



2022 NATIONAL PREVENTION WEEK OUTCOMES REPORT



Strengthen
COMMUNITY



Build
RESILIENCE



Create
HOPE

STRENGTHENING COMMUNITY, BUILDING RESILIENCE, AND CREATING HOPE TOGETHER

Communities across the country recently celebrated the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Prevention Week (NPW) 2022, a united effort to increase public awareness and action around mental health and substance misuse disorders.

In 2022, NPW took place from May 8–14. Each year, SAMHSA's NPW brings individuals and communities together to generate ideas, build capacity, and share resources to empower substance misuse prevention.

With NPW, our overarching goals are to:

- Involve communities in raising awareness of substance misuse and mental health issues and implementing prevention strategies
- Showcase the effectiveness of evidence-based prevention programs
- Foster collaboration with federal agencies and national organizations dedicated to improving public health
- Share quality resources to help prevent substance misuse and promote mental health

SAMHSA identified several new opportunities for

NPW this year. First, we bolstered our strong network by forging new, nontraditional partnerships and relationships for 2023 and beyond. By moving SAMHSA's Prevention Day (SPD) to coincide with NPW for the first time, we also brought the event to previously untapped audiences. We even introduced a new prevention challenge: **#MyPreventionStory**, a dynamic storytelling platform that will live beyond NPW 2022 and become part of future observances.

#MyPreventionStory

NPW uses daily health themes to focus on pressing substance misuse topics and highlighted each of the following in a “What’s New Today?” video:

#NPW2022 DAILY THEMES

 MAY 8-14 2022	8th SUNDAY <i>NPW Begins</i>	9th MONDAY Strengthening Community Resilience: Substance Misuse and Overdose Prevention	10th TUESDAY Preventing Substance Use and Promoting Mental Health in Youth
	11th WEDNESDAY Preventing Suicide: Everyone Plays a Role	12th THURSDAY The Talent Pipeline: Enhancing the Prevention Workforce	13th FRIDAY Prevention is Everywhere: Highlighting Efforts Across Settings and Communities



SAMHSA'S NATIONAL PREVENTION WEEK 2022

AT A GLANCE



The Substance Abuse and Mental Health Services Administration's (SAMHSA) National Prevention Week (NPW)

In 2022, NPW was held virtually for the first time, extending the reach of the prevention conversation.



Including prevention practitioners, behavioral health professionals, and SAMHSA grantees from nonprofit community-based organizations, state government organizations and academic institutions.



This year marked the first time SAMHSA's Prevention Day (SPD) was held during NPW. By kicking off NPW with SAMHSA's 18th Annual SPD on May 9, we brought a new audience to both events.

SPD consisted of **three** plenaries and **15** breakout sessions relating to four tracks.



SAMHSA conducted direct outreach to approximately **30** partners and other organizations to share resources and invite them to participate in the various activities throughout the week.

1,902

Registrants for the Communities Talk Town Hall



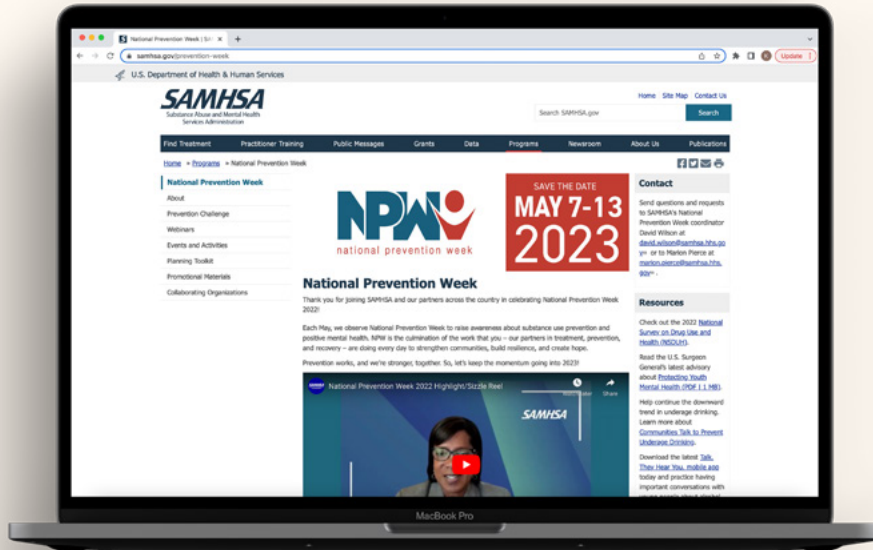
Communities Talk Town Hall to Prevent Underage Drinking was held virtually on May 10 to showcase effective and evidence-based prevention initiatives to reduce underage and harmful drinking.



SAMHSA developed a digital toolkit containing a series of GIFs (animated graphics) and invited artists to contribute GIFs as well.

Overall, NPW's prevention art initiative garnered:

- More than **29.8M** total views
- More than **12.7M** share views
- **39** unique prevention-focused GIFs created by artists



More than **23,000** people
visited the NPW website this year.




SAMHSA created the NPW Partner Toolkit, a collection of resources to help conceptualize, plan, and implement NPW activities and other prevention efforts throughout the year.

From April 1 to May 14:


5,100
The Toolkit with information about *planning an event* received over 5,100 visits.


4,700
And pages to access NPW *promotional materials* received over 4,700 visits.

From May 8–14, SAMHSA had **43** NPW-specific posts across our social media channels. SAMHSA's NPW posts inspired audiences and received:

 **1.1K** engagements
 **4.6M** potential reach

During the week, NPW had notable engagement from other government agencies, nonprofit organizations, public service agencies, schools, and more.

 **3.3K** mentions
 **5.5K** engagements (including likes, retweets/shares, replies/comments)
 **34.9M** potential reach


#MyPreventionStory

This year, SAMHSA introduced **#MyPreventionStory**, an ongoing storytelling initiative to help engage individuals and encourage them to vitally share their experience with substance misuse prevention.

#MyPreventionStory received:

 **337** results

 **1K** engagements

 **2.1M** potential reach

SAMHSA is exploring ways to keep the success and momentum going. We look forward to collaborating with our partners in this work to elevate NPW in 2023 and beyond!

NPW GOES VIRTUAL FOR 2022



TOTAL PLATFORM REGISTRATIONS: 2,912

For NPW, all community events and activities have traditionally been in person. However, to exercise caution due to COVID-19, **National Prevention Week was held virtually for the first time from May 8-14, 2022, with a total of 2,912 registrants.** Many identified as prevention practitioners, behavioral health professionals, and SAMHSA grantees coming from nonprofit community-based organizations, state government organizations, and academic institutions. The NPW virtual conference platform, which included a virtual lobby design, created a centralized portal for registrants to access SAMHSA's NPW events and activities throughout the week and beyond.

Once registrants signed into the platform, they were taken to an interactive lobby with specific, clickable banners for SAMHSA's Prevention Day, the Communities Talk event, the **#MyPreventionStory** Virtual Photo Booth, and the NPW Resource Center. Registrants could click on the banners to attend SAMHSA's Prevention Day and the Communities Talk events live, or they could rewatch the recorded sessions at any time throughout the week.

