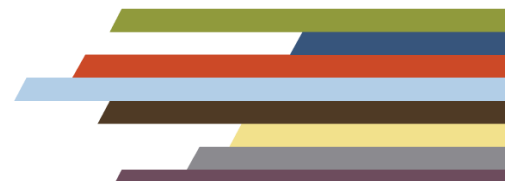


# LOBBY QUESTION

What are you most excited about communicating on the prevention work in your community?

Who are you most interested in sharing this story with?





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# Sharpening Your Prevention Tools: Harnessing the Power of Communication to Promote your Prevention Message Part 1

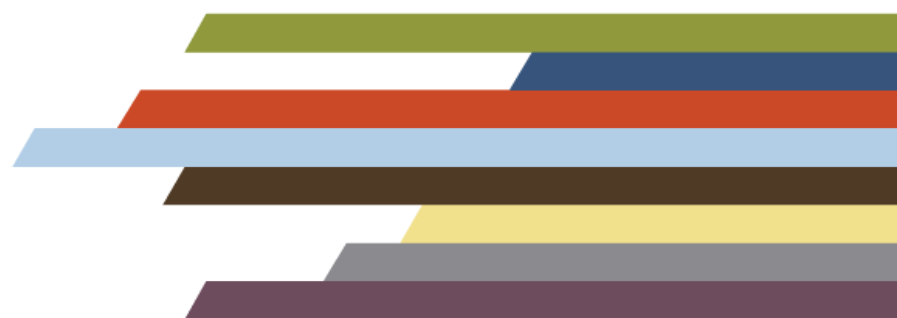
*May 10, 2023*

## ***Presenters***

Kim Elliott, U.S. Communications Director, Education Development Center (EDC)

Ivy Jones Turner, T/TA Specialist, EDC

Clare Neary, Project Coordinator, Rutgers University



# Technical Information

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At the time of this publication, Miriam E. Delphin-Rittmon, Ph.D., served as Assistant Secretary for Mental Health and Substance Use in the U.S. Department of Health and Human Services and the Administrator of the Substance Abuse and Mental Health Services Administration. The opinions expressed herein are the view of the presenters from the Northeast & Caribbean PTTC and do not reflect the official position of the Department of Health and Human Services (DHHS), SAMHSA. No official support or endorsement of DHHS, SAMHSA, for the opinions described in this document is intended or should be inferred.

This work is supported by grant 5H79SP081033-05 from the Department of Health and Human Services, Substance Abuse and Mental Health Services Administration.

Presented in 2023.

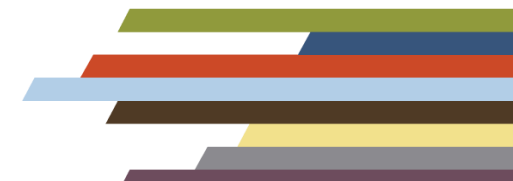
This webinar is being recorded. Following the event, we will share the recording with participants and post on our website.



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# Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=597912>

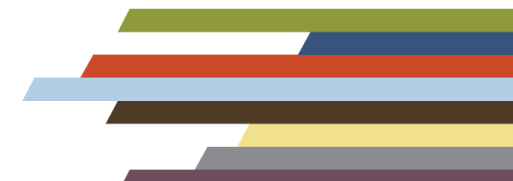


Your feedback is appreciated!



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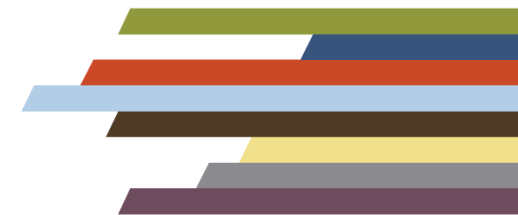
The use of affirming language inspires hope.

**LANGUAGE MATTERS.**

**Words have power.**

**PEOPLE FIRST.**

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.

