



THE
PARTNERSHIP
@drugfreeNH

Partner Toolkit



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About The Partnership

We are proud to reintroduce **The Partnership @drugfreeNH**, previously The Partnership for a Drug-Free New Hampshire. The new name reflects our commitment to old and new partnerships with New Hampshire (NH) organizations serving and supporting individuals, families, and communities in substance use prevention, treatment, and recovery.

The Partnership envisions a NH where citizens are fully aware of the challenges, resources, and solutions surrounding substance misuse. Our mission is to create and promote consistent statewide messages through the engagement of partners and champions.

Founded on the following core values, The Partnership works with diverse stakeholders across the state to develop, enhance, and promote effective prevention messaging to address the issues related to substance misuse affecting individuals, families, and communities across NH.

The strengths of the Partnership include:

1. Recognizing and emphasizing the value of relationships and shared resources.
2. Planning and implementing consistent statewide prevention messaging strategies by mapping available resources and integrating them into a strategic plan.
3. Relying on mutually beneficial relationships to achieve sustainability.

The Partnership has been a trusted resource for NH. By joining the Partnership, you can help individuals, families, and communities get informed, get involved, and get help!

As a Partner, you can work with a group of dedicated organizations and communities in prevention to help reach NH residents struggling with substance misuse, looking for information, or wanting to get involved in promoting the resources on [DrugFreeNH.org](https://www.DrugFreeNH.org).

Engage With The Partnership

We look forward to amplifying the great work our partners do throughout the state. The following guidance will support our collaborative communication efforts.

Engaging with us (communication channels):

1. Subscribe to [The Partnership's email listserv](#) for updates by filling out the contact form
2. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#), and [Twitter](#)!
3. Follow along with The Partnership's web updates by visiting: drugfreenh.org
4. Join a workgroup (page 5)

Sharing Content:

1. Tag us on social media!
 - a. Facebook, LinkedIn, Instagram, and Twitter (Linked above and on page 10)
 - b. Example: Photos from a prevention event, sharing a new resource
2. Tell us about your events, resources, or needs:
 - a. Email: info@drugfreeNH.org
 - b. Webform: drugfreenh.org/contact-us
 - c. Events Calendar: drugfreenh.org/events

Working With The Partnership

Join The Partnership and together we can reach even more NH residents with the most relevant and up to date information and resources. By joining The Partnership, you will be supporting the mission and vision of the Partnership through:

- Participating in regularly scheduled Partnership meetings.
- Providing input on the Partnership's current and future activities. (work groups will be created)
- Assisting in identifying new partners, resources, content, and experts that would further our vision and mission.
- Engage and register for one or all of the [Power of Prevention Training Series](#). The 8 Workshops span from December 9, 2021- February 17, 2022.
- Joining us on our social media channels by following, liking, and sharing our content.
- Utilizing our Partnership Communication Toolkit to engage with us online.
- Placing a widget on your organization's website linking to The Partnership's website.
- Collaborating on Partnership surveys.
- Collaborating on promotion of prevention activities.
- Collaborating on funding opportunities.

Training

The Partnership is launching a communications training series in 2021. The series of trainings will cover a range of topics including but not limited to:

- Social Media 101
- How To Write A Press Release or News Release
- Utilizing a Survey Tool to Understand the Knowledge, Attitudes, Beliefs, and Practices of your priority audience on a public health topic

The Partnership website will host recorded trainings for future viewings.

Technical Assistance:

The Partnership, supporting an effort under the [Center for Excellence on Addiction](#), will be available to offer technical assistance in the form of training, consultation, or other support to individuals and organizations at a reduced rate and in some cases at no cost. Technical assistance can be requested by completing a training and technical assistance [request form](#) on the Center for Excellence website. You will receive a response to your request within three (3) business days from when you submit.

The Center can help with a variety of requests, including:

- Training staff on a variety of topics
- Putting evidence informed methods and practices into action
- Analyzing and interpreting data or research
- Assisting with program evaluation activities

Feel free to contact the Center by emailing nhcenterforexcellence@jsi.com with any questions you may have.

