National Drug and Alcohol Facts Week is about demystifying the effects and consequences of drugs and alcohol for teens by connecting NIDA scientists and experts with youth. In events all over the country, communities come together to share the facts and have conversations about how drugs affect the brain, body and behavior. Getting your coalition involved in this week can help engage the youth in your community. Try some of these ideas out this January!

Contents

School Event Ideas ........................................................................................................................................ 2
Drug Factsheets ........................................................................................................................................ 2
Get your Government involved! ..................................................................................................................... 2
“National Drug & Alcohol Facts Week℠” Proclamation ........................................................................ 3
Get your Media involved! ............................................................................................................................ 4
Sample Announcement for Newsletter, Listserv, or Media Release .......................................................... 4
Sample Fact Sharing for Newsletter, Listserv, or Media Release ............................................................... 4
Sample Facebook Messages ....................................................................................................................... 5
Sample Tweets for Twitter .......................................................................................................................... 5
Additional Teaching Tools ......................................................................................................................... 6
Additional Resources ................................................................................................................................ 6
Social Media Accounts to Follow ............................................................................................................. 7
School Event Ideas

Even if your community can’t hold an event or prepare, try encouraging your schools to participate in the National Drug and Alcohol Facts Week Chat day on January 26th – register for free at: https://www.nidachat.org/register.aspx

Drug Factsheets

Consider incorporating these factsheets (or the information from these factsheets) in your local newspaper, community events, or displaying at schools or throughout the community. For a downloadable PDF, click on the links on the drug name.

<table>
<thead>
<tr>
<th>Drug &amp; PDF Factsheet</th>
<th>NIDA Teen Resources</th>
<th>Watch &amp; Play Resources?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anabolic Steroids</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Bath Salts</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Cocaine</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Cough and Cold Medicine</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Heroin</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Inhalants</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Marijuana</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>MDMA (Ecstasy or Molly)</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Methamphetamine</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Prescription Depressant Medications</td>
<td>Website</td>
<td>Not Available</td>
</tr>
<tr>
<td>Prescription Drugs (Overall)</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Prescription Pain Medications</td>
<td>Website</td>
<td>Not Available</td>
</tr>
<tr>
<td>Prescription Stimulant Medications</td>
<td>Website</td>
<td>Not Available</td>
</tr>
<tr>
<td>Salvia</td>
<td>Website</td>
<td>Not Available</td>
</tr>
<tr>
<td>Spice</td>
<td>Website</td>
<td>Available</td>
</tr>
<tr>
<td>Tobacco, Nicotine, and E-Cigarettes</td>
<td>Website</td>
<td>Available</td>
</tr>
</tbody>
</table>

**Many of the drugs also have information available in Spanish from NIDA Teens [here](#).**

Get your Government involved!

Contact your local government to see what is needed for a proclamation to be issued, then, modify this sample one from NIDA Teens to fit your community!
“National Drug & Alcohol Facts Week℠” Proclamation

WHEREAS, National Drug & Alcohol Facts Week℠ is sponsored by the National Institute on Drug Abuse (NIDA) and the National Institute on Alcohol Abuse and Alcoholism (NIAAA) at the National Institutes of Health, in the U.S. Department of Health and Human Services, in accordance with other federal and private partner organizations, to encourage teens to ask questions about drugs, drug abuse, alcohol, and alcoholism, and receive scientifically based facts and answers in return,

WHEREAS, from that day forward, National Drug & Alcohol Facts Week℠ will occur in the winter with an annual seven day celebration, anchored by NIDA’s and NIAAA’s, National Drugs & Alcohol Chat Day, an annual event that provides high school students across the United States with the opportunity to ask questions of the Nation’s leading experts in the field of drug abuse, alcohol, and addiction via a web “chat.”

WHEREAS, National Drug & Alcohol Facts Week℠ is a celebration of the inquisitive minds of teenagers and encourages them to ask questions drugs, drug abuse, alcohol, and alcoholism and get scientifically based answers, without judgment or biased comment.

