



# NATIONAL PREVENTION WEEK

## Social Media Toolkit



# ABOUT



National Prevention Week is about uniting SAMHSA with dedicated individuals, communities, and organizations planning prevention initiatives and using our platform to showcase this ongoing work. We are stronger when we work together and are always looking for opportunities to partner with those on the frontlines of prevention to see where we can elevate future efforts.

SAMHSA is continuously working to improve the prevention landscape. Shifting the National Prevention Week approach will better 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 want to highlight your efforts during National Prevention Week. By showcasing your work throughout the prevention field, we can confront the societal challenges surrounding substance misuse together while celebrating stories of prevention.

# HOW TO USE THIS TOOLKIT



## CUSTOMIZE THE CONTENT



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Click on any of the images in this toolkit to open a Canva file with the graphic. You can delete the “insert your logo here” text and place your organization or coalition’s logo there. You can then use the message copy included within this toolkit to accompany your post on social media.

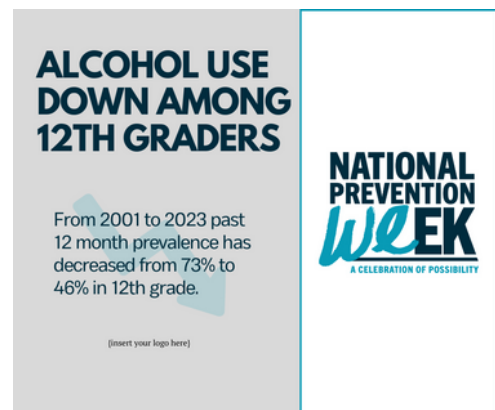
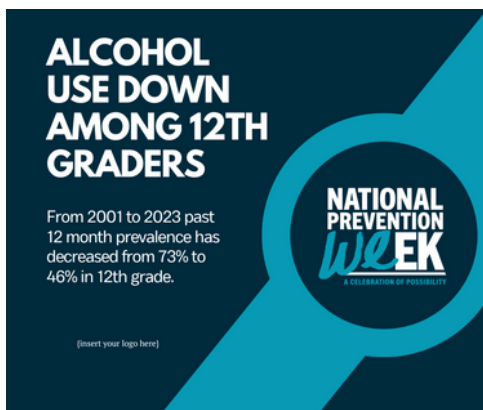
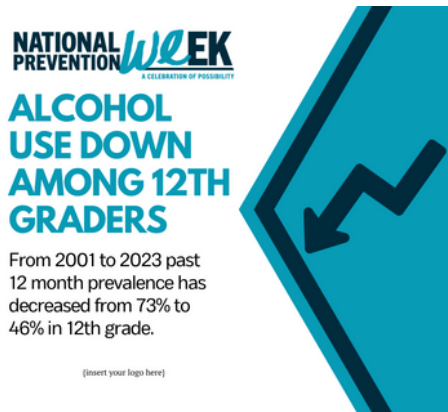
## HASHTAGGING



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What is a hashtag? Any word or phrase without spaces, starting with # symbol. This creates an index of posts that include the corresponding hashtag. Clicking on a hashtag shows you other tweets that include that same hashtag. Popular hashtags become trending topics. Be sure to include your own hashtags in addition to the ones included in the message copy.

## CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD

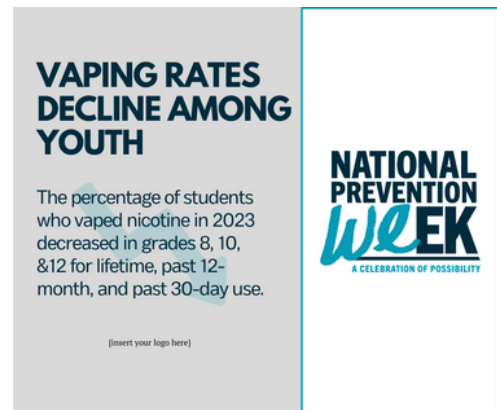
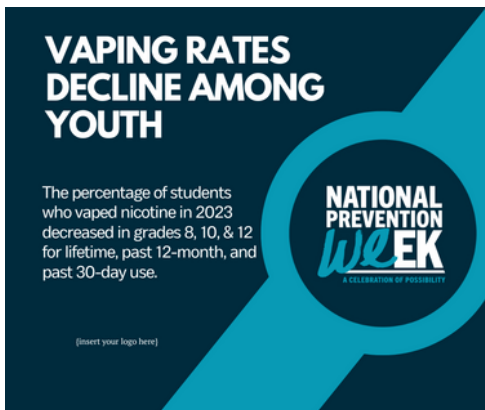
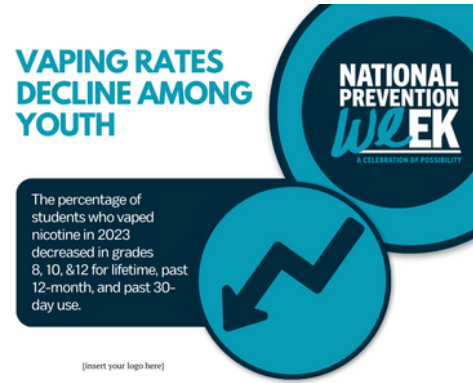
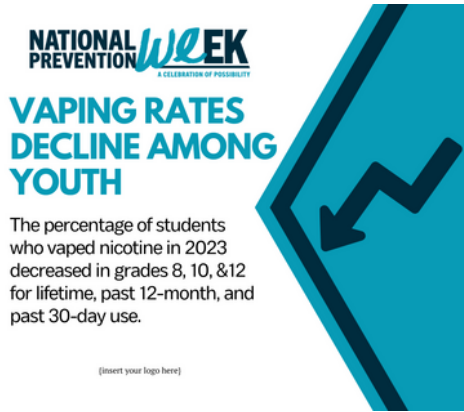


### Message Copy

Prevention Works! According to Monitoring The Future, in 2023 alcohol use significantly declined in 12th grade for lifetime, past 12-month, past 30 day, and daily use. It also significantly declined in 10th grade for lifetime use. The significant decreases in alcohol use in 2023 in 12th grade are part of a long term, overall decline that has taken place since the year 2000 in all three grades. From 2001 to 2023 past 12 month prevalence has decreased from 73% to 46% in 12th grade, from 65% to 31% in 10th grade, and from 43% to 15% in 8th grade. #YPRC #NPW #NationalPreventionWeek24 #PreventionWorksNPW



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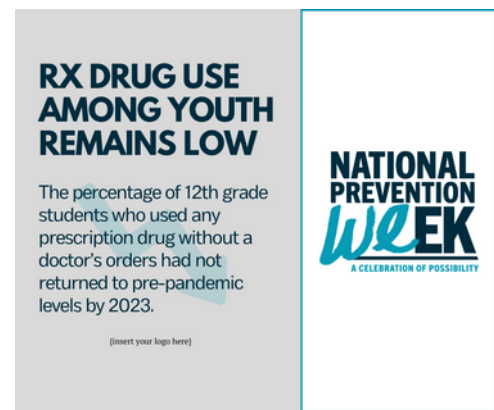
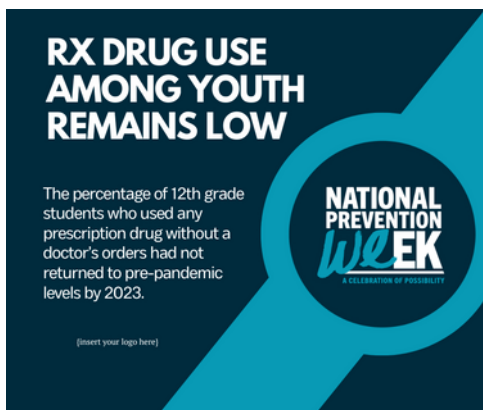
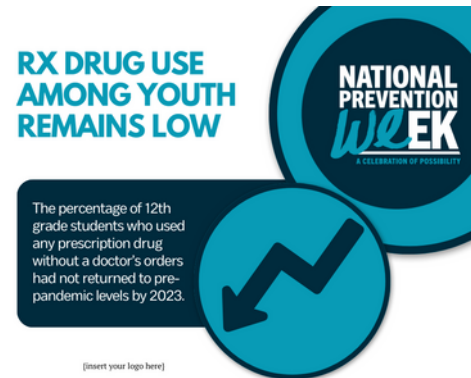
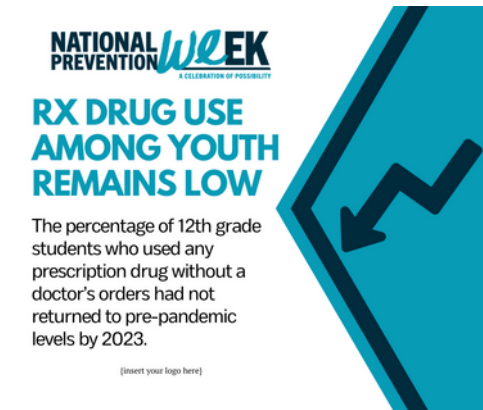
### Message Copy

