encourage discussion throughout the day. Have teachers, counselors, and healthcare professionals available for any questions.
- Utilize your Facebook, Twitter, or other social media account to share facts, stories, events, and interact with other organizations! In 2014, the Office of National Drug Control Policy hosted a Twitter chat with the #PrevMonth Check out [their website](#) to see what they have planned for 2015, or start your own Hashtag campaign!
- For parents: write a contract with your kids. Specifically, create a pact with your child/children stating they will say no to drugs and tell you if/when they have been offered an illegal substance. Let this agreement build on the trust and honesty you have with your children. For suggestions, [visit](#) (Partnership for Drug-Free Kids, 2015).
- Inviting speakers to talk to school-aged children and help them understand the consequences of substance use/abuse:
- Hold a fund-raising dance or event and donate a portion of the proceeds to the local substance abuse program.
- Create the Caring School Community Program, which focus on establishing a sense of community among the classroom, school, and family settings. The community support that results helps children succeed in school and cope with stress and other problems when they occur (NIDA: Preventing Drug Use Among Children and Adolescents, 2015). For more information, see the resource section below.
- Set up an essay, poster, or media contest in order to allow individuals to share their stories or opinions about substance abuse.
- Suggest that your school hold an assembly to focus on the dangers of prescription drugs. Project NIDA's "PEERx" interactive videos on a large screen. Let the kids shout out their favorite "paths" to choose. Invite a local expert (a doctor, scientist, nurse or pharmacist) to talk about the choices made by the kids. To prepare, check out [NIDA's PEERx site!](#)
- Create teams in the classroom (one computer per team) and challenge either other to see who can sort out clues in the CSI: Web Adventures virtual game and solve the mystery first. You'll explore a house fire that leaves one person dead, another in the hospital. Was it arson? Did the person really die from the fire? Step into the shoes of a rookie crime scene investigator and navigate the virtual CSI world to explore the biology of prescription drug abuse.
- Learning while you eat is definitely more fun! At the beginning of lunch period every day during NDFW, have teachers say a drug fact and a discussion question, and have students discuss the fact over lunch. Have teachers, counselors, and healthcare professionals available in the lunchroom for any questions.
- Issue a Substance Abuse Awareness Month proclamation the Mayor's Office (See Below)
- Include last year's Proclamation from President Barak Obama in Your Local Newspaper as a reason to promote it in your city or town (See Below)

- Partner with local businesses (including fast food restaurants, bookstores, video and music stores; movie theaters; skating rinks; bowling alleys, and miniature golf courses) for drug-free youth events or promotions.
- Organize a Substance Abuse Parade or Rally in celebration of UNITE to Face Addiction on October 4, 2015 <https://www.facingaddiction.org/press>
- Learn more about how rural communities can [combat substance abuse](#)
- Work with your local police station to host a Family Information Night. Share free information on preventing alcohol abuse and provide demonstrations. For example, use drinking goggles to show how drinking too much can affect your vision.

Get your Media involved!

Substance Abuse Prevention Events become great when the community is aware and involved! Utilize the media outlets available to you to make sure the community knows October is Substance Abuse Awareness Month, the events you have planned, and to increase their knowledge and awareness—modify the following examples of a press release, announcement for events, proclamations, and social media posts for use in your community, or make sure your media outlets know about proclamations from relevant politicians!

Sample Announcement for Newsletter, Listserv, or Media Release

Customize this text from www.healthfinder.gov into your newsletter, listserv, or media release to publicize upcoming events. Add local details and quotes from your organization.

Substance abuse increases people’s risk of injuries, violence, drowning, liver disease, and some types of cancer. This October is Substance Abuse Awareness Month and **[your organization]** encourages you to educate yourself and your loved ones about the dangers.

To spread the word and prevent alcohol abuse, **[your organization]** is joining other organizations across the country to honor Substance Abuse Awareness Month.

- **[Add details about your local activities.]**

[Include quote from your organization about the importance of substance abuse awareness and/or prevention]

For more information, visit **[insert your organization information]** or contact **[insert contact information]**.

2014 Proclamation from President Barack Obama

There will likely be an updated version released in October 2015!



