This webinar is now live.

It is being recorded.

Please remain muted.

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Welcome

Central East PTTC Webinar

Developing Effective Substance Use Prevention Messaging

The Central East PTTC is housed at the Danya Institute in Silver Spring, MD

Oscar Morgan
Executive Director

Deborah Nixon Hughes
Project Director
Central East Region

SAMHSA REGION 3
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.
PTTC Mission

1. To Strengthen the Capacity of the Workforce

2. To Deliver Evidence-Based Prevention Strategies

3. Facilitate Opportunities for Preventionists to Pursue New Collaboration Opportunities, which include Developing Prevention Partnerships and Alliances
Services Available

- Online Courses
- Technical Assistance
- Skill Based Training
- Webinar
- Toolkits
- Facilitate Prevention Partnership & Alliances
- Research Learning Collaborative
- Newsletter
- Technology Driven Models
- Literature Searches
- Virtual Meeting
- Research Publication

Central East (HHS Region 3)

PTTC
Other Resources in SAMHSA Region 3

Central East (HHS Region 3)

ATTC
Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Central East (HHS Region 3)

MHTTC
Mental Health Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Central East (HHS Region 3)

PTTC
Developing Effective Substance Use Prevention Messaging

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July 11, 2024
Presenters

Emily Patton

Olivia Stuart
Mentimeter Activity

What sport in the Summer Olympics are you most looking forward to?

- Scan the QR code from a mobile device  OR
- Click on the link in the chat  OR
- Go to menti.com and enter the code at the top of this slide.

Central East (HHS Region 3)
Learning Objectives

1. Understand the importance of messaging to prevention
2. Utilize best practices for creating effective prevention messaging campaigns
3. Describe tools and methods for sharing messages
4. Share the PTTC prevention messaging product
The Importance of Messaging to Prevention
Mentimeter Activity

What role(s) have you played in developing or implementing prevention messaging?

All responses to your question will be shown here

Each response can be up to 200 characters long

Turn on voting in Interactivity to let participants vote for their favorites

How to participate:
- Scan the QR code from a mobile device OR
- Click on the link in the chat OR
- Go to menti.com and enter the code at the top of this slide.
Purpose of Prevention Messaging

- Reducing substance use requires both behavioral and environmental change.
- Prevention messaging helps by:
  - Increasing the perception of substance use risk
  - Changing social norms
  - Reinforcing positive behaviors
  - Increasing support for substance use services
History of Prevention Messaging

• Early drug policy focused on supply interdiction
• Growing understanding of the role of demand led to the prevention field being created
• However, early prevention messaging efforts were ineffective, as they were:
  • Unpersuasive and uninformative
  • Focused on audience recognition of drugs
  • Heavily reliant on fear-based messages
  • Trivialized the issue
What Prevention Has Learned

• Not all prevention messages are created equally
• Effective messaging is more than just words on a page/screen
• It empowers individuals to change or improve their health conditions
• They include strategies and ideas for making healthier choices
The Key Ingredients We Now Know

- Make counter-arguments difficult or impossible
- Show how and where to find help
- Positively frame your issue
- Appeal to “attitude-vested behavior”
- Keep people engaged in the content
- Match the content to the audience
Best Practices for Creating an Effective Prevention Messaging Campaign

- DRINK LESS
- BE YOUR BEST
- SINK OR SWIM
- FOR OUR LIVES
- truth

Central East (HHS Region 3)
Effective Messages Are...

Accessible

Actionable

Credible and Trusted

Relevant

Timely

Understandable
Effective Messaging

- Should **capture attention, convey meaning, and inspire action**

- Focus of content should differ between groups. For example:

<table>
<thead>
<tr>
<th>Adolescents</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Supporting positive peer relationships</td>
<td>• Encouraging parental monitoring</td>
</tr>
<tr>
<td>• Encouraging self-efficacy</td>
<td>• Being supportive</td>
</tr>
<tr>
<td>• Teaching drug refusal skills</td>
<td>• Developing/enforcing family rules on substance use</td>
</tr>
<tr>
<td>• Reinforcing anti-drug attitudes and behaviors</td>
<td>• Teaching drug education</td>
</tr>
</tbody>
</table>
**Mentimeter Activity**

