

Social Media Toolkit to Support Communication about Preventing Underage Drinking

The Factsheets

Alcohol is one of the most commonly misused substances in the U.S. among youth and young adults ([SAMHSA, 2018](#)). Understanding the facts is critical when talking with minors about the risks and harms associated with drinking and binge drinking. The Partnership @drugfreeNH (also referred to as The Partnership) has prepared a series of Spotlight Factsheets to support New Hampshire's prevention community. The factsheets include:

- Preventing Problematic Drinking: General Facts About Alcohol Use (<https://bit.ly/3YbZ7YI>)
- Preventing Underage Drinking: How You Can Talk to Your Child (<https://bit.ly/45a07hE>)
- Screening, Brief Intervention and Referral to Treatment (SBIRT): A school-based approach to reinforce healthy behaviors (<https://bit.ly/3Qf20VW>)

The Toolkit

The following social media toolkit includes messages and images that support digital communication and dissemination of the factsheets. Below are sample messages for how your organization could promote each factsheet depending on your target audience or intended message. 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. Once you're ready to post, we have a [tutorial video](#) for that, too!

Tagging The Partnership

Please tag The Partnership in your social media posts. Use the following tags depending on the platform you are posting on:

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

Sample Messages for Communities



General Facts

- Although short-term and occasional alcohol use can make a person feel happy, relaxed, and sociable, excessive or chronic, long-term drinking can lead to physical, mental, and emotional problems, as well as alcohol use disorder. The Partnership has tips to help you understand the risks of alcohol use: <https://bit.ly/3YbZ7Y1> #ThePartnershipNH @DrugFreeNH
- Binge drinking is defined as having four standard drinks (12 ounces of beer, 5 ounces of wine, or 1.5 ounces of 80-proof liquor) for women, or five for men, in about two hours. Drinking more than this impacts the central nervous system, which controls basic life functions such as breathing, heart rate, and temperature. Learn the risks of excessive alcohol use from The Partnership: <https://bit.ly/3YbZ7Y1> #ThePartnershipNH @DrugFreeNH
- Alcohol use disorder is a progressive, chronic condition that changes a person's brain, making it difficult to stop. What starts as a way to feel good and have fun can become a compulsive need to drink more. The good news is, there's help! Access resources and tips from The Partnership to make positive change: <https://bit.ly/3YbZ7Y1> #ThePartnershipNH @DrugFreeNH

Sample Messages for Schools

Screening, Brief Intervention, and Referral to Treatment (SBIRT)

- Your school and other community settings can strengthen healthy coping skills and identify risky behaviors early among youth with Screening, Brief Intervention, and Referral to Treatment (SBIRT). Learn how SBIRT provides early identification, referral, and support services to prevent the misuse and use of substances with this resource from The Partnership: <https://bit.ly/43X3mYM> #ThePartnershipNH @DrugFreeNH

What Schools Can Do

- Schools play a critical role in educating students, families, and school professionals about the dangers of alcohol use and how to prevent underage drinking. Working together, we can help youth understand the harms and consequences associated with underage drinking and boost protective factors to enhance connectedness to their family, community, and school. Learn more from The Partnership: <https://bit.ly/45fDuYu> #ThePartnershipNH @DrugFreeNH
- Schools are the home away from home for children. They not only provide daily academic and educational growth, but also serve as physical, social, and psychological supports for healthy development. Learn what schools can do to help mitigate risk factors that can make students vulnerable to engaging in dangerous behavior, such as underage drinking: <https://bit.ly/45fDuYu> #ThePartnershipNH @DrugFreeNH

Sample Messages for Caring Adults



General Facts

- Early substance use can impact the development of the prefrontal cortex which is the part of the brain responsible for decision-making and impulse control. Because the adolescent brain is under major development, it is important to prevent underage drinking. Discover ways you can help prevent underage drinking: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH
- Young people tend to drink less often than adults, but when they do drink, they frequently drink more compared to the average adult. Drinking an excessive amount of alcohol can result in alcohol poisoning, loss of consciousness, and even death. Learn how to educate the youth in your life about the risks from The Partnership: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH
- Because alcohol is such a commonly used substance, many people believe when youth drink, it is a normal rite of passage. However, research suggests that these casual attitudes about youth alcohol use coupled with other factors can actually put a young person at risk of developing a substance use disorder later in life. The Partnership provides steps that caring adults can use to prevent youth substance use: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH

Talking to Youth

- Research shows that the longer youth wait before starting to drink, the less likely they will struggle with substance use-related issues later in life. Start meaningful conversations about drinking with the youth in your life. The Partnership has tips to get the ball rolling: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH
- Parents and mentors have more influence in promoting substance-free norms than they might realize. Talking with the young people in your life early and often can prevent them from drinking. The Partnership can help you start the conversation and keep it going: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH
- Although it may not seem like it, when adults talk about underage drinking and substance use, youth hear them. When you set clear expectations for healthy behavior, you send a message to the youth in your life that they matter. Help young people make healthy and safe decisions around alcohol use with tips from The Partnership: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH
- It's not always easy to have honest, caring conversations with youth and young people about drug use, but it's always worth it. The Partnership can help parents, guardians, and caring adults talk about the risks associated with underage drinking: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH

Sample Messages for Caring Adults (cont'd)



Talking to Youth (cont'd)

- Having fact-based conversations with youth about the risks of underage drinking helps them avoid underage drinking. When young people feel connected, know how to say no and have skills to cope with strong feelings, they are less likely to take risks with substances. Learn how you can influence your child's attitudes and beliefs around drinking with this resources from The Partnership: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH
- Youth don't have all the facts when it comes to alcohol and other drugs. If parents and caregivers don't talk about the risks of underage drinking and substance use, their kids might not see any harm in trying alcohol, or other substances. Having a conversation allows you to set clear rules about what you expect from your kids when it comes to alcohol and other drugs. The Partnership offers tips and resources on how to start and continue the conversation: <https://bit.ly/45a07hE> #ThePartnershipNH @DrugFreeNH

Sample Messages for Healthcare Professionals

Screening, Brief Intervention, and Referral to Treatment (SBIRT)

- Screening, Brief Intervention, and Referral to Treatment (SBIRT) is an evidence-based practice used to identify, reduce, and prevent the misuse and use of substances among youth and adults in various settings. Find out how you can support SBIRT in your community and practice to help young people make healthy choices with this resource from The Partnership: <https://bit.ly/43X3mYM> #ThePartnershipNH @DrugFreeNH

Pregnancy & Nursing

- Any type of alcohol use during pregnancy can affect a baby's growth and development, and may even cause fetal alcohol spectrum disorders. The safest choice is to avoid all alcohol at all times when pregnant or planning a pregnancy. The Partnership lays out the risks of alcohol consumption during pregnancy: <https://bit.ly/3YbZ7Y1> #ThePartnershipNH @DrugFreeNH
- Alcohol use at any time before, during, and after pregnancy is not safe. Exposure to alcohol above moderate levels through breast milk could be damaging to an infant's development, growth, and sleep patterns. Excessive drinking could also impact a parent's judgment and ability to safely care for their child. Learn the risks of alcohol use before, during, and after pregnancy: <https://bit.ly/3YbZ7Y1> #ThePartnershipNH @DrugFreeNH

Sample Toolkit Images

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