WHEREAS, the National Institute on Drug Abuse stimulates most of the world’s research on drug abuse and addiction and can offer science as a key element of the national and community conversation about drugs,

WHEREAS, the National Institute on Alcohol Abuse and Alcoholism stimulates most of the world’s research on alcohol and alcoholism and can offer science as a key element of the national and community conversation about alcohol,

WHEREAS, National Drug & Alcohol Facts Week℠ celebrates the efforts of national and community organizations working with teens to encourage this science based conversation about drugs, drug abuse, alcohol, and alcoholism;

WHEREAS, [Your organization's name] has chosen [your city and state] to officially launch our local efforts.

NOW, THEREFORE, I, [your/official’s name], [your/official’s title] of [location], on behalf of [your organization's name], do hereby proclaim Monday, January 25th through Sunday, January 31st, 2016 — to be:

"National Drug & Alcohol Facts Week℠"

In the [location, example: City of Springfield], I urge all citizens to participate in the activities planned hereafter.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused to be affixed the Seal of [location], this [day] day of [Month] [year].

[your/official’s name], [your/official’s title]
Witness, [title], [name]
Get your Media involved!

Events become great when the community is aware and involved! Utilize the media outlets available to you to make sure the community knows and celebrates National Drug and Alcohol Facts Week, including any events you have planned. At a minimum, work with your media outlets to encourage and provide them with facts to share throughout the week! You can modify the following examples for use in your community, through earned, paid, and social media!

NIDA Teens has a plethora of resources available to promote and enhance your events. You can find their toolkits and brochures online. These resources include more media support, social media support, flyers, and brochures than is possible to include here – so check it out!

Sample Announcement for Newsletter, Listserv, or Media Release

Customize this into your newsletter, listserv, or media release to publicize upcoming events. Add local details and quotes from your organization.

Do you know the percentage of youth who use alcohol or cigarettes in [your community]? January 25-29 is National Drug and Alcohol Facts Week and [your organization] encourages you to educate yourself and your loved ones about the facts!

[Your organization] is joining other organizations across the country and participating in National Drug and Alcohol Facts Week with the following activities:

- [Add details about your local activities.]

[Include quote from your organization about the importance of substance abuse awareness and/or prevention]

For more information, visit [insert your organization information] or contact [insert contact information].

Sample Fact Sharing for Newsletter, Listserv, or Media Release

Customize this into your newsletter, listserv, or media release to share alcohol and drug facts. Add facts relevant to your community, and share several times throughout the week with rotating facts.
Can you identify what a standard drink is? Do you know the difference between prescription medication use and abuse? January 25-29 is National Drug and Alcohol Facts Week and your organization encourages you to educate yourself and your loved ones about the facts!

[Provide a fact, bust a myth, etc. relevant to your community to increase knowledge and awareness]

For more information, visit insert your organization information or contact insert contact information.

Sample Facebook Messages

Consider engaging your Facebook followers and community by posting statistics, information on events, the following stock phrases, or create your own! The following are sample updates provided by NIDA – make sure to like their Facebook and tag them in your updates! (https://www.facebook.com/NIDANIH)

- Everybody is NOT doing it. Get the drug facts: http://drugfactsweek.drugabuse.gov
- I'm joining National Drug & Alcohol Facts Week to SHATTER THE MYTHS about drug abuse. Share this post to join in too! http://drugfactsweek.drugabuse.gov

Sample Tweets for Twitter

Consider engaging your Twitter followers and community by posting statistics, information on events, the following stock phrases, or create your own! NDAFW has an official hashtag, so no matter what you tweet to support NDAFW, make sure you include #NDAFW. The following are sample updates provided by NIDA – make sure to follow their Twitter and tag them in your updates! (@NIDAnews and @NIAANews)
• Everybody is NOT doing it. #NDAFW
• #NDAFW 2016 is January 25–31, 2016. Go to http://drugfactsweek.drugabuse.gov to see who is hosting an event.
• I'm joining @NIDANews and @NIAAANews to SHATTER THE MYTHS about drug and alcohol abuse. Will you join? Learn how: http://bit.ly/9rUsL8. #NDAFW
• I care about my students and want to SHATTER THE MYTHS. Join me: http://bit.ly/9rUsL8 #NDAFW
• Who becomes addicted to drugs? Depends on many factors, including your genes and environment. #NDAFW
• SHATTER THE MYTHS about drug abuse with @NIDANews and @NIAAANews' National Drug & Alcohol Facts Week*: http://bit.ly/cdg1yt
• RT this if you're participating in @NIDANews' and @NIAAANews' National Drug & Alcohol Facts Week*: http://bit.ly/cdg1yt

