



NATIONAL DRUG & ALCOHOL FACTS WEEK

Social Media Toolkit



ABOUT NDAFW



National Drug and Alcohol Facts Week®, or NDAFW, is an annual health observance that inspires dialogue about the science of drug use and addiction among youth. It provides an opportunity to bring together scientists, students, educators, healthcare providers, and community partners to help advance the science and address youth drug and alcohol use in communities and nationwide. It was launched in 2010 by scientists at the National Institute on Drug Abuse (NIDA) to stimulate educational events in communities so teens can learn what science has taught us about drug use and addiction. The National Institute on Alcohol Abuse and Alcoholism became a partner in 2016, and alcohol has been added as a topic area for the week. NIDA and NIAAA are part of the National Institutes of Health, and work with leading organizations, media outlets, and other Government agencies to spread the word about NDAFW.

HOW TO USE THIS TOOLKIT



CUSTOMIZE THE CONTENT



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



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.

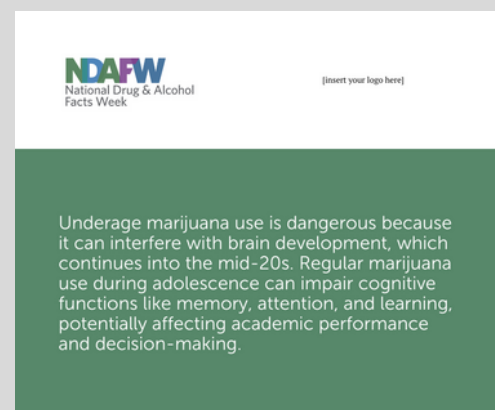
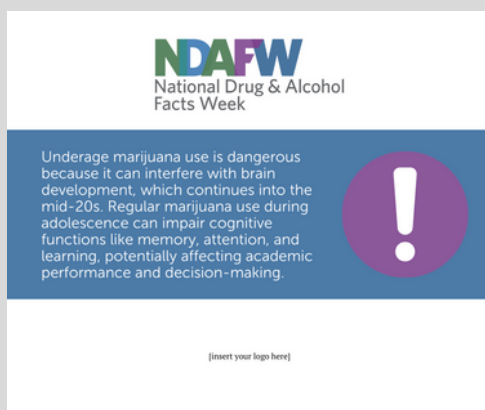
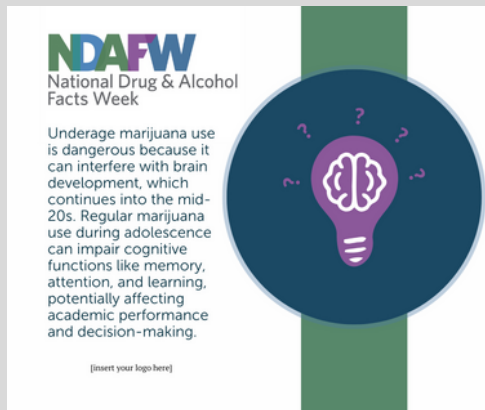
CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD



Message Copy

A 2023 study by the National Institute on Drug Abuse (NIDA) found that 40% of 12th graders viewed binge drinking (defined as five or more drinks in a row) as risky behavior. Underage alcohol use can impact adolescent brain development. Over time, repeated binge drinking can contribute to chronic health problems such as liver damage, cardiovascular disease, mental health challenges, and substance use disorder. #KnowTheFacts #YPRC #NDAFW

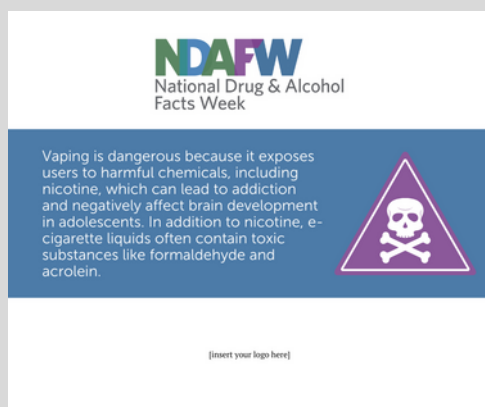
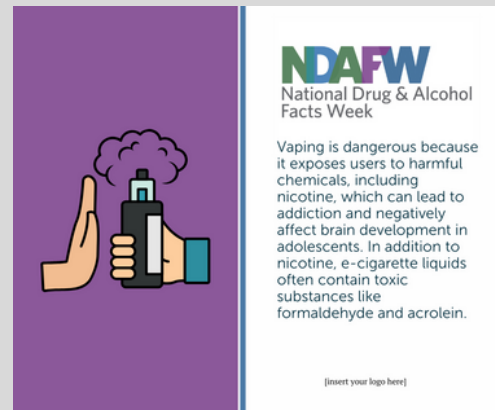
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Message Copy

According to the 2023 Monitoring the Future (MTF) survey, 60% of 12th graders believe that occasional marijuana use is risky, showing a notable shift in attitudes compared to previous years when perceptions of risk were lower. Underage marijuana use can increase the risk of mental health challenges, such as anxiety, depression, and psychosis, particularly for individuals who are predisposed to these conditions. Additionally, early marijuana use is associated with a higher likelihood of developing substance use disorders later in life. #KnowTheFacts #YPRC #NDAFW