Each day, registrants could watch a video introducing the daily theme and outlining ways for them to get involved.

The NPW Resource Center included:

- Relevant prevention data reports
- NPW planning resources
- Mental health and wellness resources
- Resources for colleges and universities

Various prevention resources focused on:

- Suicide
- Underage drinking and alcohol misuse
- Prescription drug and opioid misuse
- Youth tobacco, marijuana, and illicit drug use

Throughout the week, participants could enter the **#MyPreventionStory** Virtual Photo Booth and take photos and GIFs using NPW- and SAMHSA-branded backdrops, frames, and stickers to add to the **#MyPreventionStory** gallery and share across their social media accounts.

REGISTRATION BY ROLE AND AFFILIATION (COUNT)

Student	83
Prevention Practitioner	974
Federal Employee	136
Nation Prevention Network (NPN) Member	32
SAMHSA Grantee (identified current and past)	252
Other (role not specified) <ul style="list-style-type: none"> • The 1,435 registrants who identified their role as “other” represented 984 positions, including: • Behavioral Health Professionals • Epidemiologists • Life Coaches • Registered Nurses • Grant Management Specialists • Outreach Coordinators • Prevention Specialists • Suicide Prevention Coordinators • Tribal Health Aides • Police Officers 	1,432

REGISTRATION BY AGENCY AND ORGANIZATION

Federal Agency	172
State Government	429
Tribal or Territorial Government	43
Tribal Organization	37
Nonprofit Community-Based Organization	1,481
Other (agency/organization not specified based on information submitted) <ul style="list-style-type: none"> • The 750 registrants who identified their agency/organization as “other” represented a wide variety of areas. The list included but was not limited to the following: • Academia/K-12/Colleges/Universities • Hospitals/Medical and Mental Health Centers • Addiction Treatment Centers • City Fire Departments • Marketing/Communication Agencies • Community Coalitions • County/Local Government and Health Departments • Emergency Management • Military • For-Profit Community-Based Organizations (i.e., A Peace of Mind, LLC.) 	750

INTRODUCING THE VIRTUAL PHOTO BOOTH

As an ongoing activity throughout NPW, attendees could snap photos in a Virtual Photo Booth featuring NPW-designed elements to include in their selfies. They could even take a series of shots to create GIF images and share their creations across their social media platforms.

Over 90 people took advantage of this fun and interactive resource!





“Prevention Day is the premier meeting of the field. We’re going to discuss emerging issues, share innovations and best practices, as well as learn how the field is delivering prevention strategies and services during this uncertain time.”

CAPT JEFFREY A. COADY, PSY.D., ABPP

Acting Director of the Center for Substance Abuse Prevention (CSAP)
and SAMHSA Region 5 Administrator



SAMHSA's Prevention Day (SPD) is an interactive forum for prevention practitioners, community leaders, researchers, scientists, consumers, and advocates to learn about evidence-based programs and the latest developments in mental health promotion and substance misuse prevention, treatment, and recovery.

This year marked the first time SPD was held during National Prevention Week. By kicking off NPW with SAMHSA's 18th Annual SPD on May 9, we brought in audience members who may not have otherwise attended both events, further extending the reach of our prevention conversation.

SPD consisted of three plenaries and 15 breakout sessions relating to four tracks. The NPW platform hosted all SPD sessions, and the registration website captured the registrant demographics, including SAMHSA grantees, federal agencies, and other organizations. In total, there were 2,726 registrants for SPD. As SPD and NPW were virtual this year, registrants could also access the session recordings later.

The opening plenary was given by Miriam E. Delphin-Rittmon, Ph.D., Assistant Secretary for Mental Health

and Substance Use in the U.S. Department of Health and Human Services and the Administrator of SAMHSA. In her plenary, Dr. Delphin-Rittmon discussed the behavioral health landscape and the current data on overdose trends, the 2022 National Drug Control Strategy from the White House, SAMHSA's response to the current behavioral health challenges, and introduced SAMHSA's HOPE Framework. Throughout the day, prevention practitioners gave presentations on prevention data trends, prevention resources and training, prevention in diverse populations and settings, and prevention across behavioral health efforts.

David L. Wilson, Health Communications and Marketing Coordinator for the Center for Substance Abuse Prevention (CSAP) and Coordinator for NPW, gave a presentation on the power of storytelling to advance prevention efforts. **#MyPreventionStory** was introduced as an initiative to intertwine storytelling and prevention to further strengthen the prevention community. CAPT Jeffrey A. Coady, Psy.D., ABPP, Acting Director of CSAP and SAMHSA Region 5 Administrator, closed the day discussing the 4 Elements (4Es) of a Modern Prevention System—Early Action, Early Access, Equitable Opportunities, and Effective Delivery—the future of prevention, prevention touchpoints across the behavioral health system, and opportunities to close the prevention gap.



PREVENTION DAY PLENARIES	PARTICIPANT VIEWS: Day of Event	PARTICIPANT VIEWS: 3 Months Out
Session Title	May 9	Aug 9
Opening Plenary – Miriam E. Delphin-Rittmon	949	1,038
Prevention and the Power of Stories – David Wilson	523	556
Closing Plenary – CAPT Jeff Coady	273	288

TRACK I: DATA TRENDS AND A PATH FORWARD FOR PREVENTION 11:00 AM – 12:00 PM EDT		
Session Title	May 9	Aug 9
Highlights from SAMHSA's Latest National Survey on Drug Use and Health and Implications for Prevention Efforts	262	545
Strategies to Address Prescription Drug Misuse: SAMHSA Strategic Prevention Framework for Prescription Drugs (SPF-Rx)	127	234
What Can We Learn from Population-Based Variations in Mental Health and Substance Use Disorders? SAMHSA 2021 Behavioral Health Equity Reports	171	279
Changes in the World of Drug Testing	354	394
TRACK 1 TOTALS:	914	1,452

RECENT FINDINGS
OF NATIONAL SURVEY ON DRUG USE & HEALTH
CLASSIFICATION CHANGED DSM 4 → DSM 5
NEW COVID IMPACT FINDINGS: GROWTH IN
SUBSTANCE USAGE
SUICIDE ATTEMPTS, PLANS, THOUGHTS
VIRTUAL MENTAL HEALTH SUPPORT
40.3 MILLION SUBSTANCE USE DISORDERS
HIGHEST IN UNDERSERVED POPULATIONS
ONLY A SMALL FRACTION GETS HELP!

WE BELIEVE THAT PREVENTION WORKS!