Prevention Works! The percentage of students who vaped nicotine in 2023 decreased in all grades for lifetime, past 12-month, and past 30-day use, according to the latest Monitoring The Future survey. In 12th grade the declines were statistically significant for all three reporting intervals. In 10th grade the declines were statistically significant for past 12 month and past 30-day use. #YPRC #NPW #NationalPreventionWeek24 #PreventionWorksNPW





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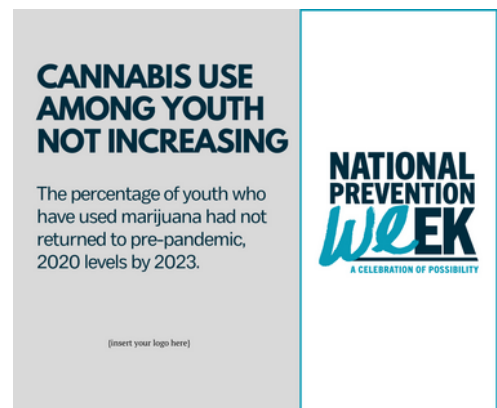
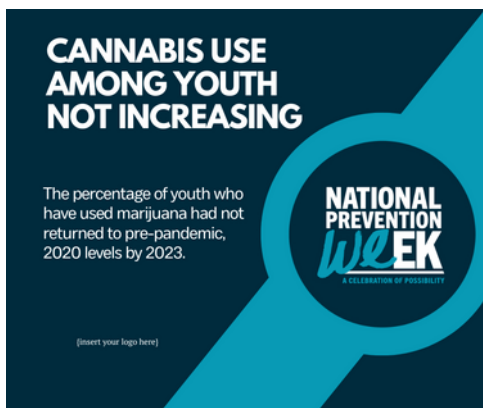
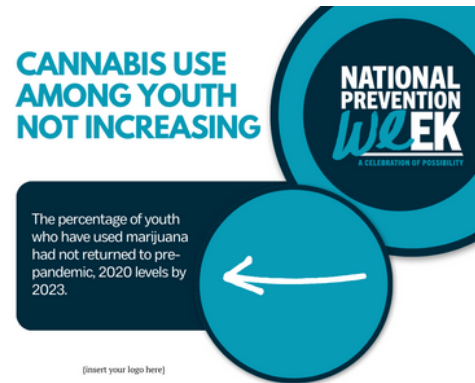
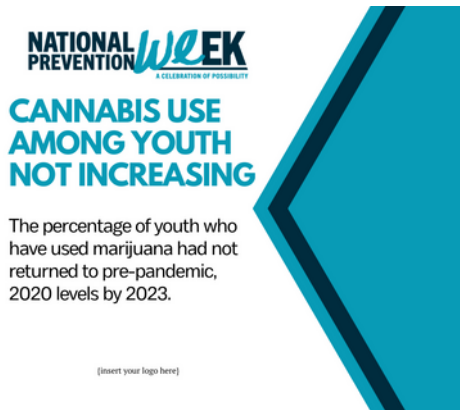


### Message Copy

Prevention Works! Monitoring The Future reports the percentage of 12th grade students who used any prescription drug without a doctor's orders had not returned to pre-pandemic levels by 2023. Lifetime, past 12-month, and past 30-day use all dropped precipitously from 2020 (before the pandemic) to 2021 (during the pandemic), and have since remained at the new, lower levels. In 2023 lifetime prevalence was 9%, compared to 14% in 2020. Past 12-month use was 4% in 2023, compared to 8% in 2020. Past 30-day use was 2% in 2023, compared to 3% in 2020.

