

# THE PARTNERSHIP @ DRUGFREE NH

NATIONAL DRUG & ALCOHOL FACTS WEEK®  
SOCIAL MEDIA MINI TOOLKIT 2023



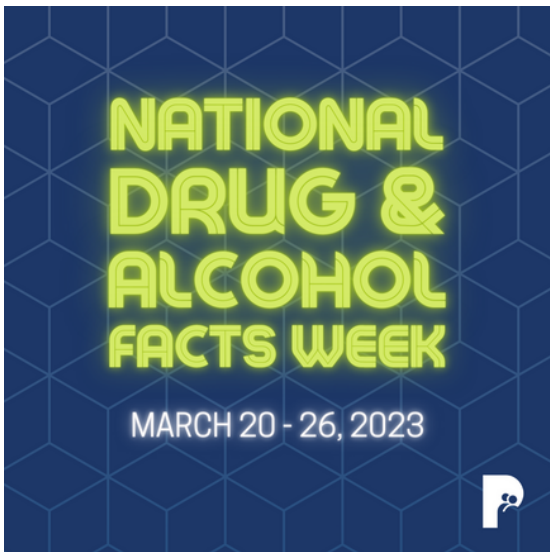
This social media mini toolkit includes sample messages and graphics that will support digital communication of drug and alcohol facts (alcohol, prescriptions, vaping, and cannabis) to support our prevention community’s response to youth substance use across New Hampshire. Also included are three prompts using #MyWhyNDAFW, a hashtag encouraging youth to share their reasons for not using drugs or alcohol.

Messages can be modified to suit your needs. While we have suggested text, feel free to use your own messaging. Most posts include one to three carousel-style images and corresponding copy. Download the images and add your own logo before posting, or post to your channels as-is.

To download and post images:

1. Download each image on The Partnership @drugfreeNH's website ('Right-click+Save As' on each individual image).
2. On the desired social media platform, upload all images needed for the post. Make sure to choose your photos in the order you'd like them to appear.
3. Once your photos are selected, copy and paste the caption, then share with your community. Don't forget to tag The Partnership so we can share your posts!

Find more great activities and help planning your events at: [bit.ly/NDAFW2023](https://bit.ly/NDAFW2023).




Join us during National Drug and Alcohol Facts Week®! NDAFW is all about bringing together youth, scientists, educators, healthcare providers, and members of the community to help bring awareness to substance use in our communities - locally and nationwide. What are you doing for #NDAFW? Let us know in the comments!





Keep everyone in your home safer with these prescription safety tips! Only taking medication as prescribed, communicating with your doctor, and properly storing medication out of reach of others can prevent misuse. You can also dispose of unwanted, expired medication at a drug take back location or on DEA-sponsored "Drug Take Back Day". #NDAFW




Cannabis Facts 


74% of NH high school students say they do not use cannabis.





Why? Cannabis use affects the parts of the brain responsible for memory, learning, attention, and decision making.





Vaping Facts 

- 99% of vapes or e-cigarettes contain nicotine, which is addictive.
- Vapes can contain dangerous heavy metals.





- Vaping can impact health in the long term through cancer and lung damage and also impact someone's ability to play sports, instruments, sing, or enjoy time with friends.
- Many young people perceive vapes to be "healthier" than smoking cigarettes - but that isn't true.







When caring adults talk with young people about using cannabis and other substances, they strengthen healthy coping skills and help them avoid the negative costs associated with misuse.





Vaping can make stress, anxiety, and depression worse.



With more states legalizing cannabis, people may start to feel like it's no longer a concern. However, cannabis can have negative effects on the brain, especially during development before the age of 25. When teachers, coaches, and other caring adults talk with young people about using cannabis, they strengthen healthy coping skills and help them avoid the negative physical, mental, and social costs associated with misuse. #NDAFW

Many young people think vaping is safer than smoking cigarettes, but that just isn't true. Vapes and e-cigarettes contain harmful chemicals like nicotine, which is addictive. Being open and honest with youth about vaping can help them make smarter choices around tobacco. #NDAFW

Alcohol Facts 

"Binge drinking" is described as having 4 to 5 or more alcoholic drinks in a short period of time.







Binge drinking doesn't mean a person has an alcohol use disorder, but it can lead to blackouts, injuries, unwanted pregnancy, and other complications.






Stimulant Facts 

- There are both legal and illegal forms of stimulants. These include coffee, prescription medications and illegal substances such as cocaine and methamphetamine.
- Some people are prescribed stimulants to treat things like ADHD. When not taken as prescribed, these can be dangerous and addictive.





