

NATIONAL PREVENTION *we*EK

A CELEBRATION OF POSSIBILITY

2024 PLANNING GUIDE AND RESOURCE CALENDAR

SAMHSA
Substance Abuse and Mental Health
Services Administration



WE RECOGNIZE THAT THE IMPORTANT WORK OF PREVENTION HAPPENS **EVERY DAY.**

National Prevention Week promotes the world we want to see—where prevention helps keep people and communities healthy and safe.

Our tagline, “*A Celebration of Possibility,*” is about communities coming together and celebrating the brighter futures that exist thanks to the ongoing work of prevention.

NATIONAL PREVENTION WEEK TAKES PLACE MAY 12–18, 2024.

This Planning Guide & Resource Calendar is packed with tips and tools for elevating prevention efforts during National Prevention Week and beyond!



**CAPT Christopher Jones,
Pharm.D., Dr.P.H., M.P.H.**

Director of the Center for Substance
Abuse Prevention (CSAP)
Substance Abuse and Mental Health
Services Administration



THIS RESOURCE PROVIDES YOU WITH:

1

Step-by-step guidance for **planning and promoting your prevention events and activities**

2

Creative ideas to **leverage national health observances and campaigns** in your promotion efforts year-round

3

Quick links to **prevention publications, data, and other resources** from SAMHSA and our partners for use in your planning and program activities

We hope you find this Planning Guide and Resource Calendar valuable and encourage you to share your prevention ideas and success stories.



For more information about National Prevention Week and to sign up for the latest news and updates, please visit [samhsa.gov/prevention-week](https://www.samhsa.gov/prevention-week) or email David Wilson, National Prevention Week Coordinator, at David.Wilson@samhsa.hhs.gov.

2024



QUICK TIP

Jump-start a healthy 2024 and start planning for National Prevention Week. Check out the **Planning Toolkit** for help with planning and promoting prevention events and activities!

DECEMBER 2023 – JANUARY 2024

- 31 SUN _____ NEW YEAR'S EVE
- 1 MON _____ NEW YEAR'S DAY
- 2 TUE _____
- 3 WED _____
- 4 THU _____
- 5 FRI _____
- 6 SAT _____

19 WEEKS TO NATIONAL PREVENTION *WEEK*



MEET OUR PARTNERS:



Building Drug-Free Communities

cadca.org

JANUARY 2024

7 SUN _____

8 MON _____

9 TUE _____

10 WED _____

11 THU _____

12 FRI _____

13 SAT _____

18 WEEKS TO NATIONAL PREVENTION *WEEK*



Faith is taking the first step even when you don't see the whole staircase.



MARTIN LUTHER KING JR.
1947



QUICK TIP

Partners are key to creating wide-reaching prevention efforts that last. Use our tips to sustain current partnerships and create new ones.

JANUARY 2024

- 14 SUN _____
- 15 MON _____
MARTIN LUTHER KING JR. DAY
- 16 TUE _____
- 17 WED _____
- 18 THU _____
- 19 FRI _____
- 20 SAT _____

17 WEEKS TO NATIONAL PREVENTION *WEEK*

QUICK TIP

Check out these 4 must haves to create your **social media game plan** for promoting National Prevention Week.



JANUARY 2024

- 21 SUN _____
- 22 MON _____
- 23 TUE _____
- 24 WED _____
- 25 THU _____
- 26 FRI _____
- 27 SAT _____

16 WEEKS TO **NATIONAL PREVENTION** *WEEK*

SAMHSA'S 20th PREVENTION DAY

LEADING WITH SCIENCE. IMPROVING LIVES.



QUICK TIP

Don't forget to stop by the Prevention Action Center at the 20th Anniversary of SAMHSA's Prevention Day (SPD)!

THANK YOU TO THE COMMUNITY COALITIONS THAT HAVE HELPED BUILD SPD THROUGHOUT THE PAST 20 YEARS!