NATIONAL SUBSTANCE ABUSE PREVENTION MONTH, 2014

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Substance abuse disrupts our families, schools, and communities and limits the success of young people across our country. It destroys relationships and stands in the way of academic achievement. Every day, thousands of young Americans try drugs or alcohol for the first time, and for many, this decision will have a profound impact on their health and well being. This month, we join with families, schools, and local leaders to promote safe and healthy neighborhoods and help ensure all our children have the support and resources they need to achieve their full potential.

Preventing substance use before it begins is the most effective way to eliminate the damage caused by drugs and the abuse of alcohol. That is why my Administration's 2014 *National Drug Control Strategy* supports evidence-based education and outreach programs that connect with young people at schools, on college campuses, and in the workplace. This year, through the Drug-Free Communities Support Program, we are investing in 680 local coalitions that are working to reduce substance use in cities and towns across our country. These partners raise awareness of the harms associated with drug and alcohol use and create supportive environments that foster good decisionmaking.

Substance use affects everyone, and each of us can play a part in helping the next generation make choices that support physical, mental, behavioral, and emotional health. Parents, mentors, and community members can model a healthy lifestyle and should talk with kids early and often about the dangers of drug and alcohol use. During National Substance Abuse Prevention Month, we recognize all those who work to prevent substance use in our neighborhoods, and we renew our commitment to building a safer, drug-free America. Together, we can make sure all children have the opportunity to pursue happy, fulfilling, and productive lives.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim October 2014 as National Substance Abuse Prevention Month. I call upon all Americans to engage in appropriate programs and activities to promote comprehensive substance abuse prevention efforts within their communities.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of September, in the year of our Lord two thousand fourteen, and of the Independence of the United States of America the two hundred and thirty-ninth.

A handwritten signature in black ink, appearing to read "Barack Obama".

Sample Proclamation for Local Governments

Customize this text and work with your local government to have them acknowledge October as Substance Abuse Awareness month. Add local details and data, if available.

National Substance Abuse Awareness Month 2015

Proclamation

WHEREAS, recovery from substance use disorders is possible through a variety of treatment resources and recovery support programs; and

WHEREAS, thousands of people across the United States are living happy, healthy and productive lives in recovery; and

WHEREAS, stress can contribute to substance use disorders, and finding a positive outlet for dealing with stress is crucial as people continue to face challenging situations in their lives; and

WHEREAS, in 2008, an estimated 23.1 million people of every age, race, ethnicity and socio-economic status needed treatment for substance dependence or abuse in the United States; and

WHEREAS, in a 2008 published report, nearly half of Americans reported their stress levels had increased over the past year, with as many as 30 percent rating their stress levels as extreme; and

WHEREAS, substance use disorders are a treatable yet serious health care problem, and our community must take steps to address the problem; and

WHEREAS, educating our community about how substance use disorders affect all people in the community, including public safety officials, the local workforce, older adults and families, is essential if we are to combat misconceptions associated with addiction; and

WHEREAS, to help more people enter a path of recovery, the U.S. Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration, the White House Office of National Drug Control Policy, and Centerstone Recovery Center invite all Bloomington residents to participate in National Alcohol and Drug Addiction Recovery Month; and

WHEREAS, this year's theme, "Join the Voices for Recovery: Now More Than Ever," reflects the ongoing need for solutions to this widespread problem. Together, we can help those who are struggling with dependence and abuse.

NOW, THEREFORE, I, [NAME], [POSITION] of [MUNICIPALITY], Indiana do hereby proclaim the month of October 2015 as:

National Substance Abuse Awareness Month

In [MUNICIPALITY], Indiana, and encourage everyone to learn more about substance use recovery efforts in our community.

IN WITNESS WHEREOF, I have here
unto set my hand and caused to be affixed the
Seal this [DATE]

[signature]

Sample Flyers

Consider incorporating these flyers in your local newspaper, community events, or displaying at schools or throughout the community. For more information, click on the links describing the type.