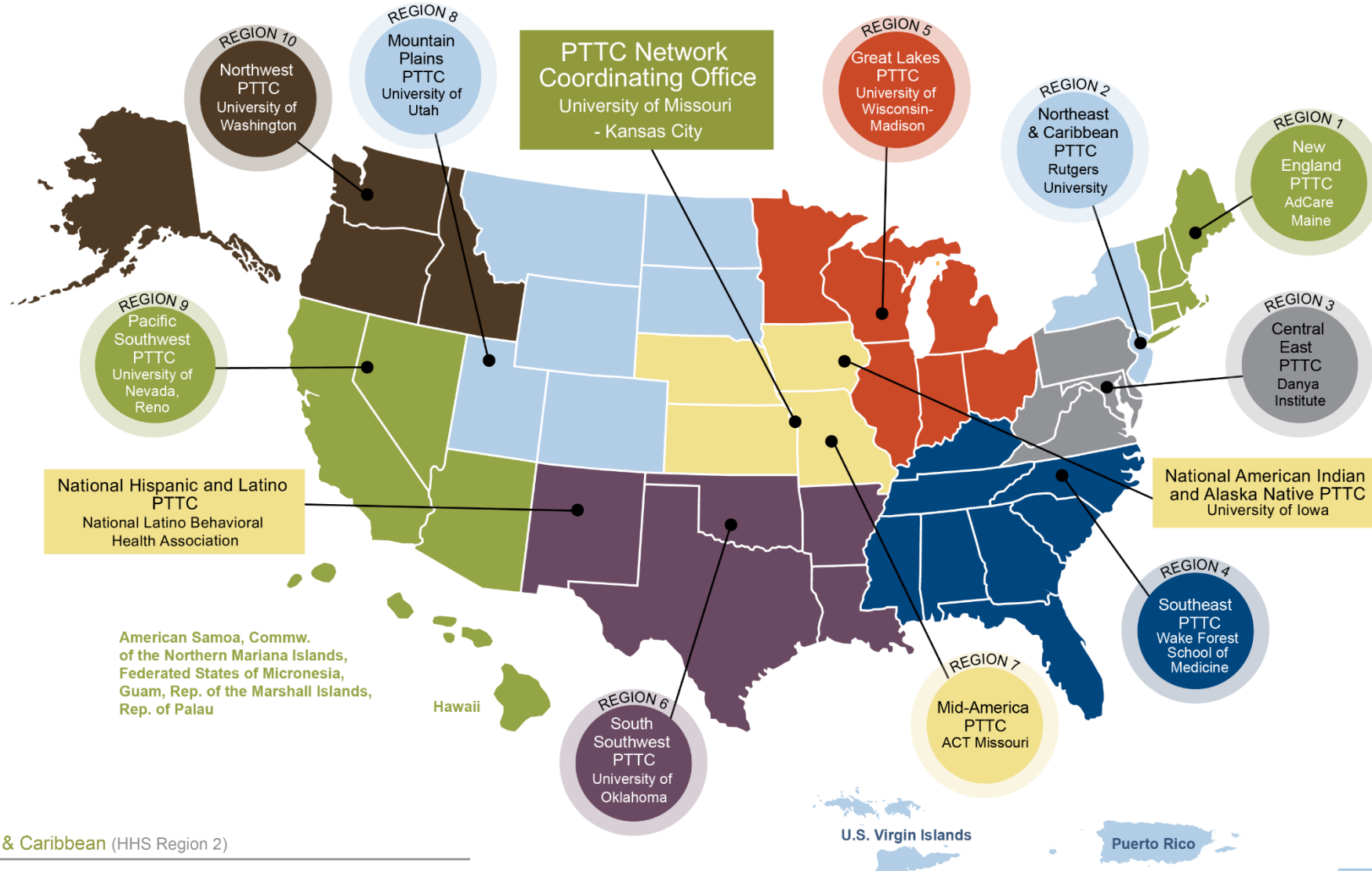




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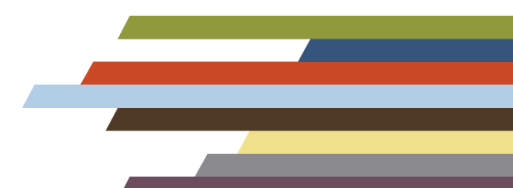
**PTTC Network**



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# Presenters



**Kimberly Elliott**

Director of Communications  
EDC US Division



**Clare Neary**

Project Coordinator,  
Rutgers University MPAP  
Northeast & Caribbean PTTC



**Ivy Jones-Turner**

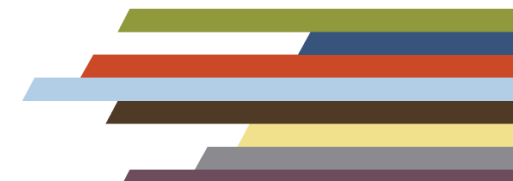
T/TA Specialist  
Region 2 PTTC



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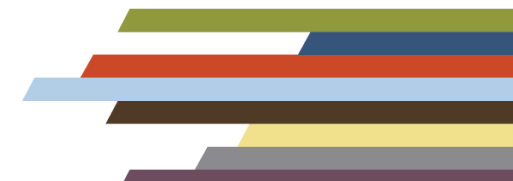
# Learning Objectives

- Review communications goals in prevention
- Review best practices to create and share messages that build community support for prevention initiatives
- Identify strategic practices to apply in using communications tools to support prevention
- Reinvigorate communications messages using a positive prevention frame



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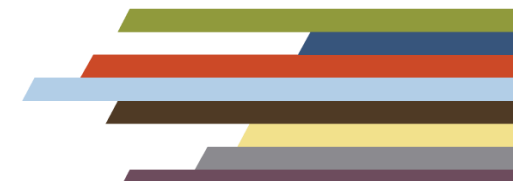




# Road Map

---

- Messaging Prevention
- Getting Prevention Heard Above the Din: Strategic Storytelling
- Creating a Communications Plan
- Getting Your Audience's Attention
- Recap
- Q&A