**Additional Teaching Tools**

_NIDA Teens has a site for Educators with lesson plans and an activity finder to help schools get in on the action. Consider implementing some of these with the youth you work with, or encouraging your schools to participate in NDAFW with these lesson plans! Customizable by drugs, you can search at: http://teens.drugabuse.gov/educators/lessonplans#/questions

**Additional Resources**

_NIDA Teens has a site with Stats and Infographics and access to FREE Materials if you order by January 15th!

Check out the official NDAFW website and find more resources at: http://teens.drugabuse.gov/national-drug-facts-week

You can get resources for teens beyond National Drug and Alcohol Facts week from NIDA Teens at http://teens.drugabuse.gov/
Social Media Accounts to Follow

Lost on what to post to your account? Consider following these accounts and either engaging with them, or retweeting/sharing their information!

Agencies and their Proxies

Michael Botticelli  @Botticelli44
Director, White House Office of National Drug Control Policy. 26 years in recovery. Tweets subject to FRA/PRA and may be archived.

MedicineAbuseProject @MedicineAbuse
The Medicine Abuse Project is a multi-year effort of @drugnews that aims to prevent 1/2 million teens from abusing medicines by 2017.

Yng Ppl in Recovery @YngPplRecover
Youth in recovery deserve a voice. YPR is that voice. Recovery Ready America. #YPRVoice

NCADD National @NCADDNational
National Council on Alcoholism and Drug Dependence- For 70 years NCADD has been a valuable resource for millions of people struggling with addiction nationwide.

CAMY JHU @CAMYJHU
The Center on Alcohol Marketing & Youth (CAMY) at JHSPH monitors alcohol industry marketing practices to protect youth. RTs are not endorsements.

ICRUD @icrud1
ICRUD is a non-profit coalition working to reduce youth access to alcohol in Indiana.

Indiana Prev Res Ctr @INDPREVRESCTR
Working to strengthen a behavioral health system to promote prevention, treatment, & recovery in Indiana Tweets by @katiekathleena unless noted RT ≠ endorsement

Missouri PIP @MissouriPIP
Partners in Prevention is Missouri’s higher education substance abuse consortium dedicated to creating healthy and safe college campuses.

MoSafeRx @MoSafeRx
Providing healthy college living tips and resources for Missouri college students and educating students on the dangers of prescription drug misuse

ACT Missouri @ACTMOPrevention
Official Twitter account of ACT Missouri, the Prevention Network for Missouri. Taking ACTion to reduce substance abuse. Following/RT does not imply endorsement.
Drug Free Action @DrugFreeAction
Drug Free Action Alliance is focused on the prevention of substance abuse and its related consequences.

National Facebook Prevention Accounts

CADCA - Community Anti-Drug Coalitions of America, or CADCA, is a 501(c)(3) non-profit organization that works to strengthen the capacity of community coalitions in their effort to create and maintain safe, healthy and drug-free communities.

SAMHSA - The Substance Abuse and Mental Health Services Administration (SAMHSA) leads public health efforts to advance the behavioral health of the nation.

Society for Prevention Research - The Society for Prevention Research is an organization dedicated to advancing scientific investigation on the etiology and prevention of social, physical and mental health, and academic problems and on the translation of that information to promote health and well-being.

State Level Facebook Prevention Accounts

Indiana Prevention Resource Center - The Indiana Prevention Resource Center strengthens prevention efforts through education, resources and research. Our vision: An Indiana prevention system that promotes and sustains healthy behaviors and environments.

Local Coalition Facebook Prevention Accounts

***Did we miss yours? Contact Kathleen@indiana.edu to get added!

LaPorte County Drug Free Partnership - The LaPorte County Drug Free Partnership was established in 1989 under the Indiana Criminal Justice Institute’s Governors Commission.

Drug Free Marion County - Drug Free Marion County, Inc., is a not-for-profit organization that plans, promotes, implements, and coordinates community efforts to prevent and reduce abuse of alcohol, tobacco, and other drugs among youth and adults.