



The Partnership @drugfreeNH Bi-Annual Report

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1. Executive Summary

The Partnership @drugfreeNH (The Partnership) has worked diligently over the past two fiscal years to reestablish the communication arm of the New Hampshire substance use prevention network. We are honored to have the opportunity to bring together prevention partners from various domains across the state to explore the messaging needs of the field, share emerging topics, and highlight effective strategies that meet the needs of the communities we serve. The Partnership continues to promote resources to support substance misuse prevention and foster wellness in families, communities, schools, and worksites.

This report covers project activities from July 2020 – June 2022; a time marked by a global pandemic coupled with a reckoning of race relations in this country. These corresponding events demanded increased equity and inclusion in our systems and required adaptation to an ever-changing environment. At The Partnership, we

recognize the urgent need to talk about the ways to build resilience and promote wellness through prevention, developmental assets, and protective factors.

2. Vision, Mission, Strengths & Values

Our Vision

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

Our Mission

Create and promote consistent statewide messaging about the problems and solutions of substance misuse in New Hampshire through engagement of partners, members, and champions.

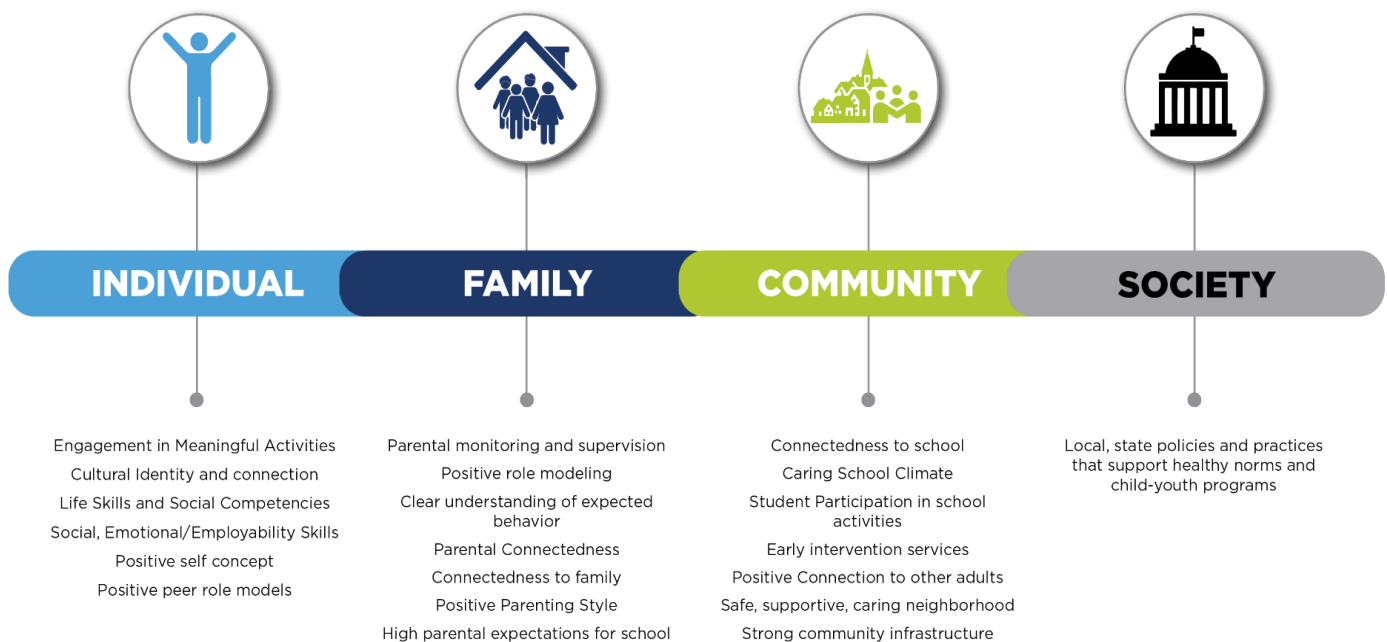
Our Strengths

- Emphasizing and recognizing the value of relationships and shared resources.
- Planning and implementing consistent statewide messaging strategies by mapping available resources and integrating them into our plans.
- Relying on mutually beneficial relationships to achieve sustainability.

