



OFFICE OF NATIONAL DRUG CONTROL POLICY NATIONAL SUBSTANCE ABUSE PREVENTION MONTH 2013

LEARN IT! LIVE IT!



This year, the Office of National Drug Control Policy recognizes four key areas in its approach to preventing substance abuse, targeting: **YOUTH, PARENTS, COMMUNITIES, and the WORKPLACE.** Prevention works, and that's why we must continue to encourage partnerships among coalitions and the greater community to build and sustain prevention efforts.



Youth at Above the Influence event

WHAT IS NATIONAL SUBSTANCE ABUSE PREVENTION MONTH?

In 2011, President Obama issued the first-ever Presidential Proclamation designating October as National Substance Abuse Prevention Month. The tradition will continue in 2013, as parents, youth, schools, businesses, and community leaders across the country join in this month long observance of the role that substance abuse prevention plays in promoting safe and healthy communities.

WHY DO WE RECOGNIZE NATIONAL SUBSTANCE ABUSE PREVENTION MONTH?

Every day, far too many Americans are hurt by alcohol and drug abuse. From diminished achievement in our schools, to greater risks on our roads and in our communities, to the heartache of lives cut tragically short, the consequences of substance abuse are profound. Yet, we also know that they are preventable. This month, we pay tribute to all those working to prevent substance abuse in our communities, and rededicate ourselves to building a safer, drug-free America.

Preventing drug use before it begins—particularly among young people—is the most cost-effective way to reduce drug use and its consequences. In fact, recent research has concluded that every dollar invested in school-based substance use prevention programs has the potential to save up to \$18 in costs related to substance use disorders.

The President's plan promotes the expansion of national and community-based programs that reach young people in schools, on college campuses, and in the workplace with tailored information to help them make healthy decisions about their future.

The Administration's drug policy reflects this understanding by emphasizing prevention and access to treatment over incarceration, pursuing "smart on crime" rather than "tough on crime" approaches to drug-related offenses, and providing support for early health interventions designed to break the cycle of drug use, crime, incarceration, and re-arrest.

2013

There are many ways coalitions can observe National Substance Abuse Prevention Month. Here's what you can do!

WEEK

1

PREVENTION

Dedicate a week to the science of prevention.

- Identify the BEST PROGRAM for your community.
- EDUCATE your community about the dangers of substance use, including prescription drug misuse.

2

PARENTS

Parents must remember that prevention programs are most effective during key transition periods when youth are most at risk.

Deliver a message that is consistent and clear.

- Educate yourself about illicit drugs using online WEBINARS.
- Foster open COMMUNICATION with your family members.
- Initiate a family CONVERSATION.

3

YOUTH

School-based prevention efforts should provide youth with communication and drug resistance skills.

- Use SOCIAL MEDIA to initiate discussions, including media feeds and open forums.
- Make a "MADE BY ME" commercial.
- Attend an "ABOVE THE INFLUENCE" event.

4

COMMUNITIES

Community coalitions are leaders in preventing substance abuse and can get involved in National Substance Abuse Prevention Month in many different ways:

- Sponsor an "ABOVE THE INFLUENCE" event.
- Organize a Prevention Month KICKOFF event.
- Convene a community FORUM.
- Create PSAs about the dangers of substance abuse.
- Foster YOUTH LEADERSHIP SKILLS through CADCA's National Youth Leadership Initiative.
- Tell your community's STORY.
- Target local NEWSPAPERS to educate your community about Prevention Month.
- Join or start a COALITION by visiting CADCA.org.
- ENGAGE faith communities.

5

WORKPLACES

The workplace is a prime location to educate employees on how to make informed decisions.

- Create a PREVENTION PAGE on the company website.
- Host a BROWN BAG conversation.
- CO-SPONSOR A WALK with other agencies.
- ENCOURAGE EMPLOYEES to get involved in prevention programs.
- DISSEMINATE the National Substance Abuse Prevention Month Toolkit.
- DEVELOP WELLNESS INCENTIVES for employees to maintain healthy lifestyles.