JANUARY – FEBRUARY 2024

28 SUN _____

29 MON _____

SAMHSA'S PREVENTION DAY
CADCA NATIONAL LEADERSHIP FORUM BEGINS

30 TUE _____

31 WED _____

1 THU _____

BLACK HISTORY MONTH BEGINS
CADCA NATIONAL LEADERSHIP FORUM ENDS

2 FRI _____

3 SAT _____

15 WEEKS TO NATIONAL PREVENTION *WEEK*



FEATURED:

Black/African American Behavioral Health Data, Reports, and Issue Briefs

FEBRUARY 2024

- 4 SUN _____
- 5 MON _____
- 6 TUE _____
- 7 WED _____
NATIONAL BLACK HIV/AIDS AWARENESS DAY
- 8 THU _____
- 9 FRI _____
- 10 SAT _____

14 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Use these social media badges from the **National Highway Traffic Safety Administration** to promote safe and sober driving this Super Bowl Sunday.

FEBRUARY 2024

11 SUN _____ SUPER BOWL SUNDAY

12 MON _____

13 TUE _____

14 WED _____

15 THU _____

16 FRI _____

17 SAT _____

13 WEEKS TO NATIONAL PREVENTION *we*EK



MEET OUR PARTNERS:



PTTC

Prevention Technology Transfer Center Network
pttcnetwork.org

FEBRUARY 2024

18 SUN _____

19 MON _____
PRESIDENTS' DAY

20 TUE _____

21 WED _____

22 THU _____

23 FRI _____

24 SAT _____

12 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

This toolkit from the U.S. Food and Drug Administration provides helpful information to educate your communities about e-cigarettes and their effects on youth.

FEBRUARY – MARCH 2024

- 25 SUN _____
- 26 MON _____
- 27 TUE _____
- 28 WED _____
- 29 THU _____
- 1 FRI _____ VAPING AWARENESS MONTH BEGINS
- 2 SAT _____ WORLD TEEN MENTAL WELLNESS DAY

11 WEEKS TO NATIONAL PREVENTION *WEEK*



talk
they hear you[®]

BE THEIR COACH THROUGH LIFE.

Look for ways to start conversations about alcohol and other drugs.

Be prepared to talk with your child about the risks and dangers of underage drinking and other drug use, and their health, wellness, and wellbeing by answering their questions about how—and when—to begin talking to them about these issues. For tips on how to get started, visit talktheyhearyou.samhsa.gov



and dangers of underage drinking and other drug use, and their health, wellness, and wellbeing by answering their questions about how—and when—to begin talking to them about these issues. For tips on how to get started, visit talktheyhearyou.samhsa.gov

FEATURED:

Use this flyer-sized print public service announcement from the Talk. They Hear You.[®] campaign to encourage community members to help coach kids through life.

MARCH 2024

3 SUN _____

4 MON _____

5 TUE _____

6 WED _____

7 THU _____

8 FRI _____

9 SAT _____

10 WEEKS TO NATIONAL PREVENTION *WEEK*

EVIDENCE-BASED RESOURCE GUIDE SERIES

Reducing Vaping Among Youth and Young Adults



SAMHSA
and Mental Health Administration

FEATURED:

SAMHSA's Reducing Vaping Among Youth and Young Adults offers information about research findings, best practices, and challenges around vaping prevention.

MARCH 2024

10 SUN _____

11 MON _____

12 TUE _____

13 WED _____

SOCIETY OF BEHAVIORAL MEDICINE ANNUAL MEETING & SCIENTIFIC SESSIONS BEGINS

14 THU _____

15 FRI _____

16 SAT _____

SOCIETY OF BEHAVIORAL MEDICINE ANNUAL MEETING & SCIENTIFIC SESSIONS ENDS

9 WEEKS TO NATIONAL PREVENTION *WEEK*

National Drug & Alcohol IQ Challenge



QUICK TIP

This National Drug and Alcohol Facts Week® (NDAFW), get activity ideas from the National Institute on Drug Abuse (NIDA), including interactive quizzes, videos, science-based resources, and more!

MARCH 2024

17 SUN _____

18 MON _____
NATIONAL DRUG AND ALCOHOL FACTS WEEK® (NDAFW) BEGINS
JOINT MEETING ON YOUTH PREVENTION, TREATMENT, AND RECOVERY BEGINS

19 TUE _____

20 WED _____
LGBTQ HEALTH AWARENESS WEEK BEGINS
NATIONAL NATIVE HIV/AIDS AWARENESS DAY
JOINT MEETING ON YOUTH PREVENTION, TREATMENT, AND RECOVERY ENDS

21 THU _____

22 FRI _____

23 SAT _____

8 WEEKS TO NATIONAL PREVENTION *WEEK*



FEATURED:

Download the National Prevention Week Fact Sheet to learn more about National Prevention Week and how to get involved!