THE IMPORTANCE OF DATA
NSDUH REPORTS
SHOW WHAT HAPPENS
CAN SAVE LIVES!
THESE ARE NOT JUST NUMBERS THESE ARE PEOPLE
FOR THE WHY YOU NEED TO ASK THE PEOPLE
SCIENCE IS OUR NORTH STAR

TREATMENT GAPS
FOR AFRICAN-AMERICAN & HISPANIC POPULATION

IMPLICIT BIASES
CULTURE HUMILITY
LANGUAGE MATTERS!
EQUITY IS WHAT MAKES IT POSSIBLE FOR EVERYONE TO BE SUCCESSFUL
CLAS STANDARDS
15 STEPS ACTIONABLE WAYS YOU CAN HELP
HOW CAN WE REDUCE DISPARITIES?
2020 15.4% OF YOUNG <18 y.o. AFRICAN AMERICANS WITH SUBSTANCE DISORDERS
90% WITHOUT TREATMENT
CONTRIBUTE TO SAMHDA WITH DATA

18TH ANNUAL SAMHSA PREVENTION DAY MAY 9, 2022

DATA TRENDS & PATH FORWARD FOR PREVENTION
What Can We Learn from Population-Based Variations in Mental Health and Substance Use Disorders?

PREVENTION DAY PLENARIES	PARTICIPANT VIEWS: Day of Event	PARTICIPANT VIEWS: 3 Months Out
TRACK II: PREVENTION RESOURCES AND TRAINING 12:15 PM – 1:15 PM EDT		
Session Title	May 9	Aug 9
Improving Mental Health and Substance Misuse Prevention, Treatment, and Recovery Support Services Through Evidence-Based Practices: Updates from SAMHSA's Policy Lab	198	299
The Role of Prevention in Harm Reduction	189	306
Telling Prevention Stories: Updates from SAMHSA's Prevention Technology Transfer Centers (PTTCs)	92	202
Social Marketing and Prevention 101	320	474
TRACK 2 TOTALS:	799	1,281

PTTC NETWORK
PRODUCTS & ACTIVITIES
LANGUAGE MATTERS
WORDS WORK
MORE & MORE PREVENTIONISTS
10 REGIONAL CENTERS
2 NATIONAL CENTERS
CONNECT WITH US
GROWING AUDIENCE IN ALL SECTORS

PREVENTION STORIES
AROUND CHOICE
LEARNING FROM RECOVERY CULTURE
WHY? BUILD EMPATHY, REDUCE STIGMA, IT'S THERAPEUTIC
HOW? SHORT & SWEET, KNOW YOUR AUDIENCE
AN IDEA BECOMES STRONGER WHEN SHARED
WHY DO PEOPLE KEEP FALLING INTO THE RIVER?
WHERE CAN I USE MY STORY?
PACES COLLECTION OF STORIES

NATIVE AMERICAN COMMUNITIES
NATIVE STORYTELLING KEEPS US ALIVE!
VIRTUAL STORY TELLING EVENTS
HOPE, HUMOR, CONNECTEDNESS
ENGAGES A LARGER PART OF THE BRAIN!

LATINO COMMUNITIES
CULTURE IS PREVENTION
FAMILISMO = COLLECTIVE PEOPLE SHARING GIFTS!
AWARENESS OF CULTURAL DIFFERENCES IN COMMUNICATION STYLES
FINDING WHAT WORKS FOR US

PROJECTS USING STORYTELLING
PREVENTION STORYTELLING WITH LOCAL DATA
PREVENTION LEADERSHIP ACADEMY
RIPPLE EFFECTS MAPPING
BEHAVIORAL HEALTH EQUITY & PREVENTION SERIES

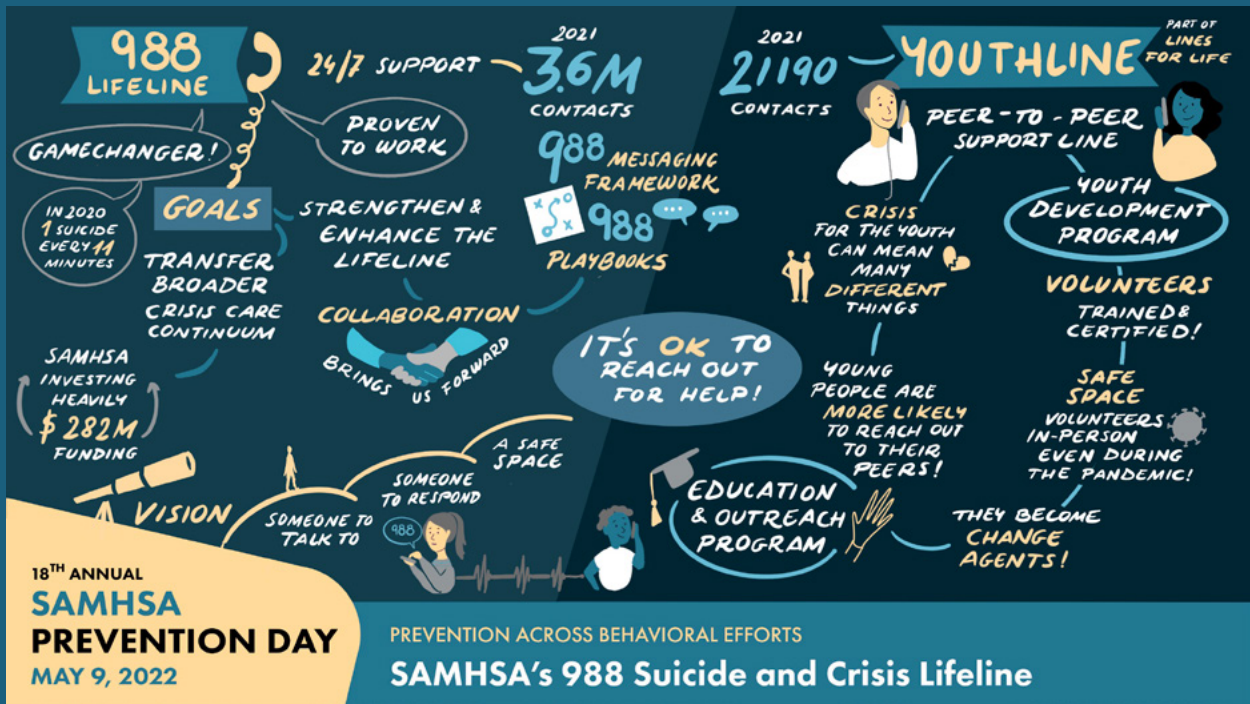
18TH ANNUAL SAMHSA PREVENTION DAY MAY 9, 2022

PREVENTION RESOURCES & TRAINING
Telling Prevention Stories: Updates from SAMHSA's Prevention Technology Transfer Centers

PREVENTION DAY PLENARIES	PARTICIPANT VIEWS: Day of Event	PARTICIPANT VIEWS: 3 Months Out
TRACK III: PREVENTION IN DIVERSE POPULATIONS AND SETTINGS 2:30 PM – 3:30 PM EDT		
Session Title	May 9	Aug 9
Substance Misuse and HIV: Prevention Navigator Program for Racial and Ethnic Minorities	76	146
Addressing the Opioid Crisis Through Prevention Grant Programs	170	347
Expanding Efforts to Prevent, Intervene, and Treat SUDs in School-Based Settings: Student Assistance Services	230	284
Partnership for Success: A Journey to Prevention	181	212
TRACK 3 TOTALS:	657	989



PREVENTION DAY PLENARIES	PARTICIPANT VIEWS: Day of Event	PARTICIPANT VIEWS: 3 Months Out
TRACK IV: PREVENTION ACROSS BEHAVIORAL HEALTH EFFORTS 3:45 PM – 4:45 PM EDT		
Session Title	May 9	Aug 9
SAMHSA's 988 Suicide and Crisis Lifeline	213	323
Prevention Touchpoints: The Oregon Construction Industry Suicide Prevention Partnership and California's CalHOPE	97	141
Psychedelics and Implications for Prevention	181	246
TRACK 4 TOTALS:	491	710



COMMUNITIES TALK EVENT

The Communities Talk Town Hall to Prevent Underage Drinking was held on May 10 via the Virtual Lobby platform. This Town Hall-style event showcased examples of effective and evidence-based prevention initiatives that are helping to reduce underage and harmful drinking and was attended by **1,902 REGISTRANTS**.