Our Core Values

- Well-crafted prevention messaging has a positive impact on our communities and state.
- By engaging every sector of our state and community, we can effectively and efficiently reach our audience in providing consistent and complementary messaging.
- There is an opportunity in every new relationship built, no matter how big or small, with collaboration and leveraging efforts, we can provide an attainable and sustainable success plan.

To effectively target substance misuse in New Hampshire, our prevention efforts need to be comprehensive in nature. Each image in the above infographic represents The Partnership's engagement in a specific area. Rather than a siloed process, we understand the benefit of a holistic approach. By drawing on resources, partnerships, and lessons learned in each focus area, we are able to clearly understand the landscape and make a greater impact.



3. Funding, Scope & Sources

Since 2020, The Partnership @drugfreeNH (under the direction of The Center for Excellence on Addiction) has been working to reestablish the communication arm of the New Hampshire substance use prevention network. The main scope of work across funding sources has been to implement statewide messaging to increase community knowledge of risk and protective factors related to substance misuse, and to increase connection to community resources for substance misuse prevention.

During this timeframe, The Partnership received support from **three primary funding sources**:

1. The New Hampshire Department of Health and Human Services, Bureau of Drug and Alcohol Services (BDAS) with funding from the New Hampshire Governor's Commission on Alcohol and Other Drugs Prevention Task Force,
2. The New Hampshire Charitable Foundation (NHCF)
3. The University of New Hampshire, Cooperative Extension (UNH Extension) with funds from a SAMHSA rural opioid contract (this funding ended August 31, 2022).

Year 1

BDAS and the Commission's funds supported the sub-grantees of the Partnership for Success (PFS) grant to address underage drinking and prescription drug misuse and abuse in youth and young adults. Efforts were made to specifically target the young adult population, (18 through 25) with substance misuse prevention social media messaging. These efforts expanded into a collaboration with BDAS to produce a marketing campaign and dissemination plan to promote the key findings in the [2019 Young Adult Assessment Report](#). The report explored the root causes of substance misuse and mental health problems among NH young adults. In addition to the social media campaign, JSI built out a robust webpage on [The Partnership's website](#) with resources to help young adults live, learn, and thrive.

Year 2

The BDAS and Commission's funds supported The Partnership's efforts to update and enhance the website [drugfreenh.org](#), develop new resources and materials as needs arose, and continue the young adult binge-drinking/harm-reduction campaigns: [Binge-Free 603: What's Your Reason](#) and [Take A Break NH](#), as well as supporting the website and social assets for the [Today is For Me](#) campaign. The NHCF funding sought to shore up the central operations of The Partnership, thus connecting the prevention community to the messaging needed to reach and engage their respective communities. At the same time, the funding was used to provide communication technical assistance and training, and to proactively create communication materials for the substance use prevention community at-large.

As referenced above, the funding from the NHCF went towards the research and development of the consumer-facing campaign, [Today is For Me](#), to increase awareness of the health effects of alcohol and cannabis use on individuals preparing for pregnancy or chest feeding and developing babies, as well as a healthcare professional intervention overseen by the [Governor's Commission on Alcohol and Other Drugs](#), Perinatal Substance Exposure Task Force.

The UNH Extension, with funding from SAMHSA's Rural Opioid Technical Assistance Program contract, funded The Partnership in federal fiscal years 2021 and 2022 to develop opioid prevention resources.

Specifically, JSI/CHI was hired to:

- Conduct an annual survey to understand the gaps in the educational content needs in the NH prevention landscape

- Create four educational videos to be hosted on The Partnership's website related to general substance use prevention and opioid misuse prevention
- Coordinate a statewide prevention conference to launch the website and deliver sessions on opioid misuse prevention
- Collaborate with UNH Extension staff to plan and implement training provided by Frameworks Institute
- Develop other written and digital opioid misuse prevention material for prevention specialists to engage their audiences such as factsheets, podcasts, interviews, blogs, an opioid prevention social media toolkit, and paid, organic social media posts.

4. SFY21 & SFY22 Areas of Focus

The Partnership uses a data-driven process to determine the areas of focus for substance use prevention messaging. By using findings from the Youth Risk Behavior Survey (YRBS) and other health surveys, The Partnership focused on key risk and protective factors. These risk and protective factors exist in multiple areas of society. As such, we all - across our communities, need to understand our influence on promoting wellness and preventing substance misuse. The Partnership aims to increase this knowledge through strategic messaging.