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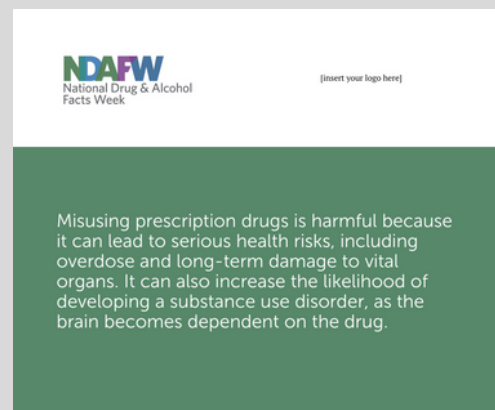
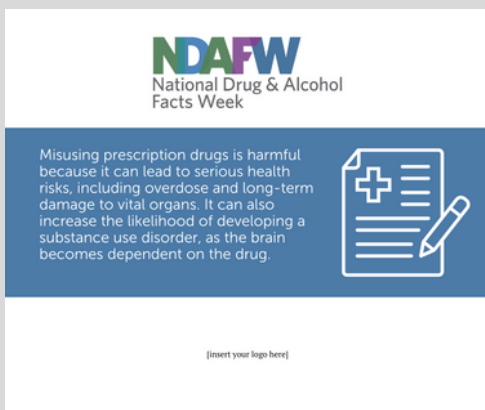
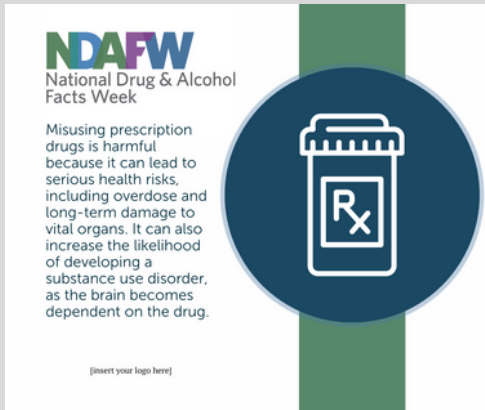


Message Copy

A 2023 CDC survey revealed that 55% of high school students did not perceive vaping nicotine as risky, despite growing concerns about the health effects of e-cigarettes. Vaping is dangerous for several reasons, especially since it often involves inhaling chemicals that can harm your lungs and overall health. Many e-cigarettes contain nicotine, which is highly addictive and can negatively affect brain development in young people, increasing the risk of using other substances.

#KnowTheFacts #YPRC #NDAFW

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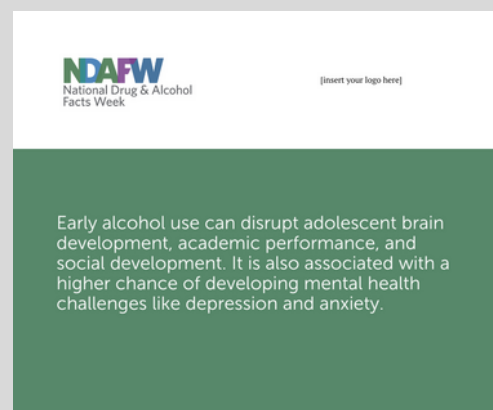
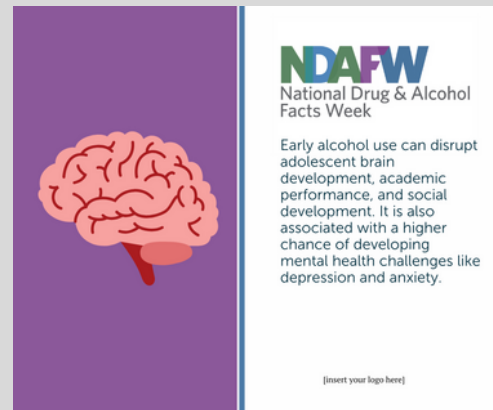
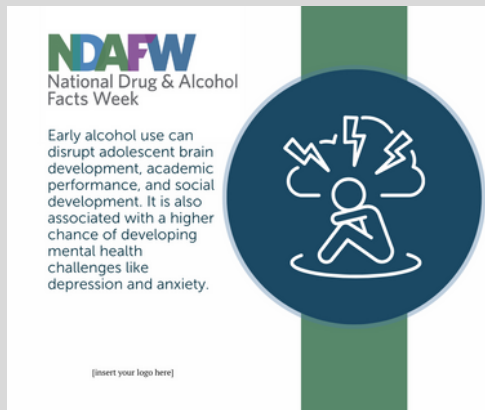


Message Copy

In a 2023 study by the Partnership to End Addiction, only 20% of teens believed that misusing prescription drugs was extremely harmful, pointing to a misperception of the dangers of non-medical use of medications. even if someone doesn't develop a substance use disorder, misusing prescription drugs can affect their judgment, decision-making, and ability to perform everyday tasks like driving, increasing the risk of harm to themselves or others.

#KnowTheFacts #YPRC #NDAFW

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Message Copy

A 2023 report from the Substance Abuse and Mental Health Services Administration (SAMHSA) indicated that 70% of high school seniors felt that having occasional alcohol was a “normal” part of teen life, despite increasing awareness of alcohol’s negative effects. The brain continues to mature into the mid-20s, and alcohol use during this time can negatively impact memory, learning, and decision-making abilities. This can have lasting effects on cognitive function.

#KnowTheFacts #YPRC #NDAFW

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.



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prevention.org/yprc



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