# Messaging Prevention's Outcomes



**SAMHSA's**

**NATIONAL PREVENTION *we* EK**  
**A CELEBRATION OF POSSIBILITY**

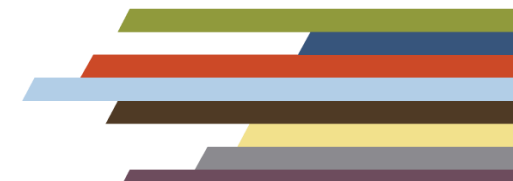
**May 7 – 13, 2023**

**SAMHSA's annual campaign to celebrate and highlight both national and substance misuse prevention initiatives, outcomes and resources**



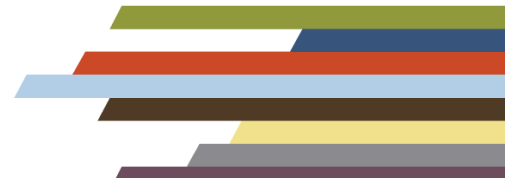
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# CHAT QUESTION

What are your communication goals on substance misuse prevention?



# Communication Outcomes

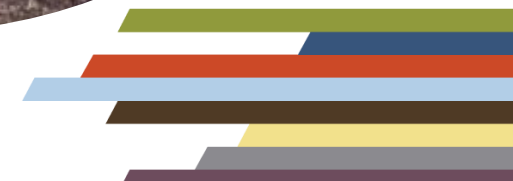
- Demonstrate prevention's effectiveness
- Transfer/share knowledge and resources
- Build relationships and support
- Increase participation and collaboration



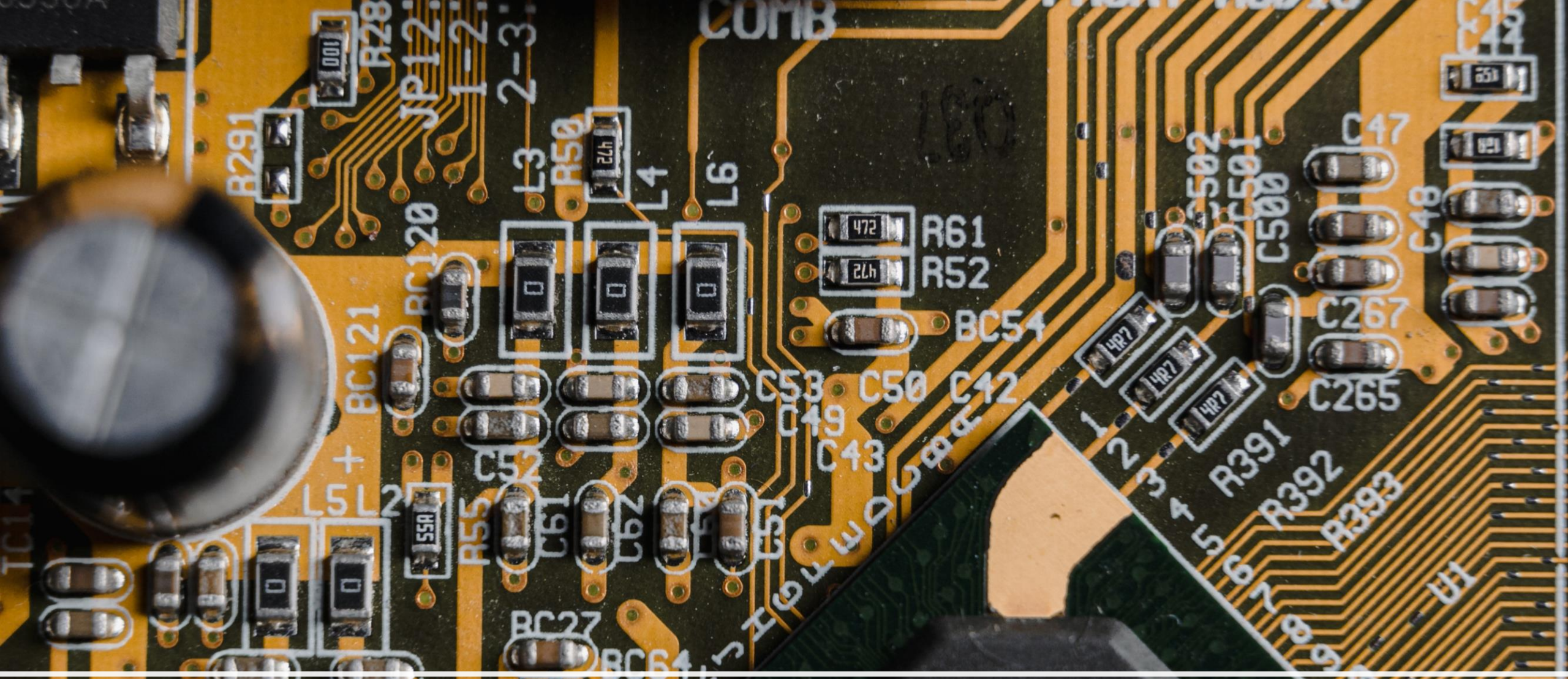
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# Messaging Prevention's Outcomes



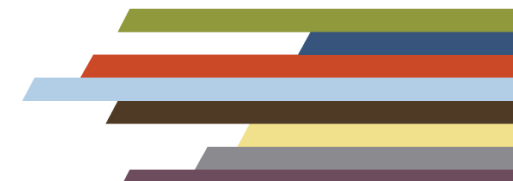
# What do we WANT them to Hear?