The messaging of key risk and protective factors that the Partnership focused on in 2021 & 2022 are:

Parental Disapproval: Parents are the number one influence on their child's decision not to use substances. The Partnership is increasing parents' awareness of the influence they have on their children's decisions related to marijuana, alcohol, nicotine, and other drug use. When parents communicate disapproval in a clear and loving way, their children listen.

Perception of Risk: Up-to-date knowledge of the risks associated with substance use is essential for empowered decision-making and necessary for having productive and meaningful conversations with youth and those we care about. The Partnership vets, and provides access to, the most up-to-date information about risks associated with drug use and how to communicate about those risks.

School Safety and Connectedness Our educators are actively creating more inclusive school cultures, which reduce bullying and other stressors that can push youth toward unhealthy coping strategies. The Partnership increases awareness about

evidence-based strategies that schools can implement to increase support for students and prevent adolescent substance use.

Community Connectedness: Another key factor in preventing substance use in adolescence is when youth feel valued by their community and have a sense of belonging. The Partnership has focused its messaging on the importance of community connectedness and its role in preventing substance misuse across the lifespan, not only during adolescence.

Safe Use, Safe Storage, and Safe Disposal: These are key opioid misuse and overdose prevention strategies. Our healthcare providers are having conversations with young people about substance use, helping people in pain find alternatives to opioid painkillers, and connecting people to support and treatment when needed.

Additionally, The Partnership has increased knowledge of local resources and strategies of our community partners via the following mediums:

Messaging dissemination: The Partnership @drugfreeNH is charged with increasing the knowledge in NH about the risks associated with substance use and the resources available to help. The Partnership has developed a multipronged strategy for increasing knowledge and awareness around the state.

Website: Developed The Partnership's website, drugfreenh.org to connect people to: events, materials, media campaigns, networking opportunities and new resources specifically tailored for New Hampshire.

Videos: Created four videos that raise awareness about prevention and show ways to get involved.

Blogs: Published 19 blogs that elevate the voices of New Hampshire thought leaders and their impact on healthy living.

Podcasts: Recorded eight podcast episodes highlighting local NH experts promoting resilience and well-being.

Partnership Convening: Held eight meetings with 234 members to connect, communicate, and coordinate with people who are taking the lead to prevent the misuse of substances and promote wellness in New Hampshire.

Training & Education: Hosted 11 virtual and in-person educational sessions for members to increase their knowledge and improve their communication skills around substance misuse prevention. There were 112 total participants, with representation from each county in the state.

Facebook Lives: Streamed five Facebook Live sessions to boost audience engagement during 2022 National Prevention Week.

Spotlight Factsheets: Produced more than 15 factsheets that provide science-based information and evidence-based prevention strategies about tobacco, alcohol and other substances. Content also gave guidance on how to start important conversations with youth, family, and other loved ones.

Digital and Social Engagements: Promoted timely organic and paid posts on Instagram, Facebook, Twitter, YouTube, and TikTok with shareable digital assets for partners to disseminate on their social channels.

4a. INFRASTRUCTURE

The Partnership was tasked with regrouping and reforming the pre-existing prevention messaging system in order to support the network of prevention specialists in New Hampshire.

4b. EDUCATION, COMMUNICATION, & MESSAGING

Key Prevention Partners:

NH Tobacco Prevention and Cessation Program, Governor's Youth Advisory Council (GYAC), State-funded prevention system including the Substance Misuse Prevention and the Young Adult coordinators, Student Assistance Program coordinators, UNH Extension, FrameWorks Institute, NH Children's Trust, The NH Charitable Foundation.

Current Activities or Strategies:

- Conference Series
- Power of Prevention Blog and Podcast Series
- Prevention Videos
- Toolkits
- Events Calendar
- Spotlight Factsheets
- Website Content
- Facebook Lives
- Dissemination of Best Practices
- Community Presentations
- Prevention Marketing to Include Organic and Paid Digital Promotion
- HOPE Workshop
- Frameworks Prevention Messaging Workshop
- Partner Toolkit

“The Partnership shared the videos with youth members at the Governor's Youth Advisory Council. Members were happy to see that other youth were featured in the video because they felt their voice, as youth, was being heard and paid attention to. They could relate to what the youth in the video were saying, and could see themselves saying similar things to their own parents.”