MARCH 2024

- 24 SUN _____
NATIONAL DRUG AND ALCOHOL FACTS WEEK® (NDAFW) ENDS
LGBTQ HEALTH AWARENESS WEEK ENDS
- 25 MON _____
- 26 TUE _____
- 27 WED _____
- 28 THU _____
- 29 FRI _____
- 30 SAT _____





FEATURED:

National Public Health Week (NPHW) has **year-round tools and resources** that you can share with your community, friends, or family!

MARCH – APRIL 2024

- 31 SUN _____
- 1 MON _____
ALCOHOL AWARENESS MONTH BEGINS
NATIONAL MINORITY HEALTH MONTH BEGINS
NATIONAL PUBLIC HEALTH WEEK BEGINS
- 2 TUE _____
- 3 WED _____
- 4 THU _____
- 5 FRI _____
- 6 SAT _____

6 WEEKS TO NATIONAL PREVENTION *WEEK*



MEET OUR PARTNERS:



APHA

American Public Health Association
apha.org

APRIL 2024

- 7 SUN _____
NATIONAL PUBLIC HEALTH WEEK ENDS
- 8 MON _____
- 9 TUE _____
- 10 WED _____
- 11 THU _____
- 12 FRI _____
- 13 SAT _____

5 WEEKS TO NATIONAL PREVENTION *WEEK*



MEET OUR PARTNERS:



National Institute on Alcohol Abuse and Alcoholism

NIAAA supports and conducts research on the adverse impact of alcohol use on human health and well-being.

niaaa.nih.gov

APRIL 2024

14 SUN _____

15 MON _____

16 TUE _____

17 WED _____

18 THU _____

19 FRI _____

20 SAT _____

4 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Communities Talk Webinars are recorded so you can access them anytime. Check out this webinar about prevention success stories.

APRIL 2024

- 21 SUN _____
- 22 MON _____
- 23 TUE _____
- 24 WED _____
- 25 THU _____
- 26 FRI _____
- 27 SAT _____
NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

3 WEEKS TO NATIONAL PREVENTION *WEEK*

YOU DON'T HAVE TO GO
THROUGH ANYTHING ALONE.



QUICK TIP

Join SAMHSA in celebrating National Mental Health Awareness Month! Check out the **Mental Health Awareness Month Toolkit** for social media content, resources about mental health best practices, and promotional materials.

APRIL – MAY 2024

- 28 SUN _____
- 29 MON _____
- 30 TUE _____
- 1 WED _____
ASIAN PACIFIC ISLANDER HERITAGE MONTH BEGINS
MENTAL HEALTH AWARENESS MONTH BEGINS
- 2 THU _____
- 3 FRI _____
- 4 SAT _____

2 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

This National Children's Mental Health Awareness Day, engage youth with our prevention activities, including a crossword puzzle, word search, bingo, and more!

MAY 2024

- 5 SUN _____
- 6 MON _____
- 7 TUE _____
- 8 WED _____
- 9 THU _____
NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY
- 10 FRI _____
- 11 SAT _____

1 WEEK TO NATIONAL PREVENTION *WEEK*



NATIONAL PREVENTION WEEK

is a public education platform showcasing the work of communities and organizations across the country dedicated to raising awareness about the importance of substance misuse prevention and positive mental health.

MAY 2024

- 12 SUN _____
MOTHER'S DAY
NATIONAL PREVENTION WEEK BEGINS
- 13 MON _____
- 14 TUE _____
ALCOHOL POLICY CONFERENCE BEGINS
- 15 WED _____
- 16 THU _____
ALCOHOL POLICY CONFERENCE ENDS
- 17 FRI _____
- 18 SAT _____
NATIONAL PREVENTION WEEK ENDS
HIV VACCINE AWARENESS DAY
AMERICAN ASSOCIATION FOR THE TREATMENT OF OPIOID
DEPENDENCE CONFERENCE BEGINS





FEATURED:

Asian American, Native
Hawaiian, and Pacific Islander
Behavioral Health Data, Reports,
and Issue Briefs

