

**NATIONAL
PREVENTION
WEEK**
A CELEBRATION OF POSSIBILITY



2023 OUTCOMES REPORT

SAMHSA
Substance Abuse and Mental Health
Services Administration

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INTRODUCTION

Sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), National Prevention Week is a national public education platform showcasing the work of communities and organizations across the country who are dedicated to raising awareness about the importance of substance misuse prevention and positive mental health. We recognize that the important work of prevention happens every day. We created National Prevention Week to celebrate these year-round initiatives and the possibilities prevention brings.

National Prevention Week promotes the world we want to see—where prevention helps keep people and communities healthy and safe. Each year, our work includes:



COMMUNITY INVOLVEMENT

Involving communities in raising awareness about substance misuse and mental health issues, implementing prevention strategies, and showcasing the effectiveness of evidence-based prevention programs.



PARTNER ENGAGEMENT

Cultivating partnerships and collaborations with federal agencies and national organizations dedicated to improving public health.



RESOURCE SHARING

Promoting and disseminating quality substance misuse prevention and mental health promotion resources and publications.

National Prevention Week took place from **May 7–13, 2023**. Our overarching goals leading up to, and during, National Prevention Week 2023 were to:

1

Launch the new National Prevention Week brand

2

Raise awareness about the new year-round approach

3

Refresh the approach to partner engagement



SAMHSA'S NATIONAL PREVENTION WEEK 2023 AT A GLANCE

This year, National Prevention Week held two events to highlight prevention-focused organizations.



1,812 Total Registrants for National Prevention Week 2023



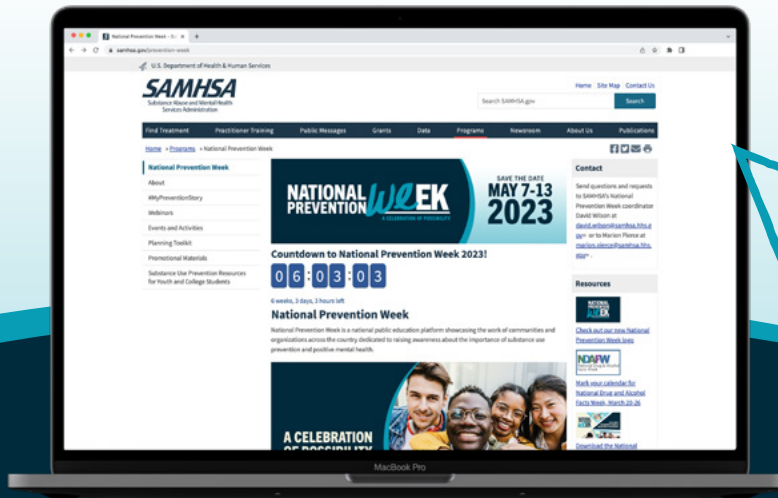
10th
ANNIVERSARY
A Decade of
Youth Substance
Use Prevention

National Prevention Week kicked off with opening remarks from Tom Coderre, SAMHSA's Acting Deputy Assistant Secretary for Mental Health and Substance Use, and CAPT Jennifer Fan, Pharm.D., J.D., SAMHSA's Acting Director of the Center for Substance Abuse Prevention (CSAP), celebrating the 10th anniversary of "Talk. They Hear You."® campaign relaunch event. Three organizations, representing Washington, Ohio, and California, discussed how they were able to implement "Talk. They Hear You."® into their communities.



During National Prevention Week 2023, the Communities Talk to Prevent Alcohol and Other Drug Misuse team showcased prevention stories, including successes, challenges, and highlights, from leaders representing Tuskegee University in Alabama, Ball State University in Indiana, the Northwest Michigan Health Department, and Florida Atlantic University.

Ahead of National Prevention Week 2023, SAMHSA actively engaged **nine** representative partner organizations to establish specific programs and efforts with.



SAMHSA received:

57 submissions to the community event form on the National Prevention Week site.

During the week, the National Prevention Week site received:

4,601 users,
5,222 sessions, and
16,786 page views.

The top pages included the:

Homepage
(**5,733** page views),

Prevention Activities
(**2,213** page views),

and Promotional Materials
(**1,834** page views).

SAMHSA posted:

41 National Prevention Week-themed posts across social media.

These posts inspired audiences and received:

1.2K engagements
4.2M potential reach.

SAMHSA received:

1.2K mentions, **3K** engagements, and saw a potential reach of **48.3M** from external National Prevention Week-related posts by our partners and community network.