-Eliza Zarka, Addiction & Behavioral Health Coordinator, Office of Governor Chris T. Sununu

Lessons Learned: The Partnership recognizes the need to continue building the capacity of partners to speak about prevention in fresh and exciting ways in their communities. Over the course of the last twenty-four months, The Partnership developed a variety of methods to disseminate fundamental messaging on prevention while at the same time elevating the voice of our prevention partnerships. The key messages are structured around a framework that emphasizes developmental assets, increases protective factors, and reduces risk factors while encouraging best practices and open communication.

Additionally, The Partnership promoted the national campaign **Talk. They Hear You.** This campaign aims to reduce underage drinking and other substance use for those under the age of 21 by providing parents and caregivers with information and resources they need to address these issues with their children early and often.

Next Steps: Everyone deserves a healthy family, school, and community that is free from the harmful effects of substance misuse. Achieving optimal health should not be limited because of socially determined factors such as income or education level that stigmatize and reinforce biases. Given this, The Partnership will work to increase our commitment towards greater cultural humility by including and soliciting those with lived experience, and those who serve them, in our work. Many of these communities have been targeted by those who benefit from substance use like Big Tobacco, while simultaneously being locked out or excluded from prevention activities. These perspectives will ensure The Partnership is addressing the culturally relevant factors impacting their health and wellness, dismantling bias and assumptions, and ensuring our materials are relevant and inclusive, non-alienating and relatable in our language, imagery, and media and digital placements/channels. We will intentionally choose to work with partners who are committed to racial equity and justice. We will compensate these communities when needed and possible. In the upcoming two years, The Partnership will expand education, training, communication, and messaging around

suicide prevention, mental health, stigma, and wellness, especially among communities historically underserved. We will also develop a campaign with adult-facing information crafted for an adult audience. Content will be designed to educate about the powerful effects of alcohol, tobacco, marijuana, and other substances and the impact of prevention strategies called **Stronger Than You Think**.

4c. TRAINING & PARTNER SUPPORT

Key Prevention Partners: NH Tobacco Prevention and Cessation Program, state-funded prevention system including the Substance Misuse Prevention and the Young Adult coordinators, UNH Extension, FrameWorks Institute, NH Children's Trust, NH Charitable Foundation.

Current Activities or Strategies: The Partnership provided technical assistance to community groups and partners on best practice prevention strategies to build their capacity through:

- Graphic Facilitation Workshop
- Communication and Social Media and Marketing Workshop

Lessons Learned: While there is interest and need for training and support, many partners have been overwhelmed and overtaxed by the shifts required by the pandemic.

Next Steps: Based on the aforementioned interest for training and support, future opportunities will take into account post-pandemic needs. There is a desire to gather in person as opposed to virtually through Zoom. In-person collaboration provides connection and a sense of community that does not always translate as well in an online environment. We will continue to work with our partners to determine their preferences and needs in training and support going forward.

“The Partnership produces reliable and meaningful messages based on theories of behavior change, best practices, and prevention science that our community coalitions and regional networks can depend on and trust. As a former Prevention Strategies Program Director for a Regional Public Health Network (RPHN), I have extensive experience working with The Partnership. My last regional project was the development and production of a video and intervention for people who were anticipating being pregnant, currently expecting, and/or of childbearing age designed to inform and educate them around the risks of substance use, especially during the pre and post-natal period. Now as the Prevention Services Unit Administrator for the Bureau of Drug and Alcohol Services (BDAS), I continue to collaborate with them to support and sustain the various prevention activities, strategies, and projects being implemented by the regional public health networks, direct prevention providers, and other grassroots prevention groups within the Granite State.”

-Kimbyl Wade, Prevention Services Unit Administrator BDAS

4d. COMMUNITY ENGAGEMENT

Key Prevention Partners: State Opioid Response, UNH Extension, state-funded prevention system including the Substance Misuse Prevention, and the Young Adult coordinators.

Current Activities or Strategies:

- Membership Convenings
- Outreach Meetings to Community Programs and Partners
- Listserv and E-blasts to Stakeholders
- Annual Survey
- Focus Groups and Listening Sessions to Inform Strategy
- State Opioid Response (SOR) Participation
- Community Presentations as Requested

Lessons Learned: The community engagement efforts ensure The Partnership is creating and developing assets that are responsive, relevant, and resonate with community needs and empower partners with tools to take an active role in solving their problems. The Partnership's convening brings together various stakeholders and increases collaboration across groups.