MAY 2024

- 19 SUN _____
- 20 MON _____
- 21 TUE _____
- 22 WED _____
AMERICAN ASSOCIATION FOR THE TREATMENT OF
OPIOID DEPENDENCE CONFERENCE ENDS
- 23 THU _____
- 24 FRI _____
- 25 SAT _____

51 WEEKS TO NATIONAL PREVENTION *WEEK*



Moving Beyond Change Efforts:

Evidence and Action to Support
and Affirm LGBTQI+ Youth



FEATURED:

Moving Beyond Change Efforts: Evidence and Action to Support and Affirm LGBTQI+ Youth offers information to support the behavioral health of LGBTQI+ youth.

MAY – JUNE 2024

- 26 SUN _____
- 27 MON _____ MEMORIAL DAY
- 28 TUE _____ SOCIETY FOR PREVENTION RESEARCH ANNUAL MEETING BEGINS
- 29 WED _____
- 30 THU _____
- 31 FRI _____ SOCIETY FOR PREVENTION RESEARCH ANNUAL MEETING ENDS
- 1 SAT _____ LGBTQI+ PRIDE MONTH BEGINS

50 WEEKS TO NATIONAL PREVENTION *WEEK*



FEATURED:
**SAMHSA LGBTQ+ Behavioral Health
Equity Center of Excellence**



JUNE 2024

- 2 SUN _____
- 3 MON _____
- 4 TUE _____
- 5 WED _____
- 6 THU _____
- 7 FRI _____
- 8 SAT _____

49 WEEKS TO NATIONAL PREVENTION *WEEK*

Congratulations, graduates!



FEATURED:

After High School: Talking With Your Young Adult About Underage Drinking

Learn about how to effectively talk with young adults and recent graduates to set the foundation for a healthy future.

Available in English and Spanish.

JUNE 2024

- 9 SUN _____
- 10 MON _____
- 11 TUE _____
- 12 WED _____
- 13 THU _____
- 14 FRI _____
- 15 SAT _____

48 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Prevention happens year-round! Keep the momentum going and tap into the enthusiasm from your prevention-focused event.

JUNE 2024

16 SUN _____ FATHER'S DAY

17 MON _____

18 TUE _____

19 WED _____ JUNETEENTH

20 THU _____

21 FRI _____

22 SAT _____

47 WEEKS TO NATIONAL PREVENTION *WEEK*



MEET OUR PARTNERS:

THE
TREVOR
PROJECT

For Young LGBTQ Lives

thetrevorproject.org

JUNE 2024

23 SUN _____

24 MON _____

25 TUE _____

26 WED _____

27 THU _____

NATIONAL HIV TESTING DAY

28 FRI _____

29 SAT _____

46 WEEKS TO NATIONAL PREVENTION *WEEK*



National Minority Mental Health Awareness Month raises awareness of the challenges that affect the mental health of racial and ethnic minority groups.

JUNE – JULY 2024

30 SUN _____

1 MON _____
NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH BEGINS

2 TUE _____

3 WED _____

4 THU _____
INDEPENDENCE DAY

5 FRI _____

6 SAT _____

45 WEEKS TO NATIONAL PREVENTION *WEEK*



MEET OUR PARTNERS:



Drug Enforcement Administration
[dea.gov](https://www.dea.gov)

JULY 2024

- 7 SUN _____
- 8 MON _____
- 9 TUE _____
- 10 WED _____
- 11 THU _____
- 12 FRI _____
- 13 SAT _____

44 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Advancing behavioral health equity means working to ensure that every individual has the opportunity to be as healthy as possible.

JULY 2024

- 14 SUN _____
CADCA MID-YEAR TRAINING INSTITUTE BEGINS
- 15 MON _____
- 16 TUE _____
- 17 WED _____
- 18 THU _____
CADCA MID-YEAR TRAINING INSTITUTE ENDS
- 19 FRI _____
- 20 SAT _____

43 WEEKS TO NATIONAL PREVENTION *WEEK*

SOCIAL MEDIA PLATFORM OVERVIEW AND TIPS

When promoting your National Prevention Week events and activities, it is vital to maximize your efforts by regularly engaging with your intended audience. Facebook, Instagram, LinkedIn, Twitter, YouTube, and other digital media platforms, or social media marketing, can be used to reach a large audience quickly and affordably. Social media is a powerful tool for spreading the word about your events. There is no doubt that you are already using them to promote your work.