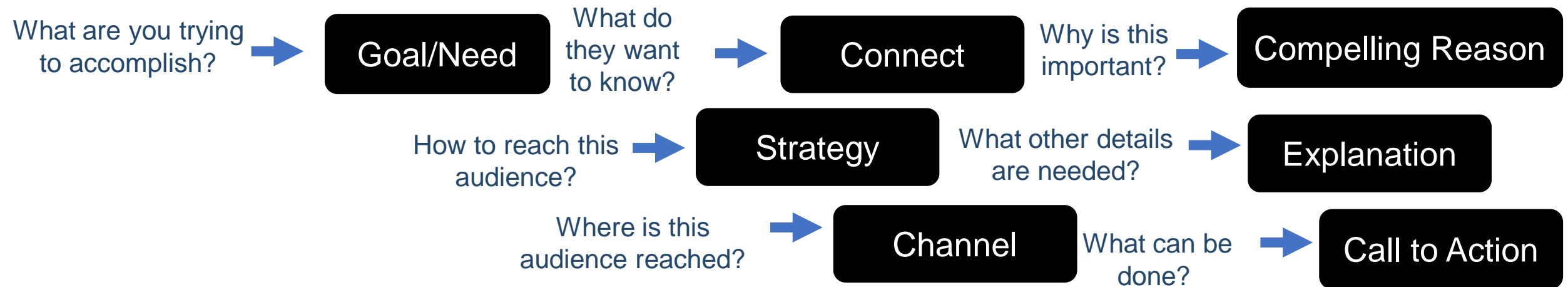
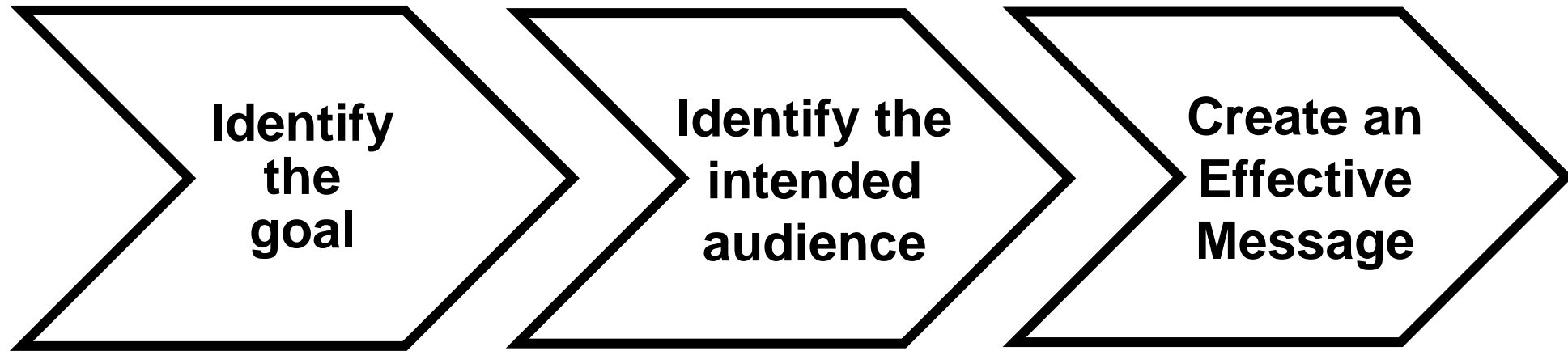
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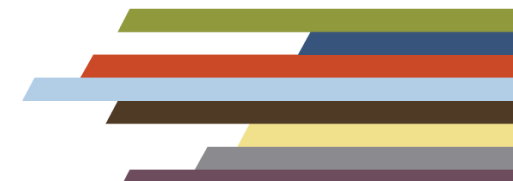
# Key Steps



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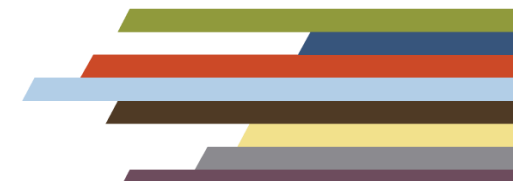




**Getting Prevention Heard Above the Din**

**What tools do you use most to share key messages and “be heard above the din”?**

- Newsletters
- Events
- Social Media
- Videos
- Articles/Op Eds
- Media Outreach/Placement
- Podcasts/Audio Clips
- Topic Briefs, Fact Sheets, Flyers
- Infographics and/or Posters
- Other (write in chat)