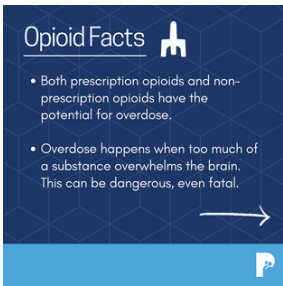
- Side effects include: feeling anxious or paranoid, increased blood pressure, irregular heartbeat, overheating, and sleep problems. These side effects can increase your risk of overdose.
- Medication not purchased directly from a pharmacy can be counterfeit and made of methamphetamine, fentanyl, or other dangerous substances.



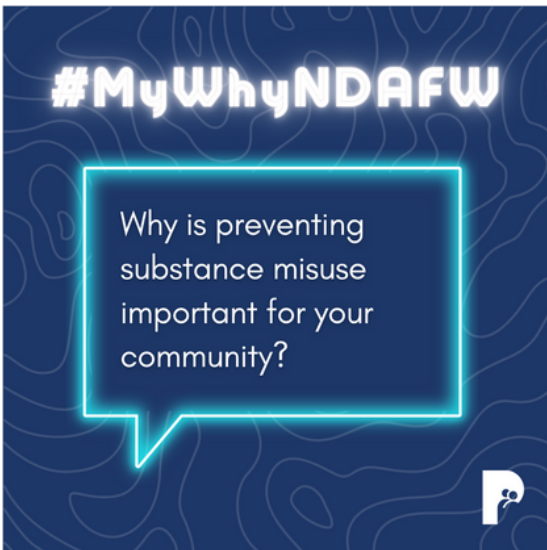


Heavy drinking shouldn't be glamorized. Binge drinking can impair decision-making, cause memory loss (blacking out), disrupt healthy sleep, and more. Cutting back on alcohol consumption - or taking a break from alcohol altogether - can improve someone's mood, anxiety, sleep, and overall well-being. Talk to the youth in your life and be a role model for healthy habits around alcohol. #NDAFW

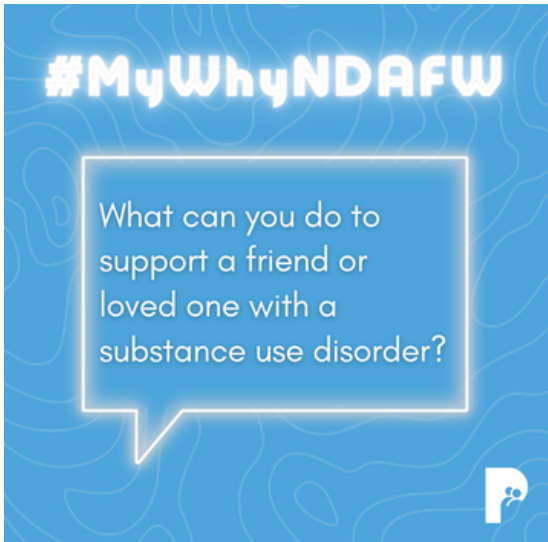
Methamphetamine is a stimulant that people take to get high and get a rush of energy. Sometimes prescription stimulants are used illegally by students as "study drugs" to stay awake and hyper-focused. When Methamphetamine is made into counterfeit pills, people may not know they're taking a fake drug, and run the risk of multiple consequences. One way to reduce that risk is to only take prescription medication prescribed to you by a healthcare professional. #NDAFW



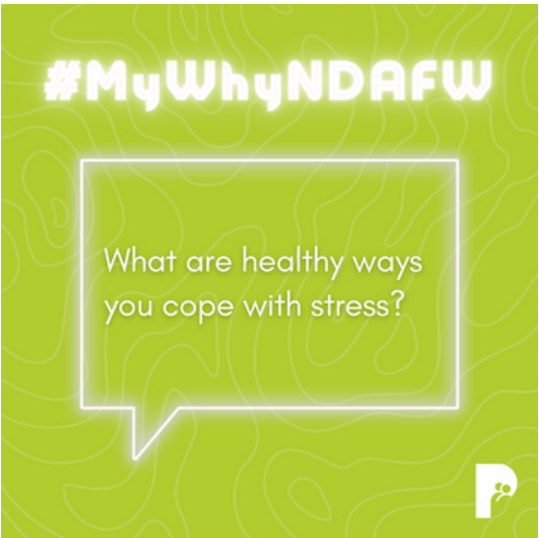
Taking medication only as prescribed, not mixing medications, and storing medications up and out of reach of children, pets, and visitors can all prevent an overdose. Learning how to use naloxone can also save the life of someone experiencing an overdose. #NDAFW



Share your "Why"! #MyWhyNDAFW encourages youth to share their reasons for not using drugs and alcohol. Why is preventing drug use important for your community? Let us know in the comments! #NDAFW



#MyWhyNDAFW encourages youth to share their reason for not using drugs and alcohol and encourages them to create stronger connections within their communities. How can youth support friends or loved ones with a substance use disorder? Let us know in the comments! #NDAFW



#MyWhyNDAFW encourages youth to share their reason for not using drugs and alcohol. Some people use substances to cope with stress. What are some healthy ways you cope with stress? #NDAFW