HOW TO MAXIMIZE THE EFFECTIVENESS OF YOUR SOCIAL MEDIA MARKETING TOOLS: THE 10-STEP SOCIAL MEDIA TIPS TO CONSIDER

1. **Identify your target audience.** Who are they? What are their responsibilities and what do they need to know? What are their interests?
2. **Objectives and Purpose.** What is the purpose of your social activity? How will your social media campaign and content support your organization's overall mission? What is the value for you and your target audience to "like"?
3. **Platform and Frequency.** What channels do you have to reach your social and digital media strategy? Consider platform choice, growth strategy, content creation, and consistency. How often will you post and engage with your audience? How often will you interact with your audience? How often will you post and engage with your audience? How often will you post and engage with your audience?

HOW ARE YOU GOING TO GET INVOLVED IN OTHER PERSONAL ACTIVITIES ON SOCIAL MEDIA.

- Invest the time in identifying strong promotional content (e.g., text messages, photos, or videos).
- Manage and monitor social media content to ensure it meets your brand and engagement objectives.
- Respond to and engage with customer accounts.
- Use social media to promote your events and activities.
- Engage the general public.

The following is a list of commonly used social media platforms and digital marketing channels. Visit their own websites, look at advertising and engagement features for general trends and insights.




FEATURED:
**Social Media Platform
 Overview and Tips.**
 Here's how to stay engaged
 with National Prevention Week
 activities on social media.

JULY 2024

21	SUN	ZERO HIV STIGMA DAY
22	MON	
23	TUE	
24	WED	
25	THU	
26	FRI	
27	SAT	

TALKING WITH YOUR TEEN ABOUT ALCOHOL:

Keeping Your Kids Safe



FEATURED:

Talk. They Hear You.®: Talking With Your Teen About Alcohol: Keeping Your Kids Safe can help parents and caregivers talk to their teens about the risks of alcohol as they head back to school.

JULY – AUGUST 2024

28 SUN _____

29 MON _____

30 TUE _____

31 WED _____

1 THU _____

NATIONAL BACK TO SCHOOL MONTH BEGINS

2 FRI _____

3 SAT _____

41 WEEKS TO NATIONAL PREVENTION *WEEK*



TIPS FOR CREATING YOUR OWN VIDEO PUBLIC SERVICE ANNOUNCEMENT

Guidelines and Tips

If you want to highlight a mental health or substance use issue to a broad mix with the potential to reach a large audience, consider creating a video public service announcement (PSA). The following are some general guidelines and tips to help you create a PSA for your prevention work.

1. **Decide whether a video PSA is the right format for your message.** Nowadays, there are many avenues for getting the attention of a audience. Consider what better things to get noticed, determine whether the benefits and costs of creating a video PSA are appropriate for your organization and goals.
2. **Identify your goal.** Pinpoint the mental health or substance use issue your organization wants to highlight.
3. **Develop the key messages you want your audience to absorb.** Use the research and/or news stories that make some topics particularly relevant?
4. **Research the legal claims you plan to research and use.**
5. **Identify your goal.** PSA's messages are most effective when they target your goal.
6. **Develop your script.** These should have around 30-60 seconds in length, with 15-20 seconds for the PSA.



will make the audience say, "Can't let this PSA slip through my fingers?"

7. **Choose an actor.** Walk down the major points you want to convey in the PSA and start to structure the story of the PSA. Also, identify an actor to portray the PSA. The actor must be able to convincingly communicate the PSA. It may be more appropriate if your main distribution method will be social media channels.

8. **Write a script.** Write the narrative and dialogue for the PSA. Use simple, conversational language. Keep your sentences concise and to the point. Read your script aloud and time to length to make sure you're all to create a 30-60 second PSA. Consider the actor's delivery and the PSA. Use simple, conversational language. Keep your sentences concise and to the point. Read your script aloud and time to length to make sure you're all to create a 30-60 second PSA. Consider the actor's delivery and the PSA. Use simple, conversational language. Keep your sentences concise and to the point. Read your script aloud and time to length to make sure you're all to create a 30-60 second PSA. Consider the actor's delivery and the PSA.