More than 1,000 community-based organizations (CBOs) and institutions of higher education (IHEs) conducted prevention activities and events in 2021 through the Communities Talk to Prevent Underage Drinking initiative. The session shared “real life” success stories by looking at the range of organizations participating in the 2021 cycle, examining lessons learned, and showcasing the diversity of prevention efforts in communities across the country. It also shared tools and resources designed to support prevention activity planning, which are available at stopalcoholabuse.gov.



PRESENTERS INCLUDED REPRESENTATIVES FROM THE FOLLOWING THREE ORGANIZATIONS



Janice Balmer
Health Project Consultant,
Community Health Council of
Lebanon County (PA)



Liz Gandara
Alcohol, Tobacco, and Other Drug
Health Educator, San Francisco
State University



Johanie Hernández
Coordinadora, ORP Caribe/Proyecto
Guaitiao/Proyecto Natiao; Coordinator,
ORP Caribbean/ Project Guaitiao/
Project Natiao, Guara Bi Inc

The event was moderated by **Marion Pierce, Public Health Analyst**, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention, Division of Prevention Communication and Public Engagement.

The Discussion Moderator was **Stephanie Dukes**, Associate Director, Vanguard Communications.

HIGHLIGHTING PREVENTION THROUGH ART

Leading up to NPW, SAMHSA developed and published a digital toolkit containing a series of **20** tailored GIFs (animated graphics) to highlight prevention and mental health topics and provide the prevention community with sharable, dynamic art that could be distributed broadly on social media. The artist community also came together during NPW to create an additional **19** GIFs.

The NPW digital toolkit and the artist submissions were all uploaded to the NPW microsite, prevention.art, where the GIFs remain available to access and share for free on social media channels (i.e., Facebook, Instagram, and Twitter). The prevention microsite also includes instructions for posting GIFs on social media.

GIF PERFORMANCE

Overall, NPW's prevention art initiative garnered:



More than
29.8M
total views



More than
12.7M
share views



39 unique
prevention-
focused GIFs



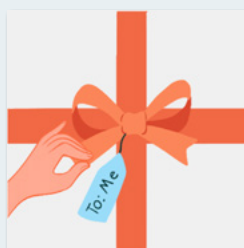
10.6M total views

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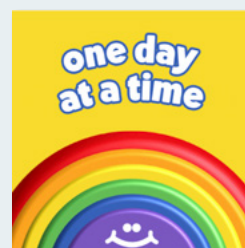
609K total views

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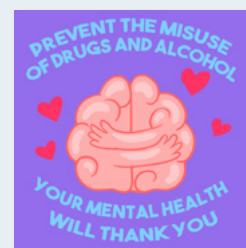
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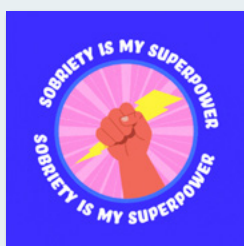
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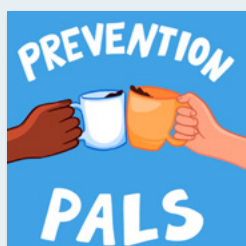
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281.5K total views

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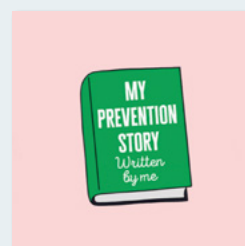
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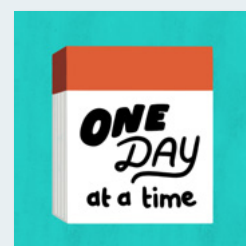
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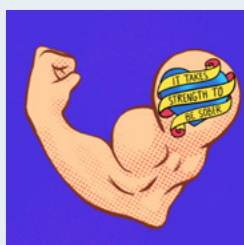
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145K total views

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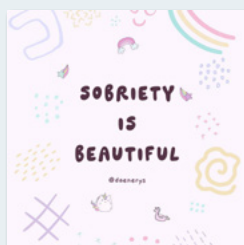
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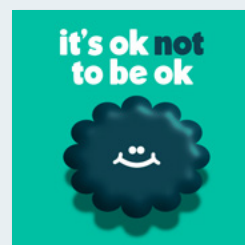
133.2K total views

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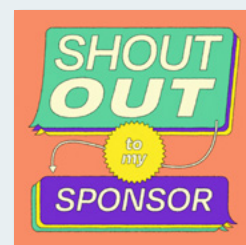
128.4K total views

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125.5K total views

[CLICK TO DOWNLOAD](#)



124.3K total views

[CLICK TO DOWNLOAD](#)

NPW PARTNER INFORMATION

SAMHSA recognizes the importance of partnering with organizations to help spread important messages about prevention. In 2022, SAMHSA's NPW partnership goal was to re-engage with previously established partners while laying the foundation for potential new partners. The unique format of a virtual NPW provided new opportunities for partnership engagement, including participation in the Virtual Photo Booth and online sharing of *#MyPreventionStory*.

Highlights Across the Prevention Community

Connecticut Clearinghouse Promotes NPW Through Events, Resources and More

Connecticut Clearinghouse shared NPW resources and a calendar of events on their website and dedicated CTPreventionWeek Facebook page. Many promotional materials feature Starfish Stella, a Connecticut-specific prevention mascot.

DEA Official Highlights National Prevention Week Event

DEA El Paso Public Information Officer Carlos Briano recommended people visit the NPW website to attend the various events throughout the week. The segment aired on KTSM-TV in El Paso, TX.

Urban Indian Coalition of AZ Creates Spirit of Prevention Week Picture Challenge

The UIC of AZ developed a Spirit Week picture challenge to engage their community in NPW, encouraging people to wear a different color to correspond to each theme for the week.

One Step Youth Influencers Participate in Annual Walk for Prevention

Youth leaders and the New Haven Prevention Council members gathered for their annual prevention walk during NPW. The mayor joined the group during a press conference he gave with a local TV station to offer his support.