#MyPreventionStory is a way for us to acknowledge our mental health and substance misuse prevention experiences. This year, we received:

242 **#MyPreventionStory** posts, which garnered **1.4K** engagements and saw a potential reach of **1.3M**.

INTRODUCING THE NEW BRAND

SAMHSA is continuously working to improve the prevention landscape. As such, in 2022, the National Prevention Week team met to revisit and reevaluate the approach of National Prevention Week to ensure it aligns with the needs of the prevention field.

NATIONAL PREVENTION WEEK INSIGHTS

The priority for the National Prevention Week rebrand was to create something for the prevention community; ultimately, to create a brand that is more recognizable and easier for organizations, prevention leaders, individuals, and communities to connect with. The team saw an opportunity to reinvigorate the National Prevention Week brand to help more clearly articulate National Prevention Week to stakeholders. With this in mind, the team conducted a series of National Prevention Week strategic planning workshops, with the explicit goals of:

- Refining and articulating the essence and strategy of National Prevention Week.
- Aligning the goals and objectives for National Prevention Week.
- Identifying the primary audiences and target populations of National Prevention Week.
- Rethinking and rearticulating the approach to National Prevention Week communications and engagement efforts to be year-round, versus just focused on the week-long observance.
- Creating a new brand, visual identity, and set of key messages for National Prevention Week.

There were four key insights that served as the foundation for the new brand identity and approach to National Prevention Week:

1

By showcasing the work of SAMHSA's partners in prevention, National Prevention Week clarifies the need for ongoing action surrounding substance misuse.

2

There is a connection between **positive mental health** and **substance misuse prevention**.

3

Prevention works... but it can be hard to define.

4

SAMHSA is a **credible voice** with a large reach and platform to **connect organizations, communities, and individuals** to change lives.

BRAND IDENTITY

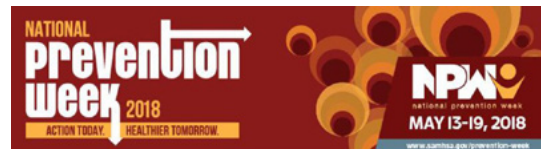
National Prevention Week previously featured changing themes and logos, which made it difficult to have one cohesive brand for organizations to connect with. Moving forward, there will be one tagline and logo that will capture the essence of prevention:

A Celebration of Possibility

reflects the brighter futures that exist thanks to the ongoing work of prevention.

This new tagline was conceptualized based on the specific insight that prevention works, but it's hard to define. It is difficult to prove the absence of something. Instead, the team wanted to frame prevention as the potential for what can happen and celebrate that possibility.

OLD LOGOS



NEW LOGO



The new logo was developed to focus on the “we” that is inherent in communities and in prevention, as National Prevention Week is ultimately all about people—the people and communities that come together to protect others through prevention.

Shifting the National Prevention Week approach will better support our partners in prevention by providing evidence-based and accessible resources to facilitate collective action year-round. We know that prevention happens every day, and we want to highlight the prevention community’s efforts during National Prevention Week. By showcasing the important work happening throughout the prevention field, we can confront the societal challenges surrounding substance misuse together, while celebrating stories of prevention.

SAMHSA'S PREVENTION DAY

SAMHSA's Prevention Day (SPD) took place on Monday, January 30, 2023, in conjunction with the CADCA National Leadership Forum. National Prevention Week Coordinator, David Lamont Wilson, gave a presentation to introduce the new National Prevention Week brand during the closing plenary session and facilitated a workshop on the importance of storytelling to advance the prevention field.

PREVENTION ACTION CENTER

The Prevention Action Center is an interactive learning hub that SPD attendees can visit throughout the day and between SPD workshop sessions. SAMHSA's prolific national prevention programs, including National Prevention Week, *Talk. They Hear You.*®, and *Communities Talk*, offer prevention-focused resources that individuals can take back to their organizations and communities.

This year, the National Prevention Week booth distributed the [National Prevention Week 2023](#)

[Resource Calendar](#) and the [Wristband Toolkit](#), which contains the [Toolkit materials](#) on a convenient USB drive.

In addition, the National Prevention Week team provided activities for attendees to participate in—such as the #MyPreventionStory mural wall, where individuals wrote down what prevention means to them and added it to a banner—the #MyPreventionStory hybrid photo booth, and distributed the National Prevention Week crossword puzzle.

The #MyPreventionStory photo booth was accessible through a kiosk at the National Prevention Week booth or via a QR code, where individuals could enter the virtual photo booth from their phones.