QUICK TIP

A public service announcement can be an important and meaningful part of planning for next year's National Prevention Week.

AUGUST 2024

- 4 SUN _____
- 5 MON _____
- 6 TUE _____
- 7 WED _____
- 8 THU _____
- 9 FRI _____
- 10 SAT _____

40 WEEKS TO NATIONAL PREVENTION WEEK



QUICK TIP

Use these resources to talk to your college-bound young adults about the consequences of underage drinking.

AUGUST 2024

- 11 SUN _____
- 12 MON _____
- 13 TUE _____
- 14 WED _____
- 15 THU _____
- 16 FRI _____
- 17 SAT _____

39 WEEKS TO NATIONAL PREVENTION *WEEK*

AUGUST 2024

18 SUN _____

19 MON _____

20 TUE _____

21 WED _____
NATIONAL FENTANYL PREVENTION AND AWARENESS DAY

22 THU _____

23 FRI _____

24 SAT _____

38 WEEKS TO NATIONAL PREVENTION WEEK

TIPS FOR WORKING WITH THE MEDIA

In today's digital information age, we rely on myriad resources to gather information about substance misuse prevention and what's happening in our local communities.

Check the local news and community news — by print, online, and in person. There are local and free resources we can turn to for credible information about our communities and our children's health. In fact, media outlets continue to be critical sources of information for local communities nationwide.

Media outlets can provide an excellent platform to share your prevention and substance misuse prevention and promote positive mental health. Having your story in a medium will help you build relationships and become a credible resource for reporters. This is where positive behavior can be engaged thanks to your National Prevention Week activities can have the greatest impact.

Communicate Your Message Effectively

When working with the media, be prepared to talk and they are required to question. All media outreach materials should be concise and clear. Media outlets are agencies and their editors do not have time to read or read materials need to capture attention quickly and effectively that your story will be a worthwhile story for their clients, website, blog, or broadcast.

Creating your outreach materials, and only high-quality. They are intended to connect with your community. You will want them to focus on their important information and messages during a follow-up call, during interviews, and when they attend your event.

Media outlets may request you to create a short video or audio clip. Consider creating two versions: one of a 30-second video or audio clip, and a 1-2 minute version.

TELL US ABOUT YOUR EVENT

- Name of the event and location
- Date and time of your event and state if it's a one-time event or a recurring event
- What organizations are and who are
- Who are
- A list of topics of your event
- Topics addressed by the event
- Contact information



QUICK TIP

Media outreach is a cost-effective way to educate people about substance misuse prevention and promote positive mental health. This quick guide offers tips for working with media.



QUICK TIP

Harm reduction is an important approach to overdose prevention. It uses public health strategies to empower people who use drugs to live healthy, self-directed, and purpose-filled lives.

AUGUST 2024

25 SUN _____

26 MON _____

27 TUE _____

28 WED _____

29 THU _____

30 FRI _____

31 SAT _____
INTERNATIONAL OVERDOSE AWARENESS DAY

37 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Join SAMHSA in celebrating National Recovery Month throughout September! Check out the Recovery Month Toolkit for social media content and resources for learning about and supporting those in recovery.

SEPTEMBER 2024

- 1 SUN _____ NATIONAL RECOVERY MONTH BEGINS
- 2 MON _____ LABOR DAY
- 3 TUE _____
- 4 WED _____
- 5 THU _____
- 6 FRI _____
- 7 SAT _____

36 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

In recognition of Suicide Prevention Week, use resources from the 988 Suicide & Crisis Lifeline to learn the warning signs you can look for in someone who might be in crisis.