Communication Toolkit

In the following section, we provide recommendations on prevention communication, including:

- Important observances and awareness days
- Engaging with The Partnership across social media platforms
- How to amplify your prevention activities

The goal of this toolkit is to streamline your communication to key audiences throughout the state. The toolkit can also be used as a jumping-off point in messaging your involvement in The Partnership.

Co-Branding Materials

We welcome the opportunity to review your materials and/or co-brand with your organization. If you would like to use The Partnership's logo on your materials, please email thepartnership@jsi.com.

The following branding guidance supports partner communication of the rebranded Partnership. [Find the full branding guide here.](#)

How To Refer To The Partnership:

- Full name: The Partnership @DrugFreeNH
- After first use, communicators can shorten the name to “The Partnership”

How To Use The Partnership Logo:

The primary logo with the “P” and the green text is the face of the campaign. This one should be used whenever possible.

For best results:

- Place the logo in the bottom left hand corner of your image.
- Only use provided .PNG logos to avoid pixelated images or a white box behind the logo.
- Use secondary logos whenever the main one would be too large or distracting.
- For more information on how to use our logo, please reach out to thepartnership@jsi.com

Color Palette and Logos



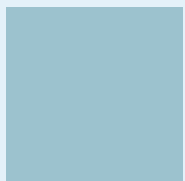
Hex: #4BA4DB



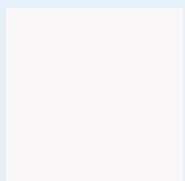
Hex: #B1CC2E



Hex: #1D3768



Hex: #9CC2CE



Hex: #F9F7F7

Standard Font:

Gotham

Web Font:

Montserrat

Primary Logo:



Secondary Logo:



Social Media Channels

Follow us!

Facebook: [@drugfreeNH](https://www.facebook.com/@drugfreeNH)

Instagram: [@drugfreeNH](https://www.instagram.com/@drugfreeNH)

YouTube: [The Partnership @drugfreeNH](https://www.youtube.com/ThePartnership@drugfreeNH)

LinkedIn: [The Partnership for a Drug Free NH](https://www.linkedin.com/company/ThePartnershipforaDrugFreeNH)

Twitter: [@drugfreeNH](https://twitter.com/@drugfreeNH)



#ThePartnershipNH

Website, Hashtag, and Email

Website: drugfreeNH.org

Hashtag: #ThePartnershipNH

Email: thepartnership@jsi.com

Important Dates

Awareness Days, Weeks, Months

Utilize these awareness dates to compliment your social media strategy. This is an excellent way to provide new relevant content and promote resources for those in need. This information is from The Partnership Survey #1 and is not an exhaustive list of all observances/awareness days. Are you planning a prevention or awareness event around a National Observance? We want to support your efforts. Reach out to us so that we can assist with media around your events.

Month	Date	Observance
January		Teen Dating Violence Awareness Month
		American Heart Month and Heart Valve Disease Awareness Day
February	February 1 - 7	National Children's Mental Health Awareness Week
	February 17	Random Acts of Kindness Day
	February 14 - 20	Random Acts of Kindness Week
	February 22 - 28	National Eating Disorders Awareness Week
March		Self-Harm (Self-Injury) Awareness Month
	March 15 - 21	National Inhalants & Poisons Awareness Week
	March 22 - 28	National Drug and Alcohol Facts Week
	March 30	World Bipolar Day
April		Alcohol Awareness Month
		Stress Awareness Month

		Mental Health Awareness Month
		NH System of Care Children's Mental Health Awareness Month
May	May 3-9	Children's Mental Health Awareness Week
	May 7	National Children's Mental Health Awareness Day - Wear Green
	May 9 - 15	National Prevention Week
	May 31	World No Tobacco Day
June		PTSD Awareness Month
		Men's Health Month
August	August 31	International Overdose Awareness Day
September		National Recovery Month
		Pain Awareness Month
	September 5 - 11 2021	National Suicide Prevention Week
	September 10	World Suicide Prevention Day
October		Depression Awareness Month
		National Substance Abuse Prevention Month
	October 3 - 9 2021	Mental Illness Awareness Week
	October 7	National Depression Screening Day
	October 10	World Mental Health Day
	October 18 - 24 2021	National Teen Driver Safety Week
	October 23 - 31 2021	Red Ribbon Week
November	November 19 2021	Great American Smokeout
December		National Impaired Driving Prevention Month
	December 1, 2021	World AIDS Day
Multiple Times Per Year		National Prescription Drug Takeback Day