Throughout the day, there were **264 total photo booth sessions**, including **182 photos**, **73 GIFs**, and **nine videos**. Photo booth images, GIFs, and videos were displayed as a slideshow on two monitors, so participants could see themselves and their peers when they walked by the booth.



ENHANCING PARTNERSHIPS

As National Prevention Week seeks to showcase and uplift organizations across the country working on substance misuse prevention and mental health promotion, partnerships remain a key component of our community relationships. This year, the National Prevention Week team sought to engage organizations to help them understand the new year-round approach and emphasize the collaboration between National Prevention Week and partner organizations to reinforce the value of the program to the prevention community.

PARTNERSHIP APPROACH AND OUTREACH STRATEGIES

The goal of our partnership approach was to further the reach of SAMHSA's National Prevention Week activities and provide information to support audiences in pursuit of substance misuse prevention and positive mental health promotion. Within this approach, we had two engagement goals and their respective strategies:



1

Reinvigorate existing relationships with prevention-focused organizations.

Strategy: Create and sustain a “splash” launching the National Prevention Week brand, ensuring adoption among the field.

Strategy: Elevate National Prevention Week and highlight evidence-based approaches in use among the field.

2

Establish relationships with new and up-and-coming prevention-focused organizations.

Strategy: Reinforce SAMHSA's position as a leader in the prevention and mental health spaces, creating opportunities for the sharing of dynamic, engaging prevention content and information.

To achieve our partnership goals, we held 1:1 discussions at several points throughout the year to showcase the new year-round approach to National Prevention Week engagement, providing more opportunities to share information, build relationships, and capture input from key stakeholders.

We honed our approach to zero in on organizations that were explicitly focused on prevention or mental health efforts, including collegiate organizations, youth organizations, and community organizations. Our initial outreach started with narrowing a list of prevention-focused organizations into five distinct categories, with one to two organizations per category. We set up initial conversations with each group, with an underlying focus on relationship-building. During these individual meetings, we shared information about National Prevention Week, including the new logo, new brand, new tagline, and new approach; provided organizations with actionable tools to get involved in National Prevention Week; and emphasized the value of what SAMHSA and National Prevention Week has to offer.

PARTNER ORGANIZATIONS SAMHSA ENGAGED

This year, we specifically engaged with the community of organizations and stakeholders engaged in prevention activities. To better ensure representation across the spectrum of prevention, we combined the organizations into five categories: Direct Patient Support, Philanthropic Foundations, Policy-Focused Organizations, Youth Organizations, and Local Organizations. We identified priority organizations for outreach, listed below.

DIRECT COMMUNITY SUPPORT



**FACES & VOICES
OF RECOVERY**

Faces & Voices of Recovery

A nonprofit dedicated to organizing and mobilizing Americans in recovery into community organizations and networks, to promote the right and resources to recover through advocacy, education, and demonstrating the power and proof of long-term recovery. Their large reach includes their Association of Recovery Community Organizations (ARCO), a 140-member network of local, regional, and statewide Recovery Community Organizations (RCOs).



National Alliance on Mental Illness (NAMI)

The nation's largest grassroots mental health organization, dedicated to building better lives for the millions of Americans affected by mental illness. They provide advocacy, education, support, and public awareness. As a leading voice in mental health, NAMI's mission aligns with National Prevention Week to amplify prevention work.

PHILANTHROPIC FOUNDATIONS



The Jed Foundation

The JED Foundation

A nonprofit organization that protects emotional health and prevents suicide for our nation's teens and young adults. JED partners with high schools and colleges to strengthen their mental health, substance misuse, and suicide prevention programs and systems.

POLICY-FOCUSED ORGANIZATIONS



Addiction Policy Forum

A nationwide nonprofit organization dedicated to eliminating addiction as a major health problem. Their strategic priorities include helping patients and families in crisis, ending the stigma around addiction, expanding prevention and early intervention, increasing the uptake of evidence-based practice, and advancing patient-led research.



Mothers Against Drunk Driving (MADD)

A nonprofit organization that seeks to stop drunk driving, support those affected by drunk driving, prevent underage drinking, and strive for stricter impaired driving policy, whether that impairment is caused by alcohol or any other drug.

YOUTH ORGANIZATIONS



The Trevor Project

A national nonprofit focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer, and questioning youth. The Trevor Project is a trusted resource for LGBTQ youth and can reach that population with helpful information to support their mental health needs.



Students Against Destructive Decisions (SADD)

A nonprofit that empowers and mobilizes students and adult allies to engage in positive change through leadership and smart decision-making. SADD fosters a sense of belonging and promotes resiliency, leadership, and advocacy skills so that young people make positive life decisions that will carry them throughout life.



