



August 2023

Stronger Than You Think Campaign Social Media Toolkit

The Campaign

The Partnership @drugfreeNH (The Partnership) created the *Stronger Than You Think* campaign to support open conversations between parents, caregivers, and adults who have strong relationships with youth and the young people in their lives. The Partnership encourages substance use prevention partners and partners who share protective messaging with adults throughout New Hampshire to share these campaign materials to help educate and support our community response to the harmful effects of substance use on youth.

The *Stronger Than You Think* campaign is comprised of the following assets:

- Website: StrongerNH.org
- Print Materials: [Posters](#) & [Palm Cards](#) (order free hard copies on our website)
- And this toolkit!

The Toolkit

The following social media toolkit includes sample messages and images to support digital communication and dissemination of the *Stronger Than You Think* campaign. Messages can be modified to suit your organization's needs.

Co-Branding

Add your organization's logo before sharing! Follow along with [this video](#) to learn how you can co-brand our toolkit content using the free, online platform Canva.

Tagging The Partnership

Please tag The Partnership in your social media posts so we can like and share them! Use the following tags depending on the platform you are posting on:

- Facebook: [@DrugFreeNH](#)
- Instagram: [@drugfreenh](#)
- Twitter: [@DrugFreeNH](#)
- LinkedIn: [The Partnership @drugfreeNH](#)



Sample Messages - General Prevention Communication

- You are the #1 influence on whether the youth you care for choose to use cannabis, tobacco, alcohol, or other drugs. Check in to know who they will be with, what they will be doing, where they are going, and when they will be back. Your opinion and involvement makes a difference, it's #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- As the youth in our lives gain more independence, make new friends, and spend more time outside of the home, they may be faced with a situation involving alcohol, cannabis, or other drugs. Teaching refusal skills gives them the tools they may need to say "no" or to get out of a dangerous situation. Honest conversations are #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Hearing what the youth in your life have to say can be stressful and cause worry. Take deep breaths. They are sharing, exploring, and trying to figure out what the boundaries are. Show them that they are your #1 priority by listening. Your attention is #StrongerThanYouThink. Learn more at: strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Youth with caring adults in their life who communicate higher expectations for school success, high school and college completion, and personal achievement in supportive ways are less likely to engage in risk behaviors. Communication is #StrongerThanYouThink. Learn more at: strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Making an exit plan with the youth in your life is important - how can they let you know they need help saying no if they encounter a situation with substances without risking getting themselves or others in trouble? Let them know you care, your influence is #StrongerThanYouThink. Learn more at: strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH

Sample Messages - Cannabis

- Developing brains are still building pathways and connections. Cannabis/marijuana use during this process can alter how these paths and connections are made. Talk to the youth in your life about the dangers of cannabis on the adolescent brain, it's #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH



Sample Messages - Cannabis (cont'd)

- Higher THC concentration increases the risk of drug poisoning (overdose), psychosis, suicidality, and cannabis use disorder (addiction). Talk to the youth you care for about the negative effects of cannabis/marijuana on the developing brain, and the difference between adult use and youth use. Your opinion is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Cannabis/marijuana is seen by many as a harmless substance in part because its use is so widespread and it is easy to access. Research shows when teens and adults believe there is little risk in using cannabis, rates of use increase. Talk to the youth in your life about the dangers of marijuana / cannabis on the developing brain, it's #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- The developing brain (up to age 25) is impacted by long-term or heavy cannabis/marijuana use and can result in increased potential for developing a cannabis use disorder, dependence, and poor mental health. Help them prepare for when “no” isn’t enough. Talk about the risks with the youth you care for. Honest conversations are #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Even if cannabis/marijuana is right for you, it’s not for the youth in your life. Talk to them about the risks of using cannabis. Teach them refusal skills and communicate higher expectations for school success and personal achievements. These conversations are supportive ways that lead to teens being less likely to engage in risk behaviors. Communication is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH

Sample Messages - Opioids/Fentanyl

- Let the youth in your life know that an amount of fentanyl the size of two grains of salt is enough to cause a fatal overdose. Since it’s tasteless, odorless, and impossible to see, there's no way to know by looking at a substance whether it contains a deadly dose of fentanyl. Opening the door to an honest conversation is #StrongerThanYouThink. Get started at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH



Sample Messages - Opioids/Fentanyl (cont'd)

- It's critical to talk with the young people in your life about the real probabilities that the drugs they are being offered and believe to be safe, could actually contain deadly substances. While talking to the teens in your life, encourage them to carry naloxone and be trained on how to use it. Your influence is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Let the youth in your life know they should never take prescription medication that isn't prescribed to them and provided by a trusted professional. Some medications that appear to be Xanax, Oxycodone, and Adderall have been found to be mixed with fentanyl. Make sure that the teens you care about know this critical information. If they have questions, be open to answering them. Your influence is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Young people need to know that fentanyl-laced drugs are widespread, and that any dose can be deadly. Just because a substance comes from someone they know, including a friend, does not make it safe. The person selling or sharing the drug may not even know it contains fentanyl. Talk to the young people in your life today, your opinion is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Help the young people you care about understand the risks of prescription medication when taken other than exactly how it was prescribed. Start a conversation about the life-saving medication, naloxone. Encourage them to have naloxone on hand (and you should carry it too!) and know how to administer it in case of an overdose emergency. Learn more at strongernh.org #ThePartnershipNH #StrongerNH #StrongerThanYouThink @DrugFreeNH

Sample Messages - Prescription Stimulants

- When young people take prescription stimulants for any reason other than as prescribed, it makes it difficult for them to communicate, learn, regulate emotion and mood, and process information now and later in life. Talk with the youth you care for about the risks of misusing substances. Your conversation is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH

Sample Messages - Prescription Stimulants (cont'd)

- Prescription stimulants are one of the most commonly shared and misused prescription drugs among teens. There is a misconception that because stimulants are prescribed by a provider, they must be safe for anyone to use. Make sure you take time to talk about these risks with the youth in your life, your influence is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH
- Prescription stimulant misuse often doesn't exist in a vacuum. 97% of youth who misuse prescription stimulants by age 18 also used at least one other substance in the past year (usually alcohol or cannabis). Talk with the young adults in your life about the risks associated with substance misuse. Your conversation is #StrongerThanYouThink. Learn more at strongernh.org #ThePartnershipNH #StrongerNH @DrugFreeNH

Sample Images

The images below are available to download at drugfreeNH.org and can be paired with the sample messages above. These images can be used on Instagram, Facebook, Twitter, or LinkedIn.