Description:	Type:	Alternative:
Before the Big Sleepover	Black & White	Color
Heading Out to Hang With Friends	Black & White	Color
Cooking Together	Black & White	Color
Loading Up The Truck	Black & White	Color
Chores between Father & Son	Black & White	Color
Dinner (Non-Traditional Nuclear Family)	Black & White	Color
Shopping	Customizable	Not Applicable
Diligencias de sábado (Saturday Errands)	personalizar	no es aplicable

Sample Commercials:

Description:	Link (copy and paste to your web browser):
Television: Mom's First Thoughts	http://www.samhsa.gov/sites/default/files/underage-drinking-assets/uad-moms-thoughts-60.mp4
Television: Father and Son	http://www.samhsa.gov/sites/default/files/underage-drinking-assets/tvpsa/TheyHearYou60.mp4

Radio Announcement: It's Not Too Early	http://www.samhsa.gov/sites/default/files/underage-drinking-assets/SAMHSA_TTHY_NA_15.mp3
Radio Announcement: Cooking with Grandma	http://www.samhsa.gov/sites/default/files/underage-drinking-assets/SAMHSA_TTHY_NA_60.mp3

Sample Facebook Messages

Consider engaging your Facebook followers and community by posting statistics, information on events, the following stock phrases, or create your own!

Did you know October is Substance Abuse Awareness Month? When your daughter asks to go to a party, do you follow up with questions? Even a simple question such as “Who will you be with?” can start a conversation about with her. For more suggestions, visit www.underagedrinking.samhsa.gov

Did you know October is Substance Abuse Awareness Month? When your son asks “So why do you drink”, what’s the first thing that comes to mind? If his question leaves you speechless, visit www.underagedrinking.samhsa.gov for suggestions.

Traducción en Español: Octubre es uso de sustancias mes de toma de conciencia. ¿Qué diría usted si su hijo pregunta: ¿Sabía usted bebe cuando eras un niño? Para sugerencias, haga clic en el enlace de más.

English Translation: October is substance use awareness month. What would you say if your child ask: “did you drink when you were a kid?” For tips, click on the link www.underagedrinking.samhsa.gov.

You could also change your Cover Photo to one of the following...



Sample Tweets for Twitter

Consider engaging your Twitter followers and community by posting statistics, information on events, the following stock phrases, or create your own!

- Have questions about alcohol? You aren't alone. @CDC_ehealth shares their answers: <http://1.usa.gov/l5QQv5> #substanceabuse
- Go for a walk or catch up with an old friend instead of drinking alcohol. Learn more tips here: <http://1.usa.gov/VisRQL> #substanceabuse
- Every day in the United States, more than 4,750 kids under age 16 have their first full drink of alcohol (SAMSHA, 2015) #substanceabuse
- 2.4 million adolescents have an alcohol or drug problem. (NSDUH)#substanceabuse

Social Media Accounts to Follow

Lost on what to post to your account? Consider following these accounts and either engaging with them, or retweeting/sharing their information!

Agencies and their Proxies

Michael Botticelli @Botticelli44

Director, White House Office of National Drug Control Policy. 26 years in recovery. Tweets subject to FRA/PRA and may be archived.

MedicineAbuseProject @MedicineAbuse

The Medicine Abuse Project is a multi-year effort of [@drugnews](#) that aims to prevent 1/2 million teens from abusing medicines by 2017.

Yng Ppl in Recovery @YngPplRecover

Youth in recovery deserve a voice. YPR is that voice. Recovery Ready America. [#YPRVoice](#)

NCADD National @NCADDNational

National Council on Alcoholism and Drug Dependence- For 70 years NCADD has been a valuable resource for millions of people struggling with addiction nationwide.

CAMY JHU @CAMYJHU

The Center on Alcohol Marketing & Youth (CAMY) at JHSPH monitors alcohol industry marketing practices to protect youth. RTs are not endorsements.

ICRUD @icrud1

ICRUD is a non-profit coalition working to reduce youth access to alcohol in Indiana.

Indiana Prev Res Ctr @INDPREVRESCTR

Working to strengthen a behavioral health system to promote prevention, treatment, & recovery in Indiana Tweets by [@katiekathleena](#) unless noted RT ≠ endorsement

Missouri PIP @MissouriPIP

Partners in Prevention is Missouri's higher education substance abuse consortium dedicated to creating healthy and safe college campuses.

MoSafeRx @MoSafeRx

Providing healthy college living tips and resources for Missouri college students and educating students on the dangers of prescription drug misuse

ACT Missouri @ACTMOPrevention

Official Twitter account of ACT Missouri, the Prevention Network for Missouri. Taking ACTion to reduce substance abuse. Following/RT does not imply endorsement.