Active Minds

A nonprofit with student organization chapters in more than 1,000 campuses and communities that promotes mental health and suicide prevention in young adults.

LOCAL ORGANIZATIONS



Baltimore County Department of Health

A local department of health whose mission is to promote health and prevent disease through education, advocacy, and linkage to resources and treatment to improve the quality of life for Baltimore County residents. Their substance use treatment center, the Bureau of Behavioral Health at Eastern Family Resource Center, aims to support prevention efforts.

COMMUNITY EVENT SUBMISSIONS

Ahead of and throughout National Prevention Week, organizations across the country were able to submit information about their prevention-focused events through our Community Event form on the National Prevention Week website. Community organizations shared the ways in which they engaged youth, distributed information about prevention, engaged peer leaders, and more.

SOME EVENT SUBMISSIONS INCLUDE:



Our community is hosting a prevention walk for students, teachers, and community members. Participants will walk from our high school to our youth service bureau, where we will have music, food, activities, and a reading of our first signed National Prevention Week proclamation.

Change Collaborative of Manchester
MANCHESTER, CT





Our school engagement in May included an exciting celebration of SAMHSA’s National Prevention Week at Apollo Junior High School in Richardson, Texas. In partnership with Steered Straight, Wright Entertainment Group, and rising boy band No Lonely Hearts, Victoria’s Voice helped showcase how powerful, passionate speakers can truly connect with students to deliver prevention messaging. Crystal Vallee from Steered Straight delivered a powerful message about the dangers of vaping, leaving a lasting impression on 650 7th and 8th grade students. Crystal’s personal journey to recovery from addiction and trauma inspired students to embrace self-worth and make positive changes. A stellar performance by No Lonely Hearts capped off this transformative event for students.

Victoria’s Voice Foundation
RICHARDSON, TX



Covenant Community, Inc. (CCI) and Recovery Resources of Atlanta-Midtown (RRAM) successfully produced the organization’s first-ever Recovery Summit on May 6 as a kickoff event preceding SAMHSA’s National Prevention Week. The summit kicked off with Freedom: Love Liberates—an interactive and autobiographical presentation that blends music, dance, and creative storytelling, based on Carter Love’s own #MyPreventionStory.

Covenant Community Inc.
ATLANTA, GA



OPPORTUNITIES FOR COLLABORATION

A key pillar of our partnership efforts this year was collaboration during National Prevention Week and year-round. It’s essential to ensure that partners benefit from working with SAMHSA and engaging with and participating in National Prevention Week. Organizations have opportunities to share their ideas through federal-level input and impact through conversation with leaders; the ability to provide feedback about ongoing National Prevention Week efforts; recognition within the prevention community at large; and impact on National Prevention Week in upcoming years.

NATIONAL PREVENTION WEEK ACTIVITIES

Throughout National Prevention Week, participants could access all events, videos, and activities through our virtual lobby. Individuals and organizations could log on to the platform to see the schedule for the week, along with on-demand resources for them to engage with and download.

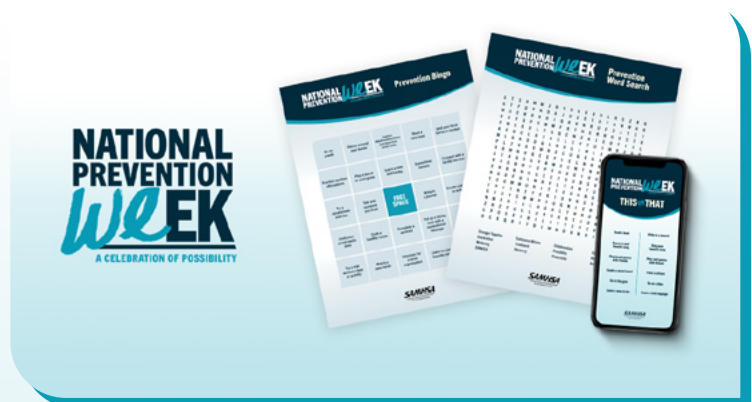


ON-DEMAND VIDEOS AND ACTIVITIES

The National Prevention Week virtual lobby directed attendees to videos, visually dynamic promotion materials, and a series of digital interactive prevention activities. SAMHSA developed a first-of-its-kind suite of engaging, interactive prevention-focused, digital and printable content was accessible throughout the entire week. These branded materials allowed SAMHSA to share the National Prevention Week logo and tagline far and wide, created an opportunity to reinforce messages and priority topics, and established a fun way to help people learn more about prevention.