SEPTEMBER 2024

- 8 SUN _____ SUICIDE PREVENTION WEEK BEGINS
- 9 MON _____
- 10 TUE _____
- 11 WED _____
- 12 THU _____
- 13 FRI _____
- 14 SAT _____ SUICIDE PREVENTION WEEK ENDS

35 WEEKS TO NATIONAL SUICIDE PREVENTION WEEK



FEATURED:

Hispanic/Latino Behavioral
Health Data, Reports,
and Issue Briefs

SEPTEMBER 2024

- 15 SUN _____
HISPANIC HERITAGE MONTH BEGINS
- 16 MON _____
- 17 TUE _____
- 18 WED _____
- 19 THU _____
- 20 FRI _____
- 21 SAT _____

34 WEEKS TO NATIONAL PREVENTION *WEEK*



MEET OUR PARTNERS:



The Suicide Prevention Resource Center (SPRC) is the only federally supported resource center devoted to advancing the implementation of the National Strategy for Suicide Prevention.

sprc.org

SEPTEMBER 2024

22 SUN _____

23 MON _____

24 TUE _____

25 WED _____

26 THU _____

27 FRI _____

28 SAT _____

33 WEEKS TO NATIONAL PREVENTION *WEEK*



FEATURED:

Talk. They Hear You.®:

How to Help Kids Say No to Peer Pressure.

During Youth Substance Use Prevention Month, use this fact sheet to equip kids to say “no” and avoid situations that involve alcohol or other drugs.

SEPTEMBER – OCTOBER 2024

29 SUN _____

30 MON _____

GLMA'S ANNUAL CONFERENCE ON LGBTQ+ HEALTH BEGINS

1 TUE _____

BULLYING PREVENTION MONTH BEGINS
YOUTH SUBSTANCE USE PREVENTION MONTH BEGINS
SUBSTANCE MISUSE PREVENTION MONTH BEGINS

2 WED _____

GLMA'S ANNUAL CONFERENCE ON LGBTQ+ HEALTH ENDS

3 THU _____

4 FRI _____

5 SAT _____

32 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

The 988 Suicide & Crisis Lifeline provides shareables to use as social media posts, stories, and threads. Check out their LGBTQI+ shareables this National Coming Out Day!

OCTOBER 2024

- 6 SUN _____
- 7 MON _____
BULLYING PREVENTION AWARENESS DAY
- 8 TUE _____
- 9 WED _____
- 10 THU _____
- 11 FRI _____
NATIONAL COMING OUT DAY
- 12 SAT _____

31 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

As Hispanic Heritage Month comes to an end, don't forget to share prevention education, training, and outreach materials in Spanish year-round!

OCTOBER 2024

13 SUN _____

14 MON _____
INDIGENOUS PEOPLES' DAY

15 TUE _____
HISPANIC HERITAGE MONTH ENDS
NATIONAL LATINX AIDS AWARENESS DAY

16 WED _____

17 THU _____

18 FRI _____

19 SAT _____

30 WEEKS TO NATIONAL PREVENTION *WEEK*



FEATURED:

Prevent Unsafe Drinking Behaviors on Campus. Use this resource from *Communities Talk* to help inform communities about heavy alcohol use and binge drinking on college campuses.

OCTOBER 2024

- 20 SUN _____
NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK BEGINS
- 21 MON _____
- 22 TUE _____
- 23 WED _____
RED RIBBON WEEK BEGINS
- 24 THU _____
- 25 FRI _____
- 26 SAT _____
NATIONAL COLLEGIATE ALCOHOL AWARENESS WEEK ENDS
NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

29 WEEKS TO NATIONAL PREVENTION *WEEK*



FEATURED:

American Indian/Alaska Native Behavioral Health Data, Reports, and Issue Briefs

OCTOBER – NOVEMBER 2024

27 SUN _____
AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL MEETING BEGINS

28 MON _____

29 TUE _____

30 WED _____
AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL MEETING ENDS

31 THU _____
RED RIBBON WEEK ENDS

1 FRI _____
NATIVE AMERICAN HERITAGE MONTH BEGINS

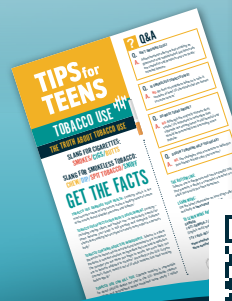
2 SAT _____

28 WEEKS TO NATIONAL PREVENTION *WEEK*



NOVEMBER 2024

- 3 SUN _____
- 4 MON _____
- 5 TUE _____
- 6 WED _____
- 7 THU _____
- 8 FRI _____
- 9 SAT _____



QUICK TIP

Use these resources about quitting tobacco for your community outreach efforts and to help people lead smoke-free lives.