Through the annual survey and focus groups, The Partnership has identified topics for the videos, content for the factsheets, and guests for the podcasts. Regular contact

with those in the prevention community keep The Partnership aligned with their needs, the emerging issues and trends with substances, and current promising practices.

“The Partnership produces high-quality material that we can use when we meet with parents at a PTO meeting, an open-house presentation, a school staff presentation, or go into the schools to provide education to youth. I use the factsheets on various substances to provide science-based facts. I often refer parents and teachers to the website.”

-Janet Valuk, Steering Committee, SBIRT Initiative, Nashua Prevention Coalition

Next Steps: In the next two years, The Partnership will focus on **three main areas of work.**

1. Encouraging more diverse membership to include traditionally underrepresented groups (and those who work with them) such as Black, Indigenous, and people of color (BIPOC), LGBTQIA+, and individuals living with a developmental disability.
2. Build bridges to organizations providing essential services, or engage in other prevention-related work, such as housing, violence prevention, and family support and strengthening, to share resources and coordinate efforts regarding protective and risk factors.
3. Continue to expand membership opportunities to inform the strategic direction of the educational and awareness efforts and social media key messaging by reaching out to groups such as: Recovery Friendly Workplace Initiative, NH Department of Education, National Alliance on Mental Illness (NAMI), and community mental health centers.

4e. YOUTH ENGAGEMENT

Key Prevention Partners: Governor's Youth Advisory Council (GYAC), NH Teen Institute,

Current Activities or Strategies: The GYAC allows youth to participate in the creation of content that directly targets their demographic. This includes: the drafting of prevention messages, participation in the development and filming of a video, involvement in educational workshops, and podcasts featuring GYAC. This involvement was part of the Partnership Youth Council.

Lessons Learned: Youth are passionate about leading the charge for substance use prevention in NH. They are eager to contribute in a meaningful way to reach their peers with motivational messaging to avoid substance misuse, prevent suicide, and promote well-being.

Next Steps: The Partnership will continue to deepen and expand the work with Partnership Youth Council through convening meetings, a mural contest, and materials development.

5. LOOKING FORWARD

As we move forward into the next phase of project activities, we have identified broad goals we hope to accomplish through our work.

Broad Goals:

1. Increase brand relevance for The Partnership.
2. Expand funding for outreach and promotion (for The Partnership and for the sub-prevention campaigns).
3. Increase capacity of The Partnership and partners (including youth involvement).
4. Deepen cultural humility and involvement in program activities (including youth involvement).

In addition to our broad goals, The Partnership will be focusing its efforts on areas of particular importance in the substance misuse prevention landscape. Those focus areas are as follows:

5a. SFY22 & SFY23 Areas of Focus

- **Infrastructure**
 - The Partnership provides technical assistance to community groups and partners on best practice prevention strategies to build their capacity through:
 - Workshops/Trainings
 - Research/Resource Collection
 - Resource Development and Presentations

- Look for funding to support internal and partner capacity building in communication [knowledge, skills, to action]
- **Community Engagement**
 - When we have two-way engagement with our partners and extended partners we increase our communities' knowledge, skills, and direction for action through:
 - Convenings
 - Outreach meetings to community programs and partners
 - External communication and promotion (listserv and e-blasts to stakeholders, community presentations)
 - Partner resource elevation (interviews, Facebook Lives, resource and activities sharing)
 - Listening/feedback (annual survey, focus groups, and listening sessions to inform strategy, State Opioid Response (SOR) participation)
 - Youth Engagement (inviting participation from existing youth coalitions to inform Partnership materials and messages via Tthe Partnership Youth Council on a quarterly basis)
- **Education, Communication & Messaging Around Prevention Best-Practices and Resources**
 - The Partnership News and Email Marketing (E-blasts)
 - Trainings & Workshops
 - The Partnership Convenings
 - The Partnership Trainings and Workshops
 - Social Media Content
 - Facebook Lives
 - Partner Toolkits
 - The Partnership Website
 - Static Content (Webpages and Factsheets)
 - Blog
 - Podcast
 - Videos
- **Data collection and evaluation**
 - The Partner survey
 - The Logic Model: process and outcome evaluation plan
 - Social/Digital/Web Analytics

- Training evaluations