Specific Resources and Activities Include:

- Word Search
- Crossword Puzzle
- Prevention Fill-It-In
- Ad Libs
- Coloring Book Design Printout
- This-or-That Template
- Prevention Bingo
- #MyPreventionStory Printout
- #MyPreventionStory How-To Guide



On-demand videos were available in a linked YouTube playlist for participants to access throughout the week. Videos included *Talk. They Hear You.*® and *Communities Talk* webinar recordings, 60-second PSAs, Prevention Perspectives videos, and more.

SAMHSA EVENTS

National Prevention Week also showcased events from SAMHSA initiatives, *Talk. They Hear You.*® and *Communities Talk*, held on Monday and Wednesday of National Prevention Week, respectively.

TALK. THEY HEAR YOU.® 10TH ANNIVERSARY RELAUNCH EVENT



This year marks the 10th anniversary of Talk. They Hear You.® and, to celebrate their first decade, the team hosted a campaign relaunch event to kick off National Prevention Week on May 8, 2023, and released a suite of new products. The event kicked off with opening remarks from Tom Coderre, SAMHSA’s Acting Deputy Assistant Secretary for Mental Health and Substance Use, and CAPT Jennifer Fan, Pharm.D., J.D., SAMHSA’s Acting Director of CSAP, to relaunch the “Talk. They Hear You.”® Campaign. Through this

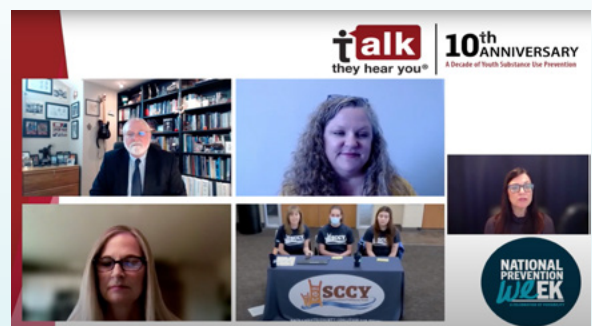
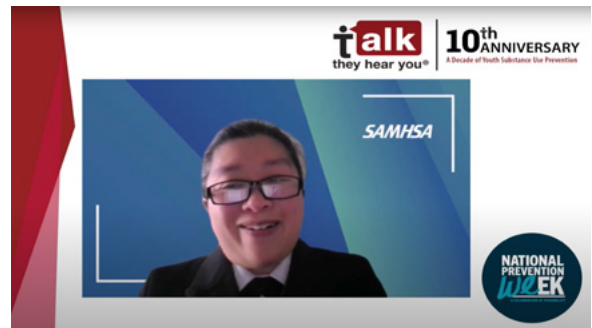
campaign, SAMHSA aims to reduce underage drinking and substance use by providing parents and caregivers with the information and resources they need to address these issues.

“Talk. They Hear You.”® has reached families, schools, and communities in all corners of the country. Most notably the campaigns’ television, radio, and print public service announcements have collectively garnered over 21.7 billion impressions.

CAPT Jennifer Fan, Pharm.D., J.D.,
Acting Director of the Center
for Substance Abuse Prevention

Over the years, we’ve continued to develop messages and materials for both schools and educators, and most recently we’ve expanded our materials and messaging to recognize the role and importance of our community members to ensure we highlight the role the entire community plays in the lives of our children.

Robert Vincent, M.S.Ed.,
Associate Administrator for Alcohol Prevention
and Treatment Policy, SAMHSA’s Center for
Substance Abuse Prevention



This relaunch event featured:



Safe Yakima Valley Drug-Free Action Team, working closely with schools to do drug-free and drug prevention work. About half of the population in the community is Hispanic, so the team translates and graphically updates “*Talk. They Hear You.*”[®] materials, such as print and TV public service announcements, to represent the community so that the materials are available to all.



It was very important to me that we utilized evidence-based programs. As there were many people locally who were using ineffective tactics, we wanted to make sure that we were countering that with evidence-based practices, which is why we turned to *Talk. They Hear You.*[®] — **Alicia Tobin**



ADAMHS Board of Cuyahoga County in Ohio, contracting with more than 70 organizations that are in the field doing prevention work and using the “*Talk. They Hear You.*”[®] campaign.