New Britain Local Prevention Council Promotes Prevention at Local High School

In recognition of NPW, the Street Team for the New Britain Local Prevention Council went to New Britain High School to share positive alternatives for students to engage in rather than turning to substance use.

In total, SAMHSA reached out to about 30 partners and other organizations to share resources and invite them to participate in the various activities throughout the week.

Snapshot of Organizations Invited to Participate in NPW 2022



In addition, SAMHSA looked beyond prevention organizations to identify new partners for potential future engagement across the entertainment industry, including podcasters and influencers in the mental health and sobriety space.

THE PREVENTION TOOLKIT

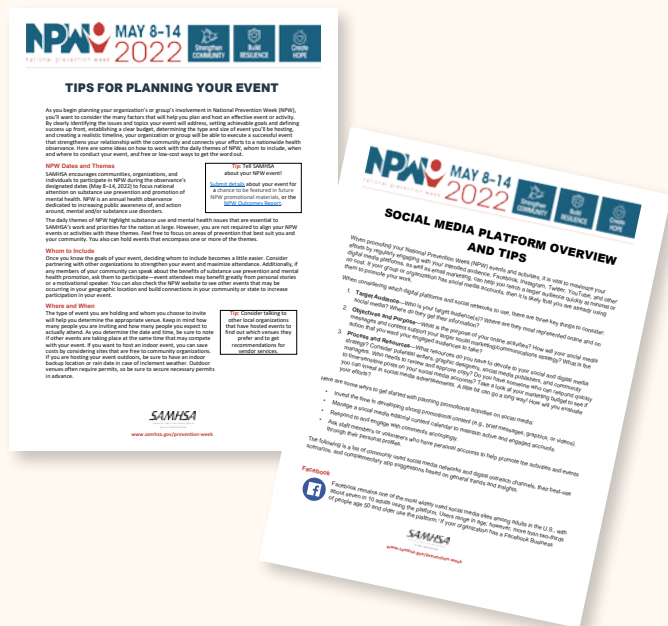
SHARING THE TOOLS FOR SUCCESS

NPW could not succeed without the dedication and enthusiasm of the organizations and agencies that make prevention happen. To help them accomplish their goals, SAMHSA created the NPW Partner Toolkit, a collection of resources to help conceptualize, plan, and implement their NPW activities and other prevention efforts throughout the year.

The SAMHSA Partner Toolkit is available to help anyone involved in prevention access the tools and resources needed to accomplish their goals. In addition, we are continually exploring new products and materials that may be helpful to add as we begin planning for NPW each year.

To help drive excitement this year, we also developed a range of informative NPW content, including save-the-date flyers, at-a-glance materials with essential facts about NPW, tips for working with local media, and social media content to encourage people to share **#MyPreventionStory**, and more!

From April 1 to May 14, the Toolkit with information about planning an event received over 5,100 visits, and pages to access NPW promotional materials received over 4,700 visits.



NPW'S ONLINE FOOTPRINT

NPW Website

The NPW website is the central online hub for National Prevention Week and provides resources, materials, and tools in English and Spanish. In addition, the website supports NPW participants in planning their events and activities and sharing prevention information from federal agencies and other national organizations.

- More than **23,000 people** visited the NPW website this year. More than **20% (4,699)** of those visitors came to the site during NPW.
- The NPW homepage was viewed more than **35,000 times** during the year. In addition, nearly **40% of visits** came from Google, indicating broad awareness of NPW.

- This year, the most downloaded resource from the NPW website was the NPW Fact Sheet, which visitors downloaded **1,600 times**. However, the most downloaded resource during NPW was the Opioid Data Visualization, which participants downloaded **255 times**.
- The prevention community helped raise awareness of NPW and its brand by downloading the web banner graphic more than **170 times**.

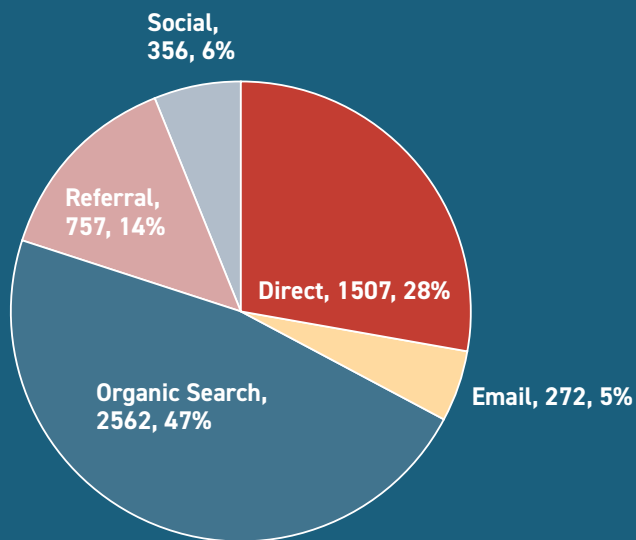


OVERVIEW OF METRICS FROM NATIONAL PREVENTION WEEK (MAY 8-14, 2022)

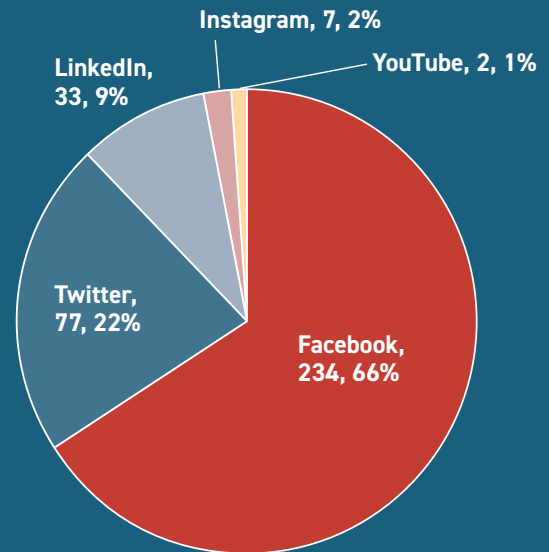
Users	4,699
Sessions	5,456
Page Views	13,229
NPW Homepage	5,199
NPW Promotional Materials	1,273
About	1,264
NPW Web Materials	1,112
Toolkit for Planning Event	1,007

SOURCES	
Direct	1,507
Email	274
Organic Search	2,562
Referral	757
Social	356

VISITS BY SOURCE



SOCIAL MEDIA BREAKDOWN



Device	
Mobile/Tablet	1,507
Desktop	274
Most Notable Referrals	
SAMHSA Live Platform	124
Government Sites	61
Mayland, Ohio, Texas, Iowa	
Schools	42
American Hospital Association	161

Email Newsletter

The NPW email distribution provided prevention organizations and individuals nationwide with resources, news, and ideas to support their substance misuse prevention efforts. Leading up to NPW 2022, SAMHSA also distributed two email newsletters.