#YPRC #NPW #NationalPreventionWeek24 #PreventionWorksNPW

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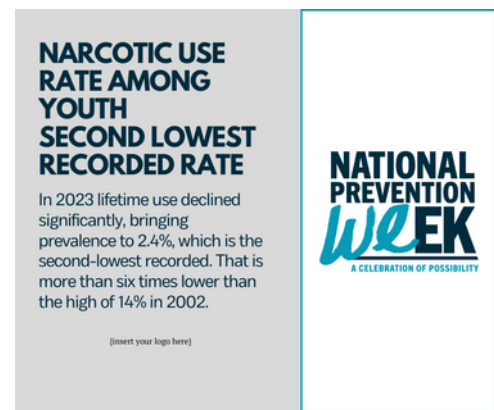
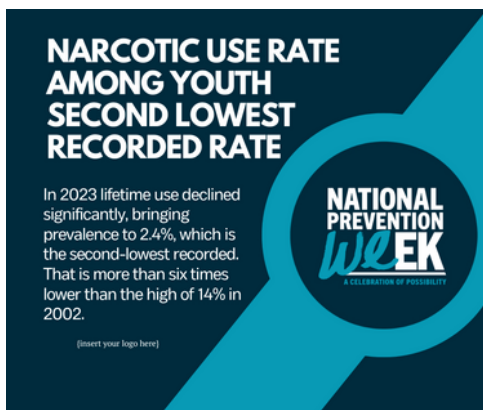
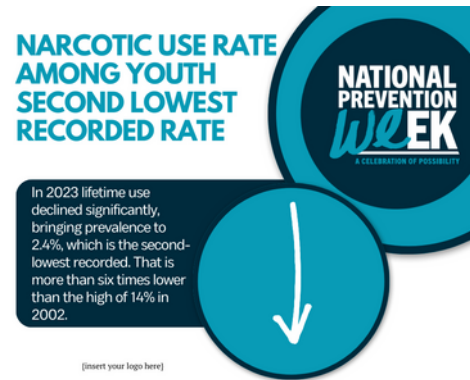
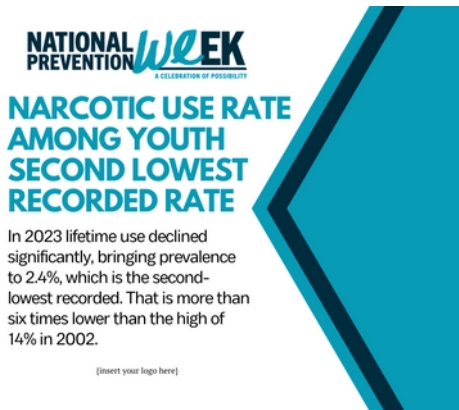


### Message Copy

Monitoring The Future show us that the percentage of youth who have used cannabis had not returned to pre-pandemic, 2020 levels by 2023. Lifetime, past 12-month, and past 30-day use all dropped precipitously from 2020 (before the pandemic) to 2021 (during the pandemic), and have since remained at the new, lower levels. The 2023 levels still remain substantial, with the percentage of youth using cannabis in the last year at 29% in 12th grade, 18% in 10th grade, and 8% in 8th grade.

#YPRC #NPW #NationalPreventionWeek24 #PreventionWorksNPW

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## Message Copy

In 2023 lifetime narcotic use declined significantly, bringing prevalence to 2.4%, which is the second-lowest recorded by the project (the lowest was 2.3% in 2021), according to the latest Monitoring The Future survey. The 2.4% level is more than six times lower than the high of 14% in 2002. Past 12-month use also significantly declined in 2023 to 1%, which ties with 2021 as the lowest level recorded by the survey. Past 30-day use declined, although not significantly, to a level of 0.4%, which is the second-lowest recorded by the survey. #YPRC #NPW #NationalPreventionWeek24 #PreventionWorksNPW



# CONTACT US

At Preventions First's Youth Prevention Resource Center, we apply a holistic approach in all that we do, ensuring that youth voices are represented and respected. We invest significant resources to be responsive to the needs of our youth and support healthy decision-making, supporting both those who work with youth and the youth themselves.



**Website**

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