



# National Drug and Alcohol Facts Week®

## Social Media Toolkit (March 18–24, 2024)

### The Campaign

[National Drug and Alcohol Facts Week® \(NDAFW\)](#) is an annual health observance that inspires dialogue about the science of substance use and substance use disorder among youth. Hosted by the [National Institute on Drug Abuse \(NIDA\)](#), NDAFW brings together scientists, students, educators, health care professionals, and community partners to help advance the science and address youth substance use.

### The Toolkit

The following social media toolkit includes sample messages and images to aid in digital communication of substance use facts (alcohol, prescriptions, vaping, and cannabis). The Partnership encourages substance use prevention partners throughout New Hampshire to share these campaign materials, contributing to our community's efforts to educate and support a response to youth substance use. Messages can be modified to suit your organization's needs.

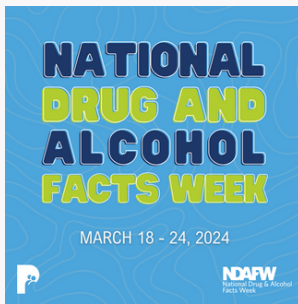
### Co-Branding

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. Your logo will fit perfectly on the bottom of the graphics. Once you're ready to post, we have a [tutorial video](#) for that, too!

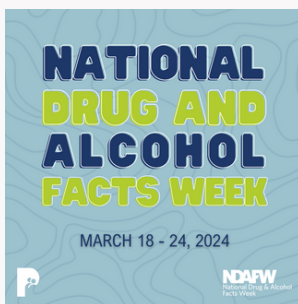
### Tagging The Partnership

Please tag The Partnership in your social media posts so we can like and share them! We also encourage you to share The Partnership's post in recognition of this observance. Use the following tags depending on the platform you are posting on:

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



Join us during National Drug and Alcohol Facts Week®, happening March 18-24! This annual observance is all about connecting young people and community members to bring awareness to youth substance use - locally and nationwide. What are you doing for #NDAFW? Let us know! #NDAFW2024 #ThePartnershipNH @DrugFreeNH



It's National Drug and Alcohol Facts Week®! This observance - happening March 18-24 - connects youth with straight-forward facts about drugs and alcohol. Throughout the week, teens can share their reasons for adopting healthy behaviors for their mind and body using the hashtag #MyWhyNDAFW. Interested in participating? Check out the National Institute on Drug Abuse for activity ideas! <https://bit.ly/351diaX> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH



This National Drug and Alcohol Facts Week®, share your "why"! #MyWhyNDAFW encourages youth to share their reasons for not using drugs and alcohol, and encourages them to create stronger connections within their communities. Why is preventing youth substance use important for your community? Let us know! #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH



During National Drug and Alcohol Facts Week®, #MyWhyNDAFW encourages youth to share their reason for not using drugs and alcohol. Why do you choose to live drug and alcohol free? Let us know! #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH

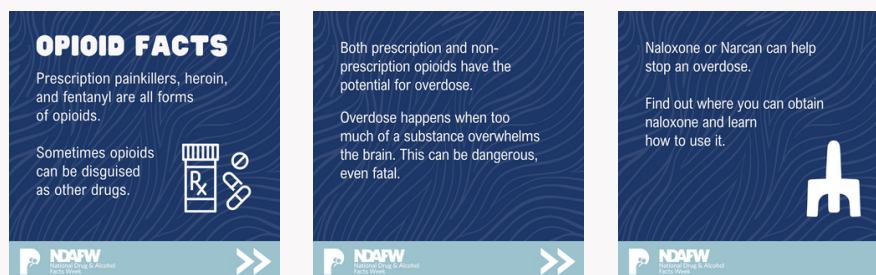


#MyWhyNDAFW encourages youth to share their reasons for not using drugs and alcohol. Share your "why" this National Drug and Alcohol Facts Week®! Why is your mental health important to you? Let us know! #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH

## CAROUSEL POSTS (IMAGES IN ORDER)



You can help keep everyone safer with these prescription medicine safety tips! Only taking medication as prescribed, communicating with your health care provider, and properly storing medication 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". Learn more: <https://bit.ly/4beB2Wx> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH




Taking medication only as prescribed, not mixing medications, and storing medications properly can all prevent an overdose. Learning how to use naloxone can also save the life of someone experiencing an overdose. Learn more: <https://bit.ly/4beB2Wx> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH



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 and other tobacco use can help them make smarter choices around nicotine use. Learn more: <https://bit.ly/47Vu7P1> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH

**CANNABIS FACTS**




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

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In New Hampshire, 17.8% of high school students report currently using cannabis.

Help young people strengthen healthy coping skills by talking with them about the negative effects of cannabis use on the developing brain.



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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 happening before the age of 25. Learn more: <https://bit.ly/3UfzyoV> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH

**ALCOHOL FACTS**

Binge drinking is described as consuming 4 or more drinks in about two hours or on the same occasion.



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Binge drinking can impair decision-making, cause memory loss (blackout), disrupt healthy sleep, and more.

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Talk with youth about the relationship between teen alcohol use and depression, poor school performance, fighting, stealing, and unintended sex.

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Heavy drinking shouldn't be glamorized. Cutting back on alcohol consumption - or taking a break from alcohol altogether - can improve mood, anxiety, sleep, and overall well-being. Talk to the youth in your life about the risks and be a role model for healthy habits around alcohol. Learn more: <https://bit.ly/3SFwMIi> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH

**STIMULANT FACTS**




There are both legal and illegal forms of stimulants. These include coffee, prescription medications, and illegal substances such as cocaine and methamphetamine.

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Some people are prescribed stimulants to treat attention deficit hyperactivity disorder (ADHD).

Misuse of prescription medication can be dangerous and addictive.



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Talk with the youth you care for about only taking medication prescribed to them and not sharing medication with others.


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Prescription stimulants are one of the most commonly shared and misused prescription drugs among teens. Fake pills made to look like prescription medications have been found to contain methamphetamine, fentanyl, and other dangerous substances. Caring adults can help prevent misuse by talking to the youth in their life about only taking prescription medication prescribed to them by a health care professional. Learn more: <https://bit.ly/3Shi3SE> #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH

**MENTAL HEALTH & SUBSTANCE USE**

Using drugs and alcohol ultimately causes the brain to lose more of its ability to deal with hard or stressful feelings.

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Talk with youth about the impacts of substance use on their brain, and encourage them to protect their body and mind by living substance free!

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Substance use directly impacts the brain, affecting mood and impacting brain health. Being open with the youth in your life can help them make smarter choices around substance use. #NDAFW #NDAFW2024 #ThePartnershipNH @DrugFreeNH