Drug Free Action @DrugFreeAction

Drug Free Action Alliance is focused on the prevention of substance abuse and its related consequences.

National Facebook Prevention Accounts

CADCA - Community Anti-Drug Coalitions of America, or [CADCA](#), is a 501(c)(3) non-profit organization that works to strengthen the capacity of community coalitions in their effort to create and maintain safe, healthy and drug-free communities.

SAMHSA -The Substance Abuse and Mental Health Services Administration ([SAMHSA](#)) leads public health efforts to advance the behavioral health of the nation.

Society for Prevention Research - The Society for Prevention Research is an organization dedicated to advancing scientific investigation on the etiology and prevention of social, physical and mental health, and academic problems and on the translation of that information to [promote health and well-being](#).

State Level Facebook Prevention Accounts

Indiana Prevention Resource Center - The [Indiana Prevention Resource Center](#) strengthens prevention efforts through education, resources and research. Our vision: An Indiana prevention system that promotes and sustains healthy behaviors and environments.

Local Coalition Facebook Prevention Accounts

*****Did we miss yours? Contact Kathleen@indiana.edu to get added!**

LaPorte County Drug Free Partnership - The [Laporte County Drug Free Partnership](#) was established in 1989 under the Indiana Criminal Justice Institute's Governors Commission.

Drug Free Marion County - [Drug Free Marion County, Inc.](#) is a not-for-profit organization that plans, promotes, implements, and coordinates community efforts to prevent and reduce abuse of alcohol, tobacco, and other drugs among youth and adults.

Additional Technology Tools

If you have access to a smartphone, you could download or promote SAMHSA's "Talk, They Hear You" app to familiarize yourself with substance use interventions. This application includes conversation starters with your child and additional resources at your fingertips. For more information, click [here](#).

Additional Resources

- Signs And Symptoms of Alcohol and Drug Use in [Youth](#)
- 2011 Indiana Alcohol and Other Drug Usage: Facts about [High School Students](#)
- Substance Use Disorder in [Adults](#):
- Signs of Addiction in [Adults](#):
- Inspirations for Youth and [Families](#):
- Learn to Grow Inc. Facilitating [Community Change](#):
- Checking Our Assumptions: Family Involvement in the [Latino Community](#):
- Substance Use in [College Students](#):
- Mental Health Awareness [Toolkit for Veterans](#):
- Addressing the Needs of [Women and Girls](#): Core Competencies for Mental Health and Substance Abuse Service Professionals:

- National Frontier and Rural Addiction Technology Transfer Center:
- NIDA—TEENS

Additional Reading:

Is Substance Abuse Different in Rural Communities?

Substance abuse within a rural community can present many problems. Increased crime and violence, vehicular accidents caused by driving while intoxicated, spreading of infectious diseases, fetal alcohol syndrome, risky sexual behavior, homelessness, and unemployment may all be the result of one or more forms of substance abuse in rural areas (RAC, 2015).

These problems are exacerbated by several unique rural challenges:

- Behavioral health and detoxification (detox) services are not as readily available in rural communities and, for those that are available, their range of services may be limited
 - Patients who require treatment for substance abuse may need to travel long distances to access these services
 - Rural first responders or the rural hospital ER staff may have limited experience in providing care to a patient presenting the physical effects of a drug overdose
 - Law enforcement and prevention programs may be spread sparsely over large rural geographic areas
 - Patients seeking substance abuse treatment may be more hesitant to do so because of privacy issues associated with smaller communities (RAC, 2015)
 - Talk to Your Child About Alcohol or Drugs:
 - Caring School Community Program—Information: Eric Schaps PhD. c/o Caring School Community Program Developmental Studies Center 2000 Embarcadero, Suite 305 Oakland, CA 94606-5300 Phone: (513) 533-0213 Email Website
 - Screening to Brief Intervention (S2BI):
The tool, “Screening to Brief Intervention” (S2BI), enables pediatricians and other clinicians to rapidly match adolescents’ drug involvement to an appropriate type of brief intervention or referral, as recommended by the American Academy of Pediatrics (AAP) (NIDA, 2015)
For more information, click here
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