Newsletter Highlights Include:

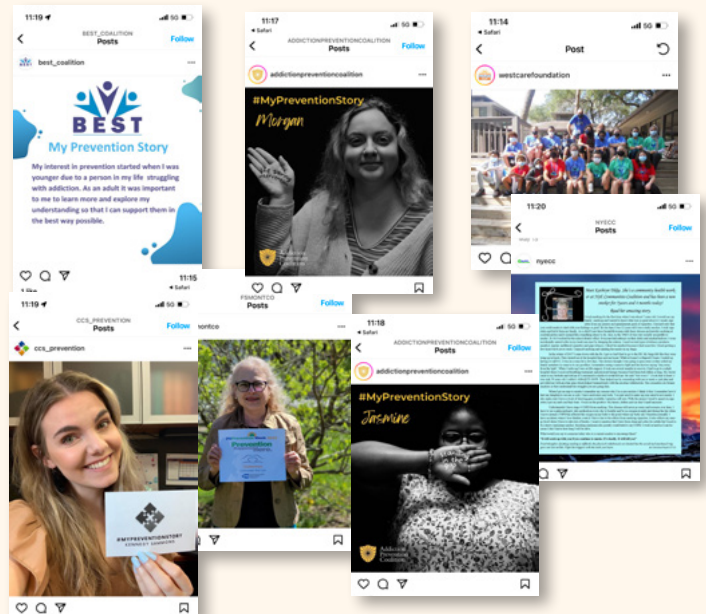
- **93,000+** Subscribers Emailed
- **48,000+** Total Emails Opened
- **6,300+** Registration Link Clicks
- Average Open Rate: **26%**
- Average Click-Through Rate: **5.58%**

Introducing #MyPreventionStory

Top Twitter Links



Top Instagram Links



“When we share our prevention stories, it compels others to share their stories. We’re building a community and showing individuals that they’re not alone... Stories are what changes behavior over time. Through our stories, we can help people live safer, healthier, and happier lives.”

DAVID LAMONT WILSON

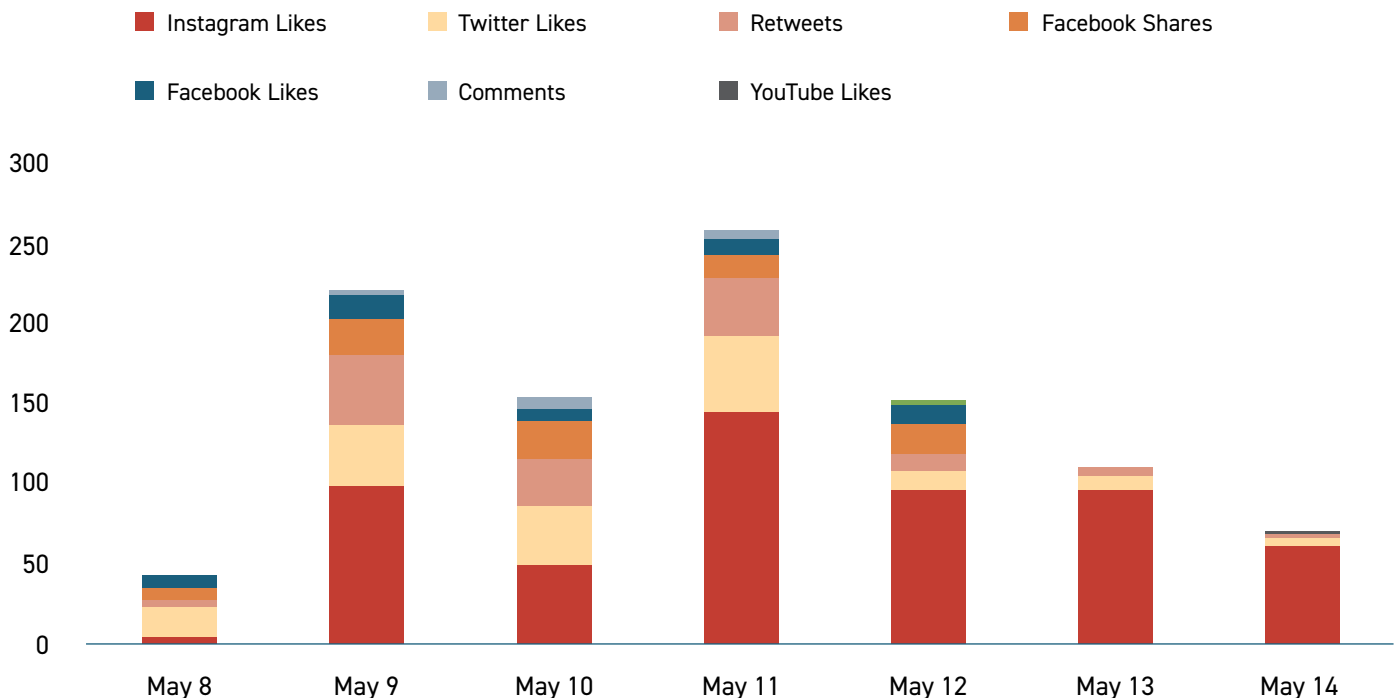
Public Health Analyst, National Prevention Week Coordinator, CSAP/SAMHSA

This year SAMHSA introduced **#MyPreventionStory**, a new storytelling initiative to help engage individuals and encourage them to share how vital substance misuse prevention has been in their lives.