Prevention is the key in helping us get our numbers down as we continue to face the opioid epidemic and see our substance use treatment numbers rise, which is why we chose *Talk. They Hear You.*[®] — **Beth Zetlo**



Sacramento County Coalition for Youth Prevention and Early Intervention Dept., helping young people get a seat at the table, which is why the Sacramento Ambassadors for Change—a youth ambassadors’ program—is now a large part of the coalition.



We had young people at the table when we were creating the coalition and what they continually said to us is ‘nothing about us without us.’ We then went to look for resources to provide outreach and education for parents and we found *Talk. They Hear You.*[®] We were looking for something that was evidence-based that mattered to us, and *Talk. They Hear You.*[®] was exactly what we needed.” — **Joelle Orrick**



COMMUNITIES TALK PANEL DISCUSSION

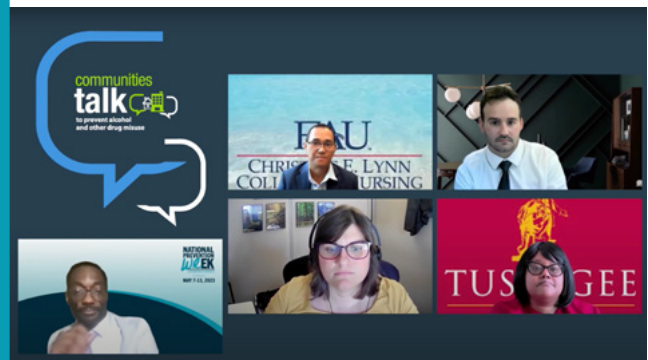


On Wednesday, May 10, 2023, the *Communities Talk* to Prevent Alcohol and Other Drug Misuse team held a lively panel discussion moderated by David Lamont Wilson, National Prevention Week coordinator, where communities from across the country shared their prevention success stories. The conversation highlighted successful prevention strategies, including participating in National Prevention Week, along with stories, insights, and lessons learned. Since 2006, *Communities Talk* has provided prevention resources

and planning stipends to thousands of community-based organizations, colleges, and universities to develop tailored strategies that work in their communities.

“*Communities Talk* is a SAMHSA program designed to support community-based organizations, institutes of higher education, and statewide or state-based organizations to host prevention events and activities to get the conversation started. These events raise awareness and educate communities about the harmful consequences of substance misuse as well as underage drinking in youth and young adults.

David Lamont Wilson,
National Prevention Week Coordinator



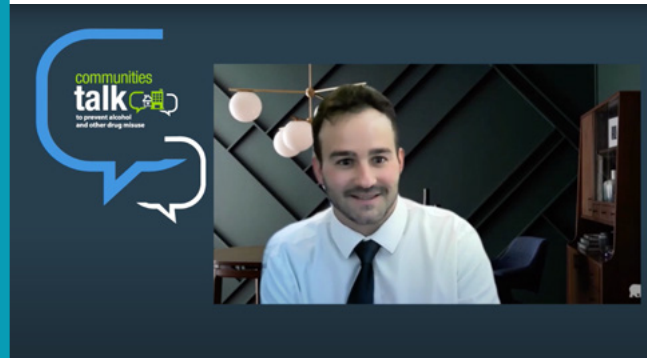
“*Communities Talk* is making a difference. We were able to talk with and educate the students, and the counselors were able to implement interventions to help put a stop to underage drinking and vaping use.

Dr. April Jones
Tuskegee University
Tuskegee, Alabama



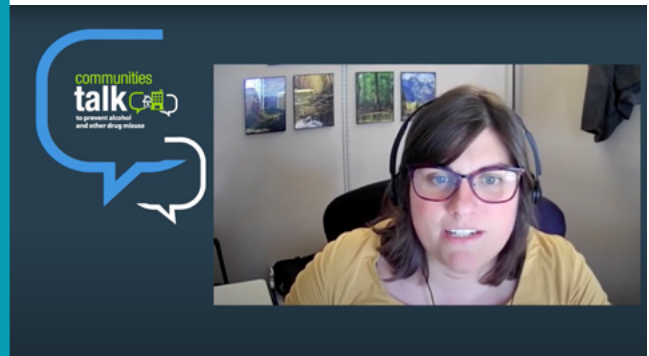
QR We have engrained prevention into our social work discipline; we now have a required course where students are able to take the Certified Prevention Specialist exam and become credentialed as an associate through Indiana’s credentialing agency.

