

# The State of Prevention

September 9, 2022



# The Partnership

## Our Vision

A New Hampshire in which citizens are fully aware of the problems and solutions of substance misuse.

## Our Mission

The mission of The Partnership @drugfreeNH is to create and promote consistent statewide messages about the problems and solutions of substance misuse in New Hampshire through engagement of partners.



# Agenda

- 10:00 - 10:05      **Welcome and Introductions**
- 10:05 - 11:00      **The State of Prevention**
  - » 988 Roll Out, Jenny O'Higgins
  - » Bureau of Drug and Alcohol Services, Regina Flynn
  - » Office of Social and Emotional Wellness, Lisa Hayward
  - » Tobacco Prevention and Cessation Program, Jess Morton
  - » Prevention Certification Board, Marissa Carlson
  - » New Futures, Janet Hunt
- 11:00 - 11:20      **Implementation of Social Media Toolkits**  
**Opioid Overdose Prevention, Fentanyl Test Strip Access, and**  
**Cannabis Prevention Social Media Toolkits**
- 11:20 - 11:30      **Partner Updates**

Why Implement Social Media Toolkits

# Social Marketing & Health Communication

# Behavior Change Model

Stage	Characteristics
Pre contemplation	Potential targets are unaware of issue
Contemplation	Targets become aware of the issue and start to consider it in light of their lives
Preparation	Targets determine what they need to know or do to change their behaviour
Action	Targets trial the alternate behaviour
Maintenance	Targets adopt the alternative behaviour long term as their “normal” behaviour



Reference: Dr Stephen Dann  
Lee, Social Marketing 6e. SAGE Publishing,  
2020



# Behavior Change Model

Stage	Marketing & Communication Tasks
Pre contemplation	Create awareness; change values and beliefs
Contemplation	Persuade and motivate
Preparation	Educate
Action	Facilitate action
Maintenance	Reinforce changes, reminder communications



Reference: Dr Stephen Dann  
Lee, Social Marketing 6e. SAGE Publishing,  
2020



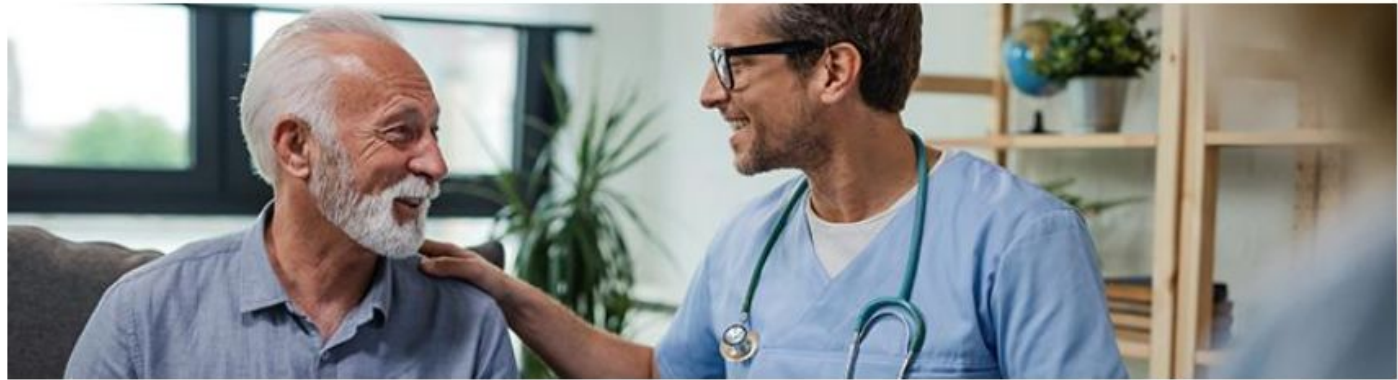
# Resources for More EB Information

Health Communication

## Evidence-Based Resources

Overview and Objectives

Evidence-Based Resources



Check out these evidence-based resources (EBRs) to learn about proven, science-based methods to improve health and prevent disease. Use EBRs to develop programs and policies that are informed by evidence on what's effective, replicable, scalable, and sustainable.