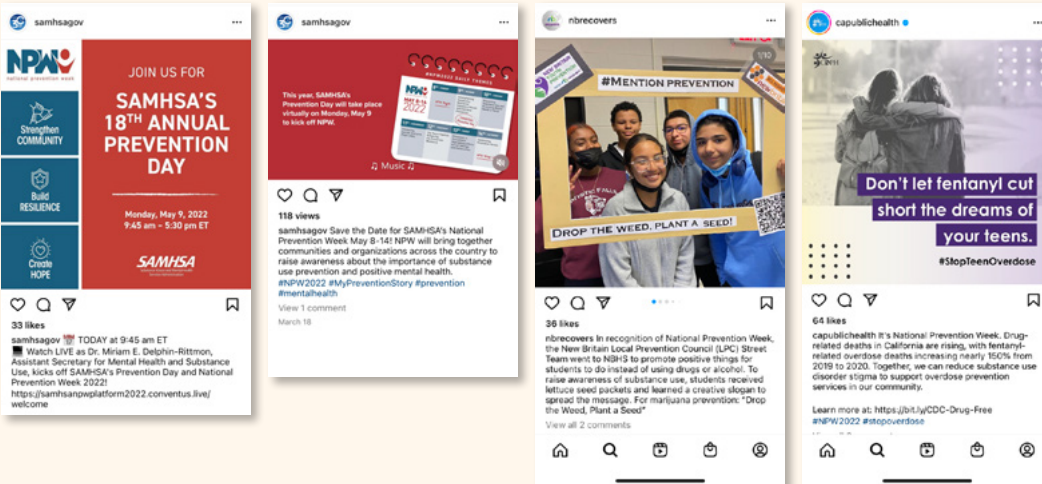
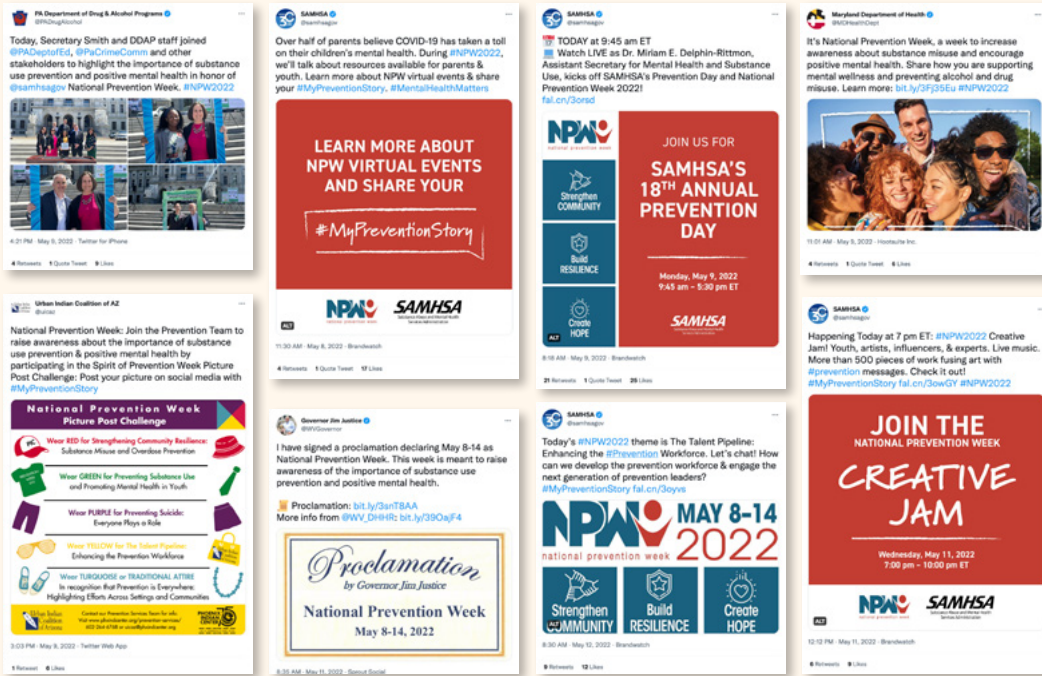
#MyPreventionStory launched in May 2022, presenting a new way for people to share their experiences through storytelling and help build excitement for NPW. SAMHSA plans to continue to build on the success of **#MyPreventionStory** as part of NPW 2023.

- 337** results
- 1K** engagements
- 2.1M** potential reach

#MYPREVENTIONSTORY ENGAGEMENT BREAKDOWN



SOCIAL MEDIA



From May 8–14, SAMHSA had 43 NPW-specific posts across its social media channels.

SAMHSA's NPW posts reignited with audiences and received:

1.1K engagements

4.6M potential reach

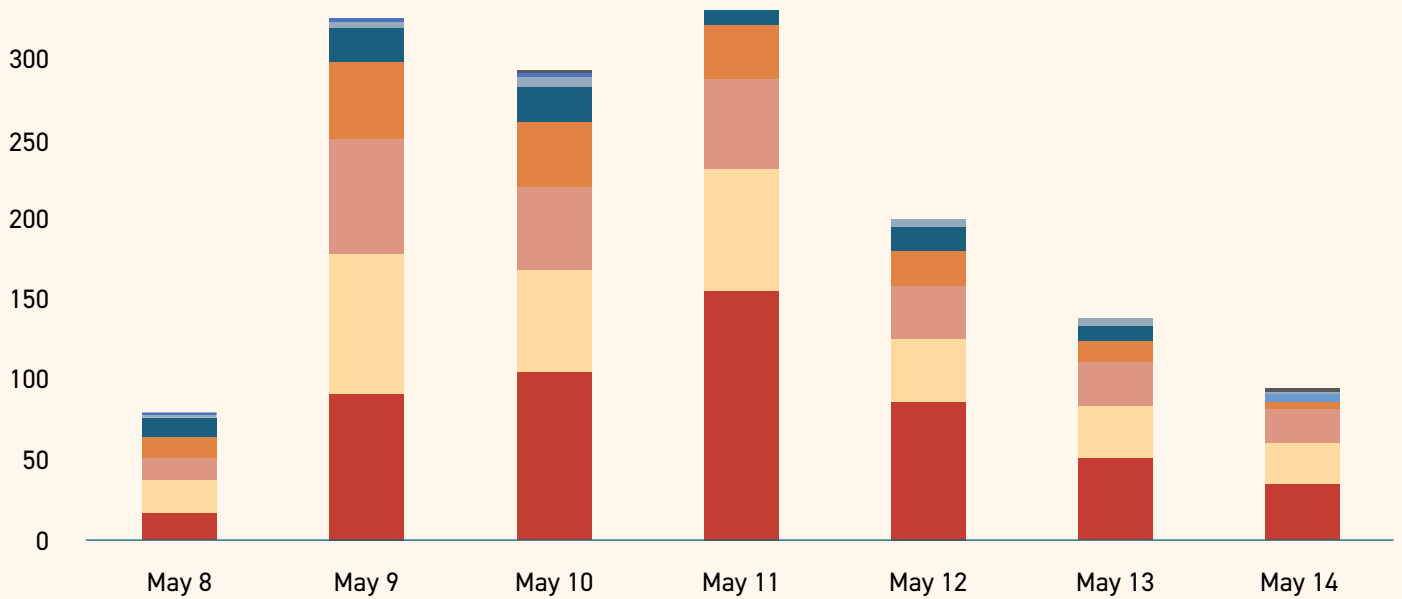
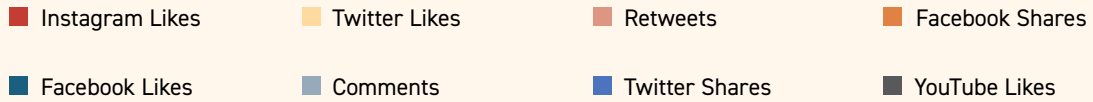
During the week, NPW had significant outside engagement from other government agencies, nonprofit organizations, public service agencies, schools, and more.