Dane Minnick
Ball State University
Muncie, Indiana



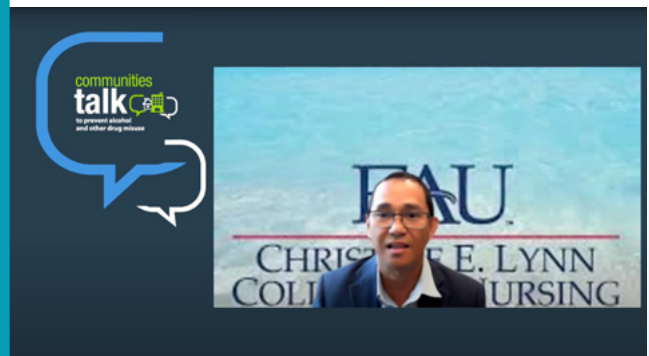
QR Our community members expressed the need for more training to understand the landscape of Michigan’s marijuana laws, as it’s now the most prevalently used substance among high school students in our community—surpassing alcohol and nicotine use for the first time—so we chose to focus our efforts on addressing this issue.

Nichole Flickema
The Health Department of Northwest Michigan
Otsego County, Michigan



QR We published an article that received a lot of pick up on the adverse effect of cannabis, especially on young people, and what to look for when your friends and loved ones are co-using medication with alcohol; it was really impactful to see our guidance shared in our local community.

Dr. Armiel Suriaga
Florida Atlantic University
Boca Raton, Florida



PUBLIC ENGAGEMENT

VIRTUAL PLATFORM ENGAGEMENT

For the second year in a row, National Prevention Week was hosted virtually, and participants who registered for National Prevention Week had access to the virtual platform throughout the week. The platform, which included a virtual lobby design, created a centralized portal for registrants to access SAMHSA’s National Prevention Week events, activities, on-demand videos, and resources.

Total number of National Prevention Week 2023 registrants:

1,812

Total number of registrants for the *Talk. They Hear You.*® 10th Anniversary Event:

1,670

Total number of registrants for the *Communities Talk* Webinar:

1,680

WEBSITE ENGAGEMENT

The National Prevention Week website is the central online hub that provides resources, materials, and tools to advance prevention and mental health efforts. In addition, the website supports individuals in planning their events and activities and sharing prevention information from federal agencies and other national organizations.

Throughout the week, from May 7–13, 2023, the National Prevention Week website received **4,601 users**, **5,222 sessions**, and **16,786 page views** (a **27% increase** compared to last year) with an average session duration of **3:05 minutes**.

The week before National Prevention Week (April 30–May 6) the website received **5,071 users**, **4,785 sessions**, **16,698 page views**, and an average session duration of **3:04**. The top pages during this time were the toolkit, promotional materials, **#MyPreventionStory**, **web logos and stickers**, and **web materials**; this indicates that users likely came to the website ahead of National Prevention Week to prepare for the week. Social media posts utilizing these materials, as well as downloads (top downloads were the **fact sheet**, **sample social media message**, **promotional flyer**, and **social media tips**), reinforce this.

DURING NATIONAL PREVENTION WEEK

THE TOP PAGES, BY PAGE VIEWS, WERE:

Homepage	5,733
Prevention Activities	2,213
National Prevention Week Promotional Materials	1,834
Toolkit for Planning Your Event	1,656
National Prevention Week Logos and Stickers	921
National Prevention Week Web Materials	921
About National Prevention Week	647
Community Events	563
#MyPreventionStory	560
Substance Use Prevention Resources for Youth and College Students	458

THE MOST DOWNLOADED NATIONAL PREVENTION WEEK RESOURCES INCLUDE:

National Prevention Week Fact Sheet	348
This or That	258
Sample Social Media Message	205
Crossword	204
Word Search	186
Prevention Fill-it-In	161
Ad Libs	150
Bingo	146
#MyPreventionStory Write-In	126
Crossword Digital	117

SOURCES SESSIONS

Organic	2,308
Google	1,915
Bing	346
Yahoo	43
Direct	989
Referral	1,117 Increased 47% compared to last year
Social	376 Increased 5% compared to last year
Twitter	56
Facebook	260
LinkedIn	48
Instagram	9
Email	424 Increased 55% compared to last year

SOCIAL ENGAGEMENT

SAMHSA had **41 National Prevention Week posts** across social media. These posts inspired audiences and received **1.2K engagements** with a potential reach of **4.2M**.

During the week, National Prevention Week had notable engagement from other government agencies, nonprofit organizations, public service agencies, schools, and more. In total, SAMHSA received **1.2K mentions**, **3K engagements**, and saw a potential reach of **48.3M** (an increase of **38%** compared to last year) from National Prevention Week-related posts.