Sample Messaging Material

Talking Points:

- We are proud to participate in the newly relaunched Partnership @DrugFreeNH.
- The Partnership @DrugFreeNH is a collaboration between the NH Department of Health and Human Services, Bureau of Drug and Alcohol Services (BDAS), the NH Governor's Commission on Alcohol & Other Drugs, the NH Charitable Foundation, and the Center for Excellence/JSI.
- The Partnership envisions a New Hampshire where individuals have the information and skills they need to make and support positive, healthy decisions around the use of alcohol, tobacco and other drugs.
- Together, partners work to help individuals, families, and communities of NH to get informed and get help when they need it.
- To learn more or get involved, visit drugfreenh.org.

Webpage Blurb:

Can be placed next to The Partnership widget on your website.

We are proud to participate in The Partnership @DrugFreeNH, a collaboration designed to support New Hampshire's statewide prevention efforts. The Partnership envisions a New Hampshire where individuals have the information and skills they need to make and support positive, healthy decisions around the use of alcohol, tobacco and other drugs. Together we can help individuals, families, and communities of New Hampshire get informed and get help when they need it.

Creating Engaging Content

Stock Photo Use:

Stock photos are a great way to create branded content to promote a campaign. For best results:

- Only use **ROYALTY FREE** stock photos or your own images to avoid copyright issues. Do not take photos from Google Images.
- Do not use illustrations. Stick to appropriate images of providers, people, or nature.
- You can also post things related to a specific day or event, such as “Red Ribbon Week”.
- Avoid images of substances (in most cases) and [stigmatizing imagery](#).
- Canva is a great resource to create content free of charge.
- Pexels is a great website for free stock photos.
- For more information on how to use or where to find stock photos, please reach out to **thepartnership@jsi.com**.

Do Use



Don't Use



Social Media Guidance

Instagram: @DrugFreeNH

Instagram is a great platform to utilize because you can implement hashtags, tag other accounts, tag locations, and reach a wide audience. Use the attached pre-made posts or create your own with our brand guidelines! Don't forget to tag @DrugFreeNH and use our hashtag, #PartnershipNH.

Youtube: Partnership for a DrugFree NH

You can share our YouTube video content as a link on a platform like Facebook or in an email. This will link viewers back to our YouTube channel! Make sure to include our website, **www.DrugFreeNH.org** and our hashtag, **#ThePartnershipNH**, when sharing YouTube content.

Facebook: The Partnership @ DrugFree NH

You can share our content on Facebook either as a link or a photo! You can also share posts directly from our Partnership page. Make sure to include our website, **www.DrugFreeNH.org** and our hashtag, **#ThePartnershipNH**, when sharing our content.

LinkedIn: The Partnership

You can share our content on LinkedIn either as a link or a photo! You can also share posts directly from our Partnership page. Make sure to include our website, **www.DrugFreeNH.org** and our hashtag, **#ThePartnershipNH**, when sharing our content.

Twitter: The Partnership @ DrugFreeNH

You can share our content on Twitter by retweeting, or creating your own tweet with our content. On Twitter, you can share links, videos, and photos! Make sure to include our website, **www.DrugFreeNH.org** and our hashtag, **#ThePartnershipNH**, when sharing our content.

Website Widgets

Visit [our site](#) to copy the widget. Click and select the entire code snippet. While the code is highlighted, copy the text by either Right clicking and selecting “Copy” or Ctrl+C on the keyboard. Then, Ctrl+V to paste the code where you’d like it to appear on your website.



Sample of what widget will appear as on site.

How to Share: Instagram

Instagram Basics

Instagram is great for sharing photos and videos with some built in editing features. Using hashtags can help you reach more of who you want. Following accounts that post similar content can be helpful too! Note that Instagram posts can only be made from a smartphone and links will not be clickable in Instagram captions.

