

TALKING POINTS FOR NATIONAL PREVENTION WEEK

Purpose

This document provides you with talking points about the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Prevention Week that you can use when reaching out to potential partners or stakeholders within your community.

Talking Points

- National Prevention Week is a national public education platform sponsored by SAMHSA that showcases the work of communities and organizations across the country dedicated to raising awareness of the importance of substance misuse prevention and positive mental health.
- National Prevention Week seeks to involve communities in raising awareness of substance misuse and mental health issues, implementing prevention strategies, and showcasing the effectiveness of evidence-based prevention programs.
- National Prevention Week works to accomplish this by fostering partnerships and collaborations with federal agencies and national organizations dedicated to improving public health and by promoting and disseminating quality substance misuse prevention and mental health promotion resources and publications.
- SAMHSA is continuously working to improve the prevention landscape by providing evidence-based and accessible resources to facilitate collective action. National Prevention Week provides an opportunity to highlight the prevention efforts that happen year-round. By showcasing work from across the prevention field, we can confront the societal challenges surrounding substance misuse together while celebrating stories of prevention.
- In January 2023, SAMHSA launched a refreshed National Prevention Week brand that includes an updated logo design and a new tagline. The new National Prevention Week tagline, "A Celebration of Possibility," is about communities coming together to celebrate the possibilities and brighter futures that exist thanks to the ongoing work of prevention happening across the country.
- SAMHSA created **#MyPreventionStory** as a way for more individuals to get involved in National Prevention Week by telling how and why they are helping to prevent substance misuse or sharing how they are taking care of their own mental health.
- We encourage individuals to join the online conversation by using **#MyPreventionStory** and sharing their prevention stories to help build and strengthen the prevention community, promote behavior change, and, ultimately, to help people live safer, healthier, and happier lives by showing them that they are not alone.
- [INSERT 1 OR 2 SENTENCES ABOUT YOUR ORGANIZATION'S SPECIFIC INITIATIVES RELATED TO SUBSTANCE MISUSE PREVENTION AND/OR MENTAL HEALTH PROMOTION]

For more information about National Prevention Week, visit samhsa.gov/prevention-week.

Hosting a prevention event? Submit details about your event for a chance to be featured in future National Prevention Week activities or promotional materials.

