School Based Health Alliance

How You Can Get Involved
Agenda

• NIDA/NIAAA collaboration
• What is NIDA?
• National Drug & Alcohol Facts Week
  • Overview
  • Goal and Objective
  • Audience
  • Outreach and Promotion
  • Partners
  • Next Steps
About the National Institute on Drug Abuse

- National Institute on Drug Abuse, NIDA, is part of the National Institutes of Health based in Bethesda, MD.

- NIDA’s mission is to lead the Nation in bringing the power of science to bear on drug abuse and addiction.
NIDA achieves its mission through two ways:

– provide strategic support and conduct of research across a broad range of disciplines.

– ensure the rapid and effective dissemination and use of the results of that research to significantly improve prevention and treatment and to inform policy as it relates to drug abuse and addiction.
NIDA is a Trusted Source

• NIDA is your trusted source of information year-round on:
  – Science of drug abuse and addiction, including nicotine addiction;
  – Substance abuse prevention and treatment;
  – Illicit drugs and their medical consequences
  – Prescription drug abuse;
  – The link between drug abuse and HIV/AIDS; and
  – The annual Monitoring the Future survey (8th, 10th, and 12th graders).

• NIDA is also your link to other relevant NIH institutes and government agencies that can help. Refer to: http://www.drugabuse.gov/publications/media-guide/relevant-contact-information.
NIDA 4 Teens

• Through its NIDA 4 Teens Web site, NIDA is working to get these facts about drug abuse on the brain, body and behavior directly into the hands of teens to shatter the myths and enable teens to make better decisions.

Almost two-thirds (64%) of high school seniors do not view regular marijuana use as harmful compared to just over one-third (35%) 20 years ago. Marijuana use has remained relatively stable among high school students over the past few years. 56.7% of high school seniors say they disapprove of occasional marijuana smoking.
There are lots of **MYTHS** about drugs flying around

“Prescription drugs are always safe because they’re prescribed by doctors”

“Pot is not addictive”

“Drug addiction is a choice”

“Natural drugs are safer than synthetic ones”
National Drug & Alcohol Facts Week **SHATTERS THE MYTHS** about drugs and alcohol

In its 7th year, NDAFW has reached thousands of teens and tweens with the scientific facts about drugs and alcohol. With your help, we can reach even more!
About National Drug & Alcohol Facts Week

• **National Drug & Alcohol Facts Week** is a health observance week established in 2010 to help teens shatter the myths about drugs and drug abuse through community based events and activities. In 2017, it will take place January 23rd – 29th.

• **Community groups, prevention coalitions and municipal government can** engage and educate teens about the science behind drugs and drug abuse by providing factual, scientific information through NDAFW materials and events.
Toolkits

• NIDA has seven new toolkits for events that are specific to the following themes: alcohol, marijuana, prescription drugs, tobacco, new psychoactive substances (synthetics), college, and video. We also have a general NDAFW toolkit available in Spanish.
Drugs & Alcohol Chat Day

Join us for the tenth annual DRUGS & ALCOHOL CHAT DAY to be held during National Drug & Alcohol Facts Week™ on January 26, 2017.

- Register for Chat Day!

National Drugs & Alcohol Chat Day is an annual live online chat held between high school students and NIDA scientists during National Drug & Alcohol Facts Week™. Students from around the country ask the questions they most want the answers to about drugs and drug abuse, including drug effects, how to help friends or family that are abusing drugs, and what causes addiction. Our expert scientists give them the facts. See 2016’s Chat Day Transcript.
Sample Activity: I want to SHATTER THE MYTHS because...

Join National Drug & Alcohol Facts Week™ by sharing why you want to SHATTER THE MYTHS™M! Print this pledge card (PDF, 1MB), fill it out, and submit using the instructions below.

NIDA would love to see your NDAFW images! Please include this release form with any photographs, audio files or videos that you share with NIDA:

- Download the "SHATTER THE MYTHS" Photo and Video Request (PDF, 376KB)

SHATTER THE MYTHS™M Photo Request

- Ask each participant to write “WHY” they want to SHATTER THE MYTHS on Drug Addiction.
- PRINT in bold letters a short phrase (depending on space).
Promote and Enhance Your Event

- How to Promote Your National Drug & Alcohol Facts Week Event
- Reach Out to the Media
- Shout Out on Social Media
- Spread the Word With Posters, Flyers, and Brochures
- Download T-Shirt Iron-Ons, Stickers, and Other Graphics
- Get a Proclamation Issued for Your Event

NIDA has toolkits and publications to help with your events:

- Check out our publications, *Marijuana: Facts Parents Need to Know* (available in both English and Spanish), and *Family Checkup: Positive Parenting Prevents Drug Abuse*. Also, our most popular NDAFW publication, *Drugs: SHATTER THE MYTHS*, is now available in Spanish. All publications are free.
- Interested in a drug-specific event? NIDA also has several toolkits for events that are specific to the following themes: *alcohol*, *marijuana*, *prescription drugs*, *tobacco*, and *new psychoactive substances (synthetics)*. We also have a general NDAFW toolkit available in Spanish. New this year, are toolkits for *college-aged and young adults*, *teens in the juvenile justice system*, and a video toolkit, which includes a teen-friendly video showing parts of the brain and their functions.
- Once you have decided on your event, a resource, "How to Promote Your National Drug & Alcohol Facts Week® Event: Tools for Success", is available to help promote it through traditional and social media outreach.

Display NDAFW Badges and Widgets on Your Website
Some of the NDAFW 2017 Partners

- Association of School Guidance Counselors
- Family, Career, and Community Leaders of America
- Mentor Foundation USA
- National Association of County and City Health Officials
- National Organizations for Youth Safety
- Peer Health Exchange
- Sam’s Watch
- School-Based Health Alliance
- Students Against Destructive Decisions
- The Herren Project/Project Purple
Plan now to get involved in NDAFW 2017. It’s easy!

- Put on a community event for teens
- Create web and social media activities
- Create contests, scavenger hunts, and puzzles
- Distribute NIDA’s free materials
Follow this step by step toolkit to plan your event or activity


Event planning toolkit including “6 Steps to Hosting a NDAFW Event”
Get your free resources from NIDA

Drug Facts: Shatter the Myths booklets

Factsheets

National Drug IQ Challenge Activity (available in Spanish)

Drugs, Brains, and Behavior: The Science of Addiction booklets

Drugs + Your Body: It Isn’t Pretty (Teaching Guide) Posters
Preventing drug abuse is possible. We can do it together!
Help get the facts out to teens in their community so they can make smarter choices.
How can we help you?

NIDA is at your service! We are here to help generate ideas for events, help you plan your event, get you connected with an expert or scientist, and provide you with other materials you might need. Please email us at drugfacts@nida.nih.gov with any questions you might have! We look forward to working with you.