# No Matter What Tools You Use...

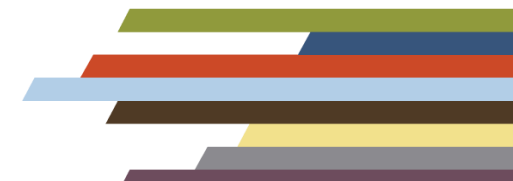
Every day you reach people with facts and messages of hope that inspire them to:

- Think about prevention
- Talk about prevention
- Take action



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# You are All Strategic Storytellers

- Your messages have tremendous power, impact, and reach
- The stories you tell, the resources you share, and the possibilities you celebrate...change and save lives every day
- In fact...





“When we change the story and how we tell it,  
we can change the world.” [FrameWorks](#)

(FrameWorks has great storytelling guidance—check out their website!)



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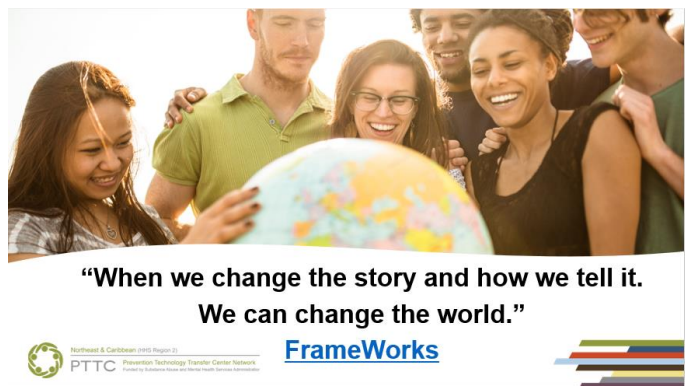
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# Type in Chat: Which Do You Prefer?



Option 1



Option 2



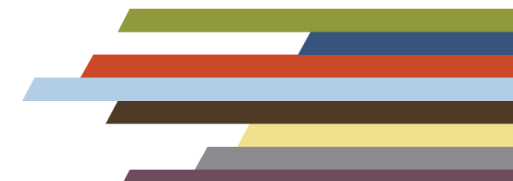
Option 3



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# Instant Replay



**Goals:** Provide a quick inspiration

**Audience:** You!

**Message:** “Change the story,  
Change the world”

**Reason:** Spotlight FrameWorks

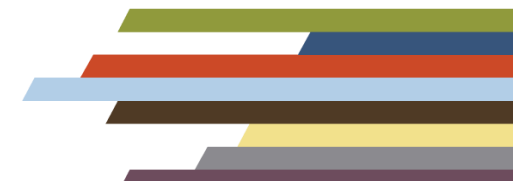
**Call to Action:** Check out website



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GIVE AWAY

LIFE

BELIEVE

EARTH

DONATIONS

JUST BE TRUE TO  
WHO YOU ARE

PURPOSE

MOTIVATION

- DIGNITY
- HYGIENE
- ASPIRATION
- WELL BEING

# Develop a Plan





Recommended  
Resource

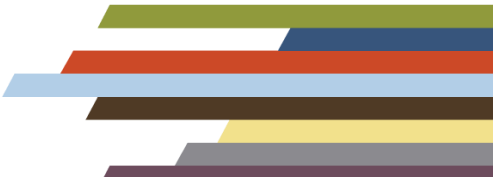
The screenshot shows the Community Tool Box website interface. At the top, there is a logo with two stylized figures and the text 'COMMUNITY TOOL BOX'. To the right of the logo is a search bar with the placeholder text 'Enter your search...' and a magnifying glass icon. Further right is a language dropdown menu set to 'English' and a 'Donate' button. Below the header is a navigation bar with five icons and labels: 'LEARN A SKILL' (how-to information), 'HELP TAKING ACTION' (guidance for your work), 'CONNECT' (link with others), 'ABOUT' (the tool box), and 'SERVICES' (supporting collective impact). The main content area shows a breadcrumb trail: 'Home » Table of Contents » Communications to Promote Interest and Participation » Chapter 6. Communications to Promote Interest » Section 1. Developing a Plan for Communication » Main Section'. Below this is 'Chapter 6' with a '← Table of Contents' link and a numbered list from 1 to 46. The current page is 'Section 1. Developing a Plan for Communication'. Underneath, there are tabs for 'Main Section', 'Checklist', 'Tools', 'Examples', and 'PowerPoint'. A list of 'CHAPTER 6 SECTIONS' is shown on the left, with 'Section 1. Developing a Plan for Communication' highlighted. To the right of the list is a text box: 'Learn how to develop a plan for communication to raise awareness about community issues and your organization's accomplishments.' Below this is an image of a newspaper clipping.