27 WEEKS TO NATIONAL PREVENTION *WEEK*



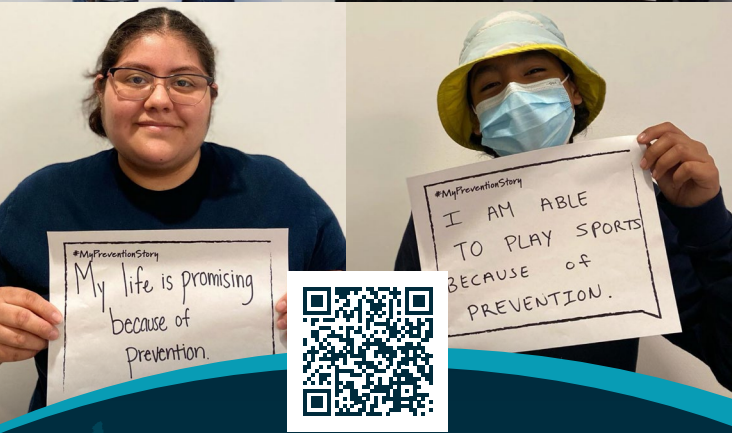
FEATURED:

The Veterans Crisis Line serves Veterans, service members, National Guard and Reserve members, and those who support them.

NOVEMBER 2024

- 10 SUN _____
- 11 MON _____ VETERANS DAY
- 12 TUE _____
- 13 WED _____
- 14 THU _____
- 15 FRI _____
- 16 SAT _____ GREAT AMERICAN SMOKEOUT

26 WEEKS TO **NATIONAL PREVENTION** *WEEK*



QUICK TIP

Creating a #MyPreventionStory video is easier than you think! Use our templates to help build your story.

NOVEMBER 2024

- 17 SUN _____
- 18 MON _____
- 19 TUE _____
- 20 WED _____
- 21 THU _____
- 22 FRI _____
- 23 SAT _____

25 WEEKS TO NATIONAL PREVENTION WEEK



QUICK TIP

It's not too early to start planning for your **National Prevention Week 2025** events! Here are some tips for creating an event plan.

NOVEMBER 2024

- 24 SUN _____
- 25 MON _____
- 26 TUE _____
- 27 WED _____
- 28 THU _____ THANKSGIVING
- 29 FRI _____
- 30 SAT _____

24 WEEKS TO **NATIONAL PREVENTION** *weEK*

World AIDS DAY



FEATURED:

Prevention and Treatment of HIV
Among People Living with Substance
Use and/or Mental Disorders

DECEMBER 2024

- 1 SUN _____
NATIONAL IMPAIRED DRIVING PREVENTION MONTH BEGINS
WORLD AIDS DAY
- 2 MON _____
- 3 TUE _____
- 4 WED _____
- 5 THU _____
- 6 FRI _____
- 7 SAT _____

23 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Use these resources to learn more about current trends, data, and myths around alcohol use in young adults.

DECEMBER 2024

- 8 SUN _____
- 9 MON _____
- 10 TUE _____
- 11 WED _____
- 12 THU _____
- 13 FRI _____
- 14 SAT _____

22 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Holiday breaks can be a great time to talk to young adults about substance misuse. Use these tips from **Get Smart About Drugs**, a DEA resource.

DECEMBER 2024

- 15 SUN _____
- 16 MON _____
- 17 TUE _____
- 18 WED _____
- 19 THU _____
- 20 FRI _____
- 21 SAT _____

21 WEEKS TO NATIONAL PREVENTION *WEEK*



QUICK TIP

Interested in engaging faith-based organizations in your prevention efforts? This resource on **partnering with the faith community** is a great place to start.

DECEMBER 2024

22 SUN _____

23 MON _____

24 TUE _____

25 WED _____
CHRISTMAS (FEDERAL OFFICES CLOSED)

26 THU _____

27 FRI _____

28 SAT _____

20 WEEKS TO NATIONAL PREVENTION *WEEK*



Thank you for your support
of National Prevention Week!

**WISHING YOU A HAPPY
HOLIDAY SEASON AND A
PROSPEROUS NEW YEAR!**

DECEMBER 2024

29 SUN _____

30 MON _____

31 TUE _____
NEW YEAR'S EVE

19 WEEKS TO NATIONAL PREVENTION *we*EK