

SAMHSA

Substance Abuse and Mental Health
Services Administration



INSPIRING

ACTION
CHANGING
LIVES



2019 NATIONAL PREVENTION WEEK

PLANNING GUIDE AND RESOURCE CALENDAR

WELCOME TO YOUR ...

2019 NATIONAL PREVENTION WEEK PLANNING GUIDE AND RESOURCE CALENDAR



INSPIRING

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LIVES

Even though you've just turned the page from 2018, NPW 2019 will be here before you know it! Luckily, we're here to help you not only plan your NPW activities but also find ways to incorporate prevention in your community year-round.

In this 52-week calendar, you'll learn about health observances throughout the year, NPW federal partners, SAMHSA resources, and more. You also will find tips for enhancing your prevention efforts and quarterly checklists that will guide you as you create an incredible NPW activity. Many of the tips and suggestions fit within SAMHSA's Strategic Prevention Framework (SPF), which is the planning process we use for preventing substance misuse and abuse.

We've added an exciting feature to this year's calendar: Augmented Reality (AR). If you download the Blippar app for your mobile device, your device becomes a tool to make the calendar come alive! Hold your device over a page and you'll see buttons you can click on for additional resources, videos, and fun! We hope you'll enjoy finding these features throughout the year.

Now, turn the page and get ready for NPW 2019:
INSPIRING ACTION. CHANGING LIVES.

blippar.



NPW 2019 Prevention Challenge

#PREVENTIONCHAMPION IN ONE WORD

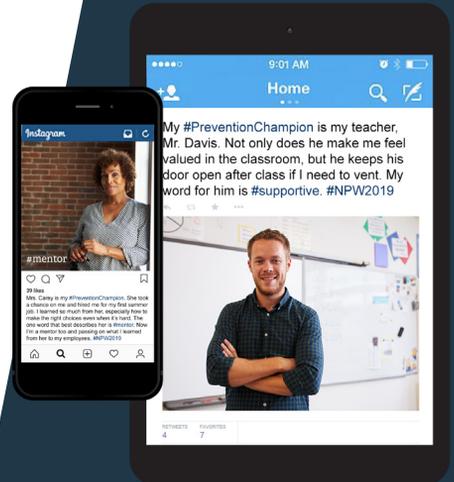
PRE-VENTION CHAM-PI-ON (noun)

A person, activity, program, or organization that inspires others to take prevention actions every day that change lives and create healthier futures for ourselves and our communities.

WHAT IS ONE WORD THAT BEST DESCRIBES YOUR PREVENTION CHAMPION?

*Inspiring. Friend. Truthful. Listener. Brave.
Hero. Strong. Teacher. Gift. Survivor.*

1. Take a **photo** or **video** of your Prevention Champion.
2. Feature **one word** that best describes how they inspire you to take action to live a healthier life and practice prevention every day.
3. Share your photo or video on Facebook, Twitter, Instagram, and/or Snapchat using the hashtags **#PreventionChampion** and **#NPW2019** by May 2019.



Your post will be added to the NPW Prevention Challenge digital mosaic and may be featured in a future NPW video.

SHARE YOUR
#PREVENTIONCHAMPION
TODAY!

QUARTER 1

JANUARY — MARCH



JANUARY

1. Visit the NPW website to download the NPW 2019 Toolkit for help planning your NPW activities.
2. Create a fact sheet about your activity and how partners and sponsors can contribute.
3. Contact NPW national partners in your area and invite them to participate in your activities.

FEBRUARY

1. Make a list of promotional materials you'll need and work with designers and printers to create social media graphics, posters, flyers, and more.
2. Draft a media outreach plan that includes a schedule and potential contacts. Use templates for press releases and other resources in the NPW Toolkit online.
3. Share your fact sheet with potential sponsors, partners, and vendors.