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Recommended Resource

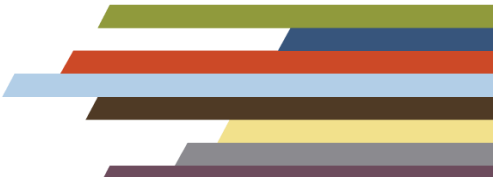
The screenshot shows the PHF (Public Health Foundation) website. At the top, there is a navigation bar with links for 'ABOUT PHF', 'CONSULTING & TRAINING SERVICES', 'CONTACT US', and 'SUPPORT US'. Below this is the PHF logo and the tagline 'We improve public health and population health practice to support healthier communities'. A search bar is located on the right side of the header. The main navigation menu includes 'HOME', 'FOCUS AREAS', 'PROGRAMS', 'RESOURCES & TOOLS', 'NEWS', 'EVENTS', and 'PHF PULSE'. The current page is 'Consulting & Training Services', as indicated by the breadcrumb 'Home >> Consulting & Training Services'. The main content area features the title 'Planning Before You Communicate Tool' and a 'Print' button. Below the title, there is a 'Related Categories' section with 'Quality Improvement, Workforce Development' and a 'Download this File' button. The 'Overview' section describes the tool's purpose: 'Health departments must have good, consistent, clear, crisp communications both internally and externally. A comprehensive and strategic communications plan for the department sets the foundation for staff to develop and execute communications effectively: to reach the target audience in the right place, at the right time, with the right message. This planning takes leadership, teamwork, internal collaboration and sharing, as well as continuous improvement. Doing this effectively will lead to coordination of team activities, allow for adept reaction and response to current events or crises, produce results, and maximize health outcomes. This spreadsheet will help you to address and organize essential factors of communications planning, execution, and evaluation. Doing this preparation work *before* you communicate will save you valuable time and resources when and where they are needed most.' On the right side, there is a 'Related' section with links to 'Epidemiology and Prevention of Vaccine-Preventable Diseases, 13th Edition "The Pink Book"', 'Healthy People 2010 Archive of Resource Files', 'Immunizations: Controlling Vaccine-Preventable Diseases', and 'Performance Improvement Learning Series Catalog'. There is also an 'Event' section for 'Spring 2016 Open Forum for Quality Improvement in Public Health'.



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# Getting Your Audience's Attention

# A Closer Look At Audience

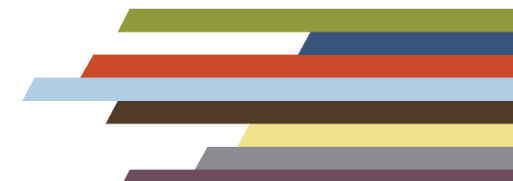
Think about and engage	Audience	Mindset	What You Want Them to <u>Think</u> ?	<u>Feel</u> ?	And <u>Do</u> , as a result of the communication?



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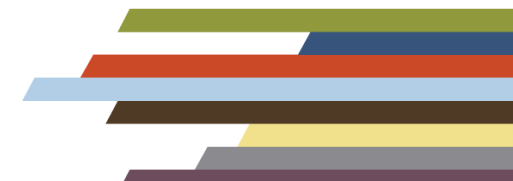


# Tip: Get Their Input, Tell Their Stories



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# Tip: Always Use Messaging Best Practices


*Messaging should always:*

- Be clear, targeted, easy to understand
  - Be culturally & linguistically responsive
- Be engaging, pleasant, & persuasive
  - Be positive-focused
- Be purposeful in promoting autonomy & choice
  - Be factual & believable
- Be memorable & repeatable




# Recommended Resource


**Substance Use  
Prevention Communications  
TOOLKIT**




**YOUTH 12-18**

*Evidence-informed guidance for creating, delivering, & disseminating messages to **prevent onset or escalation of substance use** in youth and **build community support and readiness** for substance use prevention.*

 UNIVERSITY OF BALTIMORE  
Center for Drug Policy and Prevention

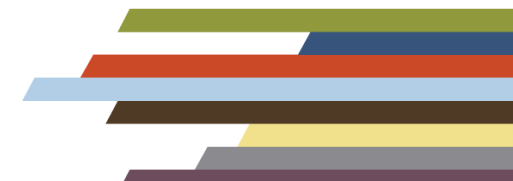
 ADAPT  
A Division for Advancing Prevention & Treatment  
CULTIVATING PREVENTION

 WASHINGTON / BALTIMORE  
**HIDTA**  
HIGH INTENSITY DRUG TRAFFICKING AREA

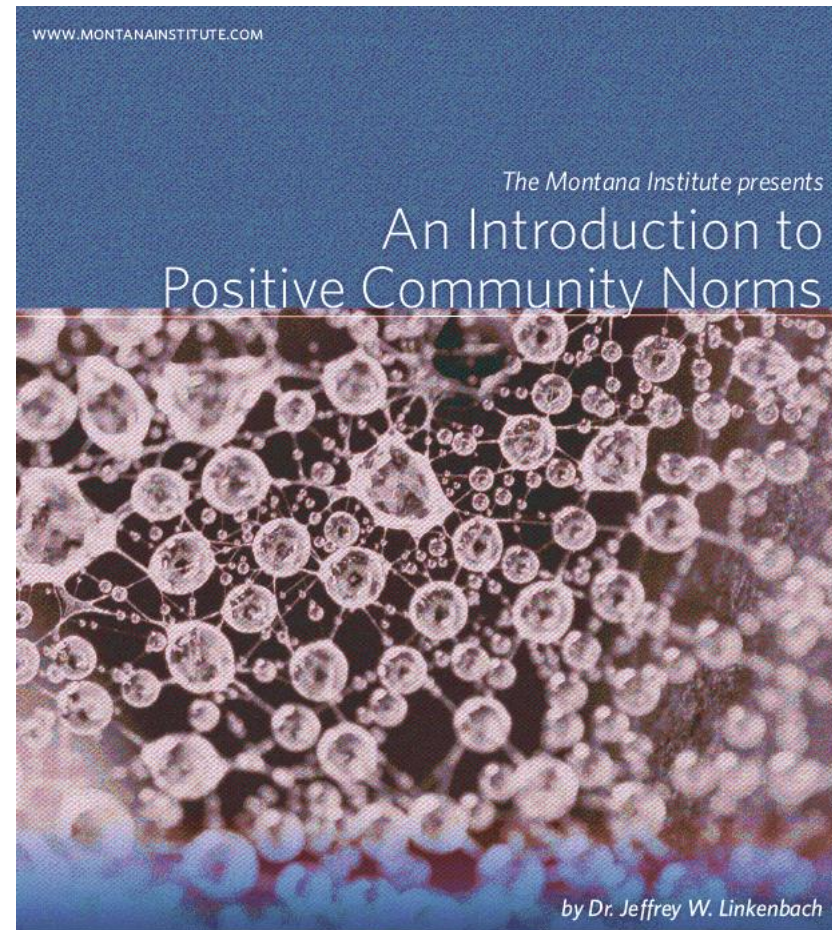


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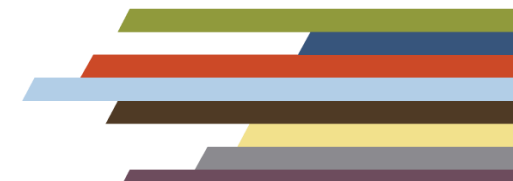


# Recommended Resource



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# Tip: Explore the Montana Model of Positive Community Norms (Dr. Jeffrey Linkenbach)

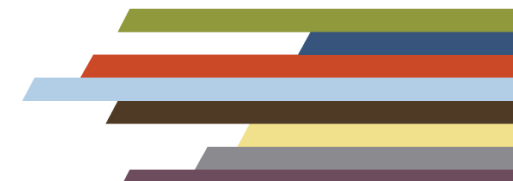
CORE PRINCIPLE	PCN COMMUNICATION STEP
Be Positive	Planning and Environmental Advocacy
Be Present	Baseline Data
Be Perceptive	Message Development
Be Purposeful	Communication Plan
Be Perfected	Pilot Testing and Refining
Be Proactive	Campaign Implementation
Be Passionate	Evaluation



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# Examples of Positive Messaging

**YOU ARE TOO**

*to waste energy on drugs!*



**WHAT HELPS  
TEENS DEVELOP  
HEALTHY AND  
RESPECTFUL  
RELATIONSHIPS?**

**ATTACHMENT TO  
SCHOOL AND FAMILY**

Get the Teen  
Dating Violence  
Prevention  
Fact Sheet

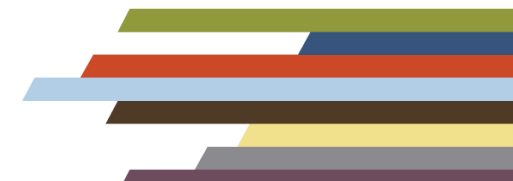


[ChildrensSafetyNetwork.org](https://www.ChildrensSafetyNetwork.org)



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# Examples of Positive Messaging



SAMHSA   
@samhsagov



Daily Reminder: It's okay not to be okay. Support is always available if you or someone in your life is struggling with mental health or substance use: [samhsa.gov/find-help](https://www.samhsa.gov/find-help)



CDC's Division of Adolescent and School Health   
@CDC\_DASH



What works in schools to help protect youth from a variety of health risks? Here are 3 proven strategies:

- ✓ Offering quality health education
- ✓ Increasing access to health services
- ✓ Creating safe and supportive environments

Learn more. [#TeenHealthWeek](#)



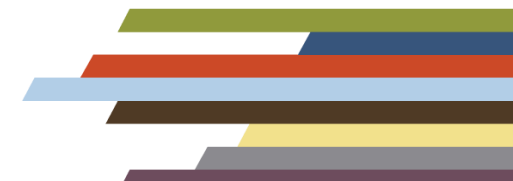
cdc.gov



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# To Recap...

**Strategic Storytelling** is a powerful tool in prevention work—your messages can be heard above the din!

It's key to develop a **communications plan** to serve as a road map for your strategic storytelling

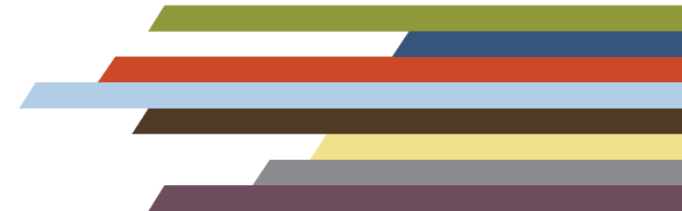
All messaging should be **positive, clear and compelling, audience-tailored**, framed to **inspire hope and action.**



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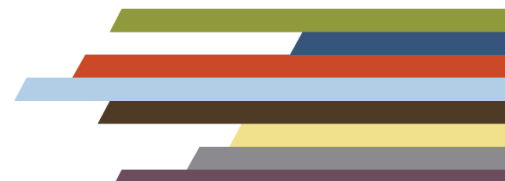
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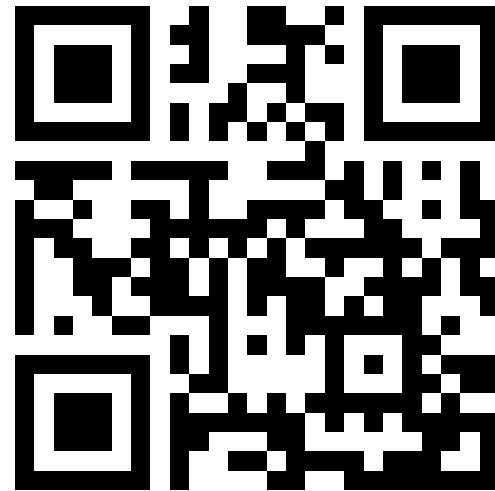
**Questions?**



# Evaluation

Please take the time to complete a brief evaluation:

<https://ttc-gpra.org/P?s=597912>

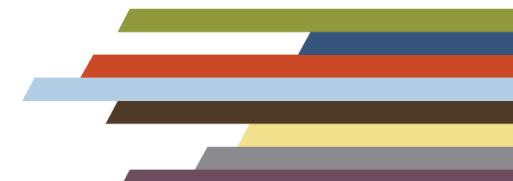


Your feedback is appreciated!



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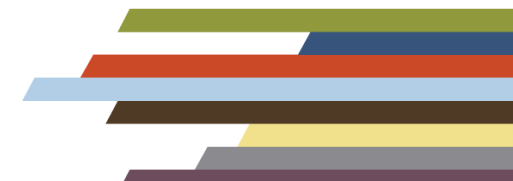
# Resources

- [SAMHSA's National Prevention Week Toolkit](#)
- [October 2022 Substance Use Prevention Communications Toolkit: Youth 12-18 \(resource with excellent guidance/food for thought\)](#)
- [Excellent October 2022 Webinar Related to Toolkit above](#)
- [Getting Candid—Framing the Conversation Around Youth Substance Use Prevention](#)
- [Community Toolbox: Developing A Plan for Communications](#)
- [Planning Before You Communicate Tool](#)



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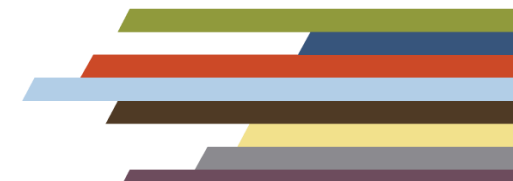
# Resources (continued)

- [An Introduction to Positive Community Norms by Dr. Jeffrey W. Linkenbach](#)
- [Social Norms Webinar 3: Applying the Science of the Positive to Strategic Communications \(Mountain Plains-PTTC\)](#)
- [Explore Frameworks “Framing 101” guidance, videos, and tools](#)
- [Conscious Style Guide: Choose Language That Includes, Empowers, Respects... and National CLAS Standards](#)
- [Plainlanguage.gov: Guidelines to help use clear, compelling language to engage key audiences](#)
- [The Do’s and Don’t of Effectives Messaging for Substance Abuse Prevention](#)



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# Thank You!

If you have questions or comments, don't hesitate to contact:

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T/TA Specialist

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[ijonesturner@edc.org](mailto:ijonesturner@edc.org)

**Jessica Goldberg**

**MSW, MPH, CPS**

T/TA Specialist

Region 2 PTTC, EDC

[jgoldberg@edc.org](mailto:jgoldberg@edc.org)

**Check Out the Northeast and Caribbean PTTC Website:**

<https://pttcnetwork.org/centers/northeast-caribbean>

**And, Join our Mailing List!**

<https://pttcnetwork.org/centers/northeast-caribbean-pttc/nec-subscription-page>



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