Think about some of the more successful prevention messaging campaigns you've seen. What do you think made them so effective?

| All responses to your question will be shown here | Each response can be up to 200 characters long | Turn on voting in Interactivity to let participants vote for their favorites |

How to participate:
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- Click on the link in the chat  **OR**
- Go to menti.com and enter the code at the top of this slide.
5 Tips for Creating a Prevention Messaging Campaign

1. **Know the issue** inside and out

2. Focus your campaign’s **goals** and **objectives**

3. Know the **attitudes, beliefs, and environment** of your audience

4. **Test** your materials so they are **culturally resonant** with your audience

5. **Evaluate** your success and know when to **pivot**
Spotlight on: Cultural Humility

• Culture shapes our interactions with others
• Demographics are shifting and we are becoming more culturally diverse
• Prevention professionals work in different settings with individuals from diverse cultures in many capacities
• Ensuring cultural humility will help you:
  • Reach the right populations
  • Obtain buy-in from the community
  • Respect cultural values and norms
Core Tenets of Cultural Humility

1. Life-long commitment to self-reflection

2. Actively seek to address power imbalances

3. Develop non-paternalistic, mutually beneficial partnerships with communities
How to Use Cultural Humility

• Develop collaborative relationships with groups from the community you hope to serve
• Examine existing messaging campaigns for potential biases or cultural blind spots
• Work with community partners to develop culturally resonant messages
• Implement messages through avenues that are trusted and credible to the community
When Designing Your Campaign, Try **Not To**...

- Lecture, guilt or **shame**
- Normalize substance use
- Use **scare** tactics
- Dramatize substance use
BEFORE METH I HAD A BROTHER. NOW I HAVE A THIEF.

This is your brain.

This is drugs.

This is your brain on drugs.

YOU’LL NEVER WORRY ABOUT LIPSTICK ON YOUR TEETH AGAIN.

Central East (HHS Region 3)

PTTC
Instead, Be Sure To…

- Frame prevention as a **health issue**
- Use **real-life** examples
- Identify potential **consequences** of use
- Engage **peers** as messengers
- De-glamorize **substance use**
It’s a Breath of Stress Air

VAPING NICOTINE

Leading entertainment media continues featuring onscreen tobacco even as peer-reviewed research shows:

Youth who have been exposed to tobacco imagery in popular streaming and TV shows are 2x more likely to start using tobacco.

60% of 15-24 year-olds’ top
15 new shows, exposing
an estimated 27 million
young people

38% of top newly
released movies

64% of top
binge-watched
shows

tobacco imagery appeared in:

60% of 15-24 year-olds’ top 15 new shows, exposing an estimated 27 million young people

38% of top newly released movies

64% of top binge-watched shows

Leading entertainment media continues featuring onscreen tobacco even as peer-reviewed research shows:

Youth who have been exposed to tobacco imagery in popular streaming and TV shows are 2x more likely to start using tobacco.
Tools and Methods for Sharing Messages
Common Messaging Tools

• Social media (e.g., YouTube, TikTok)
• Text messaging
• Applications (can be downloaded to phones, tablets, etc.)
• Radio
• Print media (i.e. newspapers, brochures, newsletters)
• Videos
• Public Service Announcements (PSAs)
• Among many others!
Mentimeter Activity

What method do you find is most effective for reaching members of your community when working to get your prevention message out?

- Social Media
- Face to face
- Print media
- Other (write in chat!)

How to participate:
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Tips for Sharing Messages

• Communication is most effective from trusted sources
• Establish trust before messaging and sustain trust throughout engagement
• Examine how to create safe spaces for communication
• Be authentic when interacting with others
• Consider who in the community may be a trusted source to amplify your message
Spotlight on: Youth Information Sources

<table>
<thead>
<tr>
<th>Who Youth <strong>Trust</strong> for Accurate Information</th>
<th>Who Youth are <strong>Comfortable</strong> Talking To</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Health providers</td>
<td>• Parents/Caregivers</td>
</tr>
<tr>
<td>• Parents/Caregivers</td>
<td>• Friends or peers</td>
</tr>
<tr>
<td>• Youth/Adults with lived experience</td>
<td>• Siblings</td>
</tr>
<tr>
<td>• Counselors/Therapists</td>
<td>• Health providers</td>
</tr>
<tr>
<td>• Friends or peers</td>
<td>• Counselors/Therapists</td>
</tr>
<tr>
<td>• Teachers/Educators</td>
<td>• Youth/Adults with lived experience</td>
</tr>
</tbody>
</table>
Introducing the Prevention Messaging Product
Why Make a Prevention Messaging Product?