Step 1: Download the app from your iPhone or Android app store

Step 2: Create an account username and password

Step 3: To upload a photo or video, press the “Plus” button in the bottom center of your screen. From here, you can choose “Library”, “Photo”, or “Video” on the bottom of your screen. “Library” will bring up all the photos saved to your phone; this is probably what you will use most often. “Photo” opens up your camera, where you can take photos or videos in the app. “Video” will bring up all the videos you have saved to your phone.

Step 4: Once you have chosen the photo(s) or video(s) you would like to upload, tap the blue “Next” button in the upper right-hand corner of the screen. Here you can add different photo filters.

Step 5: Press the blue “Next” button in the upper right-hand corner of your screen. Here, you can caption your photo, tag other accounts, and add a location. Don’t forget to use **#ThePartnershipNH** in the photo caption!

Step 6: Tap the blue “Share” button in the upper right-hand corner of your screen. This will now show up in your followers’ feeds and on your profile. You’re all done!

How to Share: YouTube

YouTube Basics

To share our YouTube content, all you have to do is copy the link. You do not need an account on YouTube to access and share content. This can be done from a smartphone, tablet, desktop, or laptop!

Step 1: Head over to The Partnership's [YouTube channel](#).

Step 2: Choose the video you want to watch and share.

Step 3: Once you are in the video player, you will see a gray "Share" button with an arrow under the video player on the righthand side. Click it!

Step 4: A window will pop up with different sharing options. The easiest way to share the video is to click the blue "Copy" button. This will copy the link to the clipboard.

Step 5: From here, you can right click on your mouse and paste this into any email, Facebook status, chat, etc. Please note that links will not be clickable in Instagram captions!

Step 6: Send it! You're all done.

How to Share: Facebook

Facebook Basics

To share our content on Facebook, you can post a status with our link, our content, or a photo.

Step 1: Head over to your Facebook account.

Step 2: To post a status, find the bar at the top of the page that says, “What’s on your mind?”

Step 3: Type out what you would like and don’t forget to include DrugFreeNH.org!

Step 4: To add a photo, click the green “Photo” button on the bottom of your post. This will open your computer files where you can select which photo you would like to use.

Step 5: Tap the “Post” button and you’re all done! Your Facebook friends will now see this post in their newsfeed.

How to Share: LinkedIn

LinkedIn Basics

To share our content on LinkedIn, you can create a post with our link, our content, or a photo.

Step 1: Head over to your LinkedIn account.

Step 2: To post a status, find the bar at the top of the page that says, “Start a Post”. A pop-up will appear where you can add attachments and type your post.

Step 3: Here is where you will want to attach an image if you choose to do so. Click the “Photo Icon” to attach a photo from your computer files. Click the “Play Button Icon” to attach a YouTube link.

Step 4: Type out what you would like under “What Do You Want to Talk About?” and don’t forget to include DrugFreeNH.org!

Step 5: Click “Post” in the bottom right corner of the pop-up. Now, your connections and followers can interact with your post by liking, commenting, and sharing.

How to Share: Twitter

Twitter Basics

To share our content on Twitter, you can share a post by retweeting or sharing a tweet on your own account with our content. On Twitter, you can share links, photos, and videos.

Step 1: Head over to your Twitter account.

Step 2: To post a tweet, find the bar at the top of the page that says “What’s Happening?” You can type directly into this bar (or copy/paste pre-written content).

Step 3: Here is where you will want to attach an image if you choose to do so. Click the “Photo Icon” of the mountains on the lower left. A pop-up will appear that allows you to upload a photo directly from your computer.

Step 4: Using hashtags, like **#ThePartnershipNH**, will allow more people to view your tweet, so don’t forget to use them! Be sure to include our website, www.drugfreenh.org as well.

Step 5: Click “Tweet” in the bottom right corner of the bar. Now, your followers can interact with your post by liking and retweeting.

Contact Us

Website: DrugFreeNH.org

Email: thepartnership@jsi.com