#MyPreventionStory is a way for SAMHSA to acknowledge our mental health and substance misuse prevention experiences. This year, National Prevention Week received **242 #MyPreventionStory posts** which, garnered **1.4K engagements** and saw a potential reach of **1.3M**.

SAMHSA CHANNELS



41 TOTAL POSTS

Facebook: 14

Instagram: 13

Twitter: 14

4.2M
potential reach

1.2K
engagement

Instagram Likes: 597

Twitter Likes: 179

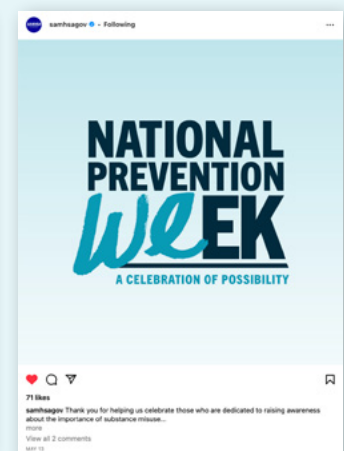
Twitter Retweets: 128

Facebook Reacts: 84

Facebook Shares: 150



MOST POPULAR POSTS BY ENGAGEMENT



NON-SAMHSA CHANNELS



1.2K
total posts

48.3M
potential reach
Increased **38%**
compared to last year

3K
engagement



MOST POPULAR POSTS

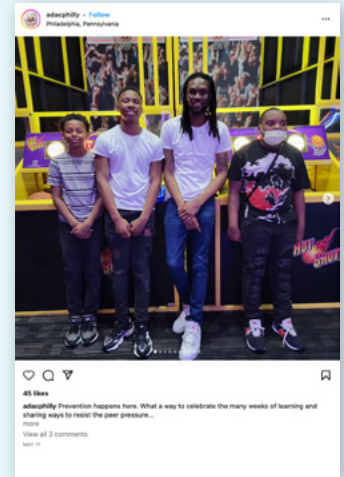


Alyssa Lambrecht
@alysalambrec

It's important to use the correct language when talking about addiction. The way you speak around friends and family may impact their willingness to share things with you and ability to get treatment. Language matters!
#NationalPreventionWeek23

Say This	Not That
Person with a substance use disorder	Drug addict
In recovery	Clean
Currently using substances	Dirty
Substance use	Substance abuse
Not engaging with treatment	"Skipped out"
Recurrence of symptoms, return to use	Relapsed
Positive drug screen	Dirty drug test
Medication assisted treatment (MAT)	Medication replacement, substitution therapy

1:11 PM · May 10, 2023 · 2,383 Views
11 Retweets 42 Likes



NON-SAMHSA ENGAGEMENT SPLIT BY DAY

Date	Instagram Likes	Twitter Likes	Comments	Retweets	Facebook Likes	Twitter Shares	Facebook Shares	YouTube Likes	Facebook Love
5/7/23	161	44	9	35	3	0	7	0	1
5/8/23	460	55	25	38	51	6	9	17	4
5/9/23	386	39	32	13	5	6	2	0	0
5/10/23	390	52	30	28	15	9	18	0	0
5/11/23	487	18	42	12	24	25	5	1	0
5/12/23	238	14	35	9	0	0	0	4	0
5/13/23	49	14	7	7	2	0	1	0	0

#MyPreventionStory

242
total posts

1.3M
potential reach

1.4K
engagement





SAVE THE DATE

**MAY 12–18
2024**

CONCLUSION AND LOOKING AHEAD

We are stronger when we work together, and SAMHSA is always looking for opportunities to partner with those on the frontlines of prevention to collectively elevate future efforts. Throughout 2023 and beyond, we aim to support our partners in prevention by providing evidence-based and accessible resources to facilitate collective action. We know that prevention happens year-round, and we will be showcasing prevention work throughout the field to confront the societal challenges surrounding substance misuse together while celebrating stories of prevention.

Stay tuned to hear more about the new virtual prevention series that aims to showcase, elevate, and celebrate the important prevention ideas, events, news, and activities that impact communities across the country. This webinar series will focus on spotlighting prevention organizations and cultivating social innovation to address the real needs of our communities and young people.

[#MyPreventionStory](#)

Sharing prevention stories is an opportunity to build community, change behavior, and help people live safer, healthier, and happier lives by showing them that they are not alone. Year-round, we encourage individuals and organizations to create and share a prevention story on social media—whether it’s telling how they are helping to prevent substance misuse or sharing the ways they’re promoting mental health. Be a part of the national conversation that celebrates prevention by using the hashtag **#MyPreventionStory!**