3.3K mentions

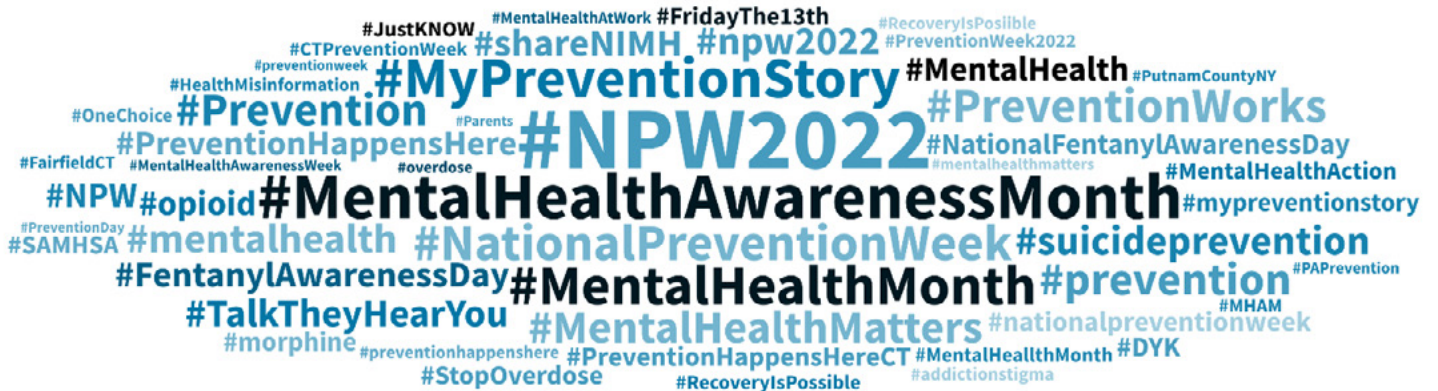
5.5K engagements (including likes, retweets/shares, replies/comments)

34.9M potential reach

ENGAGEMENT BREAKDOWN



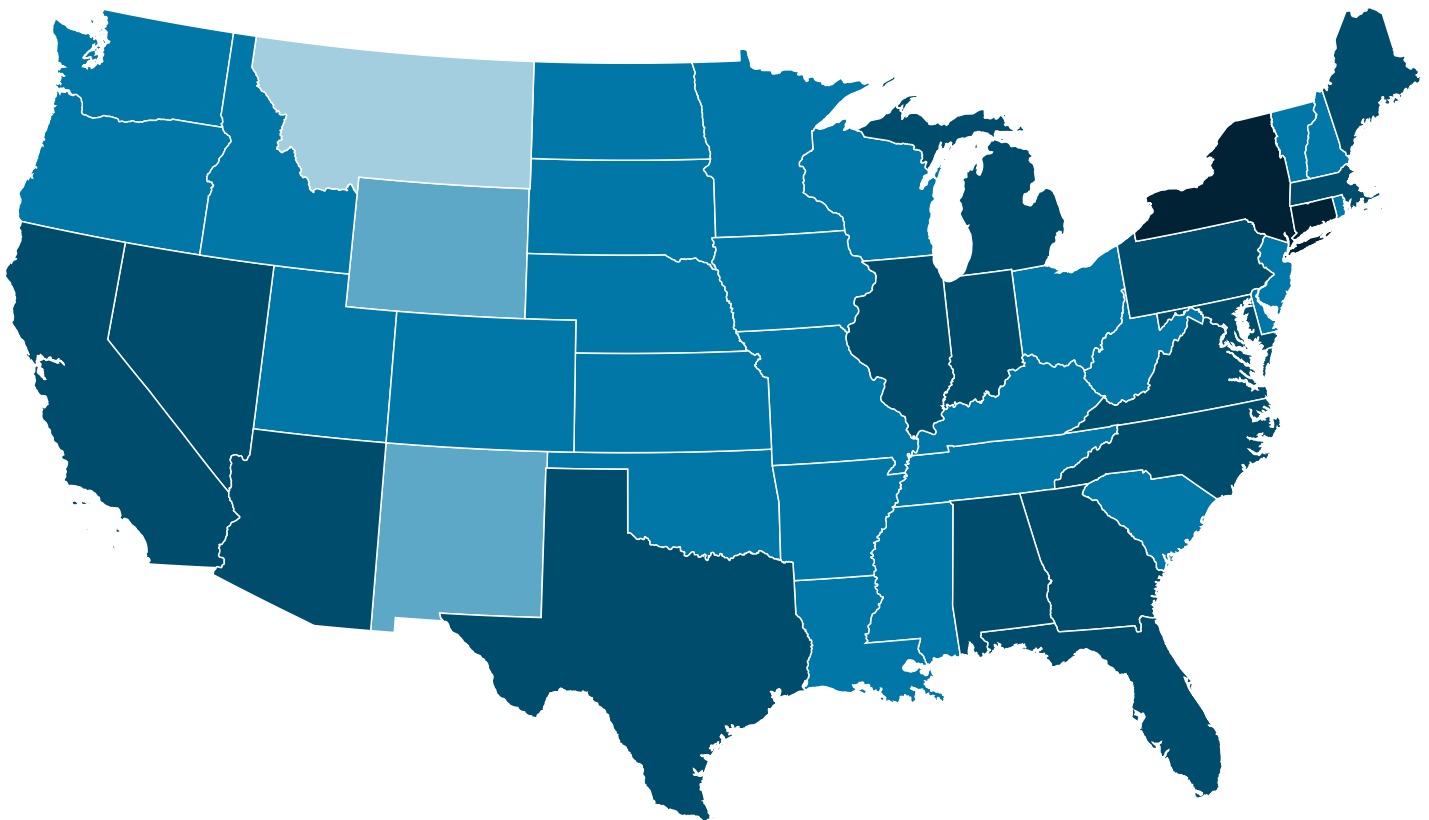
TOP HASHTAGS



TOP LINKS SHARED ON SOCIAL:

- [samhsa.gov](https://www.samhsa.gov) – 253
- [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week) – 184
- [samhsa.gov/prevention-week/about](https://www.samhsa.gov/prevention-week/about) – 1
- [samhsa.gov/talk-they-hear-you/mobile-application](https://www.samhsa.gov/talk-they-hear-you/mobile-application) – 8
- [findtreatment.gov](https://www.findtreatment.gov) – 8
- [fentanylawarenessday.org](https://www.fentanylawarenessday.org) – 7
- [famhsa.gov/prevention-week/prevention-challenge](https://www.famhsa.gov/prevention-week/prevention-challenge) – 6
- [famhsa.gov/find-treatment](https://www.famhsa.gov/find-treatment) – 6
- [wayoutwestcoalition.org/blog/aces/](https://www.wayoutwestcoalition.org/blog/aces/) – 4
- [eventbrite.com/e/importance-of-school-based-mental-health-services-in-k-12-schools-registration-333662843547](https://www.eventbrite.com/e/importance-of-school-based-mental-health-services-in-k-12-schools-registration-333662843547) – 4

DISTRIBUTION ACROSS THE UNITED STATES



■ ~0% ■ 0.1% ■ 0.1%–1% ■ 1.2%–5.5% ■ 44.1%



LOOKING AHEAD TO 2023

SAVE THE
DATE

MAY 7-13
2023

Prevention works. Since we are stronger when we work together, SAMHSA is exploring ways to keep the success and momentum going as we plan for NPW 2023. We look forward to collaborating with our partners in this work—from organizations to individuals on the front lines of prevention—to see where we can elevate our future efforts.

For example, SAMHSA plans to build on our **#MyPreventionStory** initiative to hone the power of storytelling and art, engaging individuals to share the importance of substance misuse prevention from their perspective. We are also planning to continue using a hybrid model of virtual and in-person events after the success of 2022's virtual conference platform.

Check [samhsa.gov/npw](https://www.samhsa.gov/npw) for regular updates and resources and to learn how to get involved in NPW 2023.