### Evidence-based resources related to Health Communication (6)

<https://health.gov/healthypeople/objectives-and-data/browse-objectives/health-communication/evidence-based-resources>



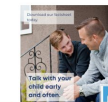
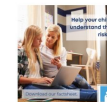
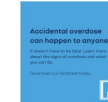
# Implementation of Social Media Toolkits

- Social Media Toolkit to Support Partner Communication on Strategies to Avoid Opioid Misuse and Strategies to Prevent an Accidental Overdose
- Social Media Toolkit to Support Partner Communication about Cannabis
- How to Co-Brand with your Organization Using Canva



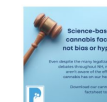
Social Media Toolkit to Support Partner Communication on Strategies to Avoid Opioid Misuse and Strategies to Prevent an Accidental Overdose

This social media toolkit on Strategies to Avoid Opioid Misuse and to Prevent an Accidental Overdose includes sample messages and images that can support your digital communication and dissemination to our prevention community in New Hampshire. Messages can be modified to suit your needs. (Right-click+Save As on each individual image to download.)



Social Media Toolkit to Support Partner Communication about Cannabis

This social media toolkit includes sample messages and images that can support your digital communication and dissemination of the various Spotlight Factsheets to support our prevention community in cannabis education and discussion. Messages can be modified to suit your needs. (Right-click+Save As on each individual image to download.)





# Implementation of Social Media Toolkits

- First, right click (or 2 finger tap if you have a Mac) on the images on our webpage and choose “save image”. Save it as something you will remember and save it to a folder where you can easily find it.
- Open another tab in your web browser to open Canva. If you don't have a canva account, it's free to make one! Non-Profit orgs can also get a free Canva Pro account with more tools and features.
- Canva can create image in any size, but for our toolkits we will be using 1080 x 1080 px (Instagram)

# Implementation of Social Media Toolkits

- Once you start your new design in Canva, you can click “Uploads” on the left sidebar menu. From there, you can click the purple button that says “Upload File”.
- Choose the image you’ve saved and upload it. Make sure you upload your organization’s logo too.
- Drag and drop the saved image on to the canvas. From here, you can drag and drop your logo anywhere you’d like, like the bottom or top corner.

# Implementation of Social Media Toolkits

- Once you're done adding your logo, you can download the file. Click "Share" in the top right corner of Canva and then click "Download".
- You can download in a variety of image formats, but the best way to go is a .PNG file. Choose this option in the drop down and click "Download".
- Once this is saved to your computer, you can share this across all social media platforms. Don't forget to tag us!

# Partnership Updates

## Website Content

- ❖ Facts and resources for specific substances - **NEW: Alcohol and Tobacco**
- ❖ General resources for prevention strategies for risk behaviors - **NH-based resources and strategies**
- ❖ Partner Toolkits - **NEW: Opioid and Cannabis prevention**
- ❖ Prevention Blog - **NEW: Sending your kids back to school; Fentanyl test strips, Lynn Lyons - knowing the risks of anxiety, Mental Health, Family Fun Month,**
- ❖ Power of Prevention Podcast- **NEW: Preventing Opioid Overdose and Death in NH**

# How to Connect

visit [www.drugfreenh.org](http://www.drugfreenh.org)

- for information, every day actions, connection
  - Get the Facts, specific substances and evidence based practices, local and national
  - Blog
  - Podcast
  - Videos
  - Calendar
- to join mailing list (public facing bi-weekly emails with updates)
- to join listserv (Partners sharing more casual information - job postings, training opportunities, updates in the field)
- to submit and view events

connect on Social Media

- Facebook, Instagram, LinkedIn, Twitter, YouTube, Vimeo
- attend bi-monthly convenings, trainings, workgroups

# Thank you!

Please complete the evaluation:

<https://forms.gle/iaAV7tNGnEv21vDJ8>

Questions? Comments? Contact us!

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Julie Yerkes: [julie\\_yerkes@jsi.com](mailto:julie_yerkes@jsi.com)