• Few products exist that describe strategies and best practices for creating an effective *substance use prevention* messaging campaign
• Need for a product with easily digestible fast facts
• Can be downloaded or printed out and referred to as needed
• Reference list serves as a repository of important longer, more in-depth products about messaging campaigns
How to Use This Product

• Share with others in your network
  • Post on social media
  • Add to your website
  • Distribute through a listserv
  • Print handouts
• Use as training material for staff and stakeholders
• Evaluate strategies against your own campaign and adjust as needed
• Start your own prevention messaging campaign!
Developing Effective Substance Use Prevention Messaging

Developing effective messaging can help sharpen the impact of your substance use prevention programming. The needs for more and better messaging can be seen in the data: perceptions of harm for many substances have decreased in recent years, and the number of youth who see or hear prevention messages outside school is declining. Prevention needs to adapt its messaging efforts to reverse these troubling trends. However, it faces the headwinds of reduced funding, with FY2023 federal funding for prevention being 19% lower in real dollars than it was in FY2004. Additionally, technological advancements have made old methods of sharing information obsolete. You should ensure that your available funds are used effectively by creating messages that are accessible and culturally relevant to your target audiences.

**PURPOSE OF MESSAGING IN PREVENTION**
Reducing substance use requires behavioral and environmental change. Prevention messaging can help with each by:
- Increasing the perception of substance use risk
- Changing social norms
- Reinforcing positive behaviors
- Increasing support for substance use services

**GETTING THE MESSAGE OUT**
Prevention can use many communication mediums to achieve desired outcomes. It’s important to understand who you’re targeting, so you know where to place your message. Commonly used communication methods include:

- **Social media**
- **Phone and tablet apps**
- **Print media**
- Speaking with caregivers, peers, and trusted professionals
- Public service announcements (PSAs)
- Text Messaging

**THE NEED FOR CULTURAL HUMILITY**

- **Relevant** Does your audience care about your topic? Does it resonate with the community’s core values, attitudes, and beliefs?

- **Credible & Trustworthy** Is your information accurate? How can you prove it?

- **Accessible** Is it easy to find your message? Are messages available in languages that are used by the target audience?

- **Timely** Is this the right moment for your message? Is your message meant to be proactive?
Developing Effective Substance Use Prevention Messaging

**TIPS FOR CREATING A PREVENTION MESSAGING CAMPAIGN**
9,10

- Know the issue inside and out
- Focus your campaign’s goals and objectives
- Know the attitudes, beliefs, and environment of your audience
- Test your materials so they resonate with your audience
- Evaluate your success and know when to pivot!

**PUTTING TOGETHER SOME PREVENTION MESSAGING MATERIALS**
11,12

**Do:**
- Frame prevention as a health issue
- Use real-life examples
- Identify potential consequences of use
- Engage peers as messengers
- De-glamorize substance use

**Don’t:**
- Lecture, guilt, or shame
- Normalize use
- Use scare
- Depict substance use

**FOR ADDITIONAL RESOURCES ON PREVENTION MESSAGING, CHECK OUT THESE TOOLS:**
- Prevention Tools: What Works, What Doesn’t
- CDC’s Health Communications Playbook

**NOTES**

**CONTACT US!**
Turning Knowledge into Action!

Small Group Activity
Activity Instructions

1. You will be placed into a breakout room which will be assigned to 1 of 3 different scenarios
2. Click the Google Forms link in the chat to find your scenario
3. Select one person in the group to complete the google form
4. Read through your assigned scenario as a group
5. Discuss and answer the questions in the google form
6. Have your scribe write down your responses in the google form and submit it
7. Come back to the main room
Conclusion

• Effective messaging is a powerful tool for promoting positive change
• Make sure to follow best practices for message development and understand past “lessons learned”
• Create messages that are accessible and culturally relevant to your target audiences
• Ensure messages are practical, receivable, interesting, memorable, engaging, and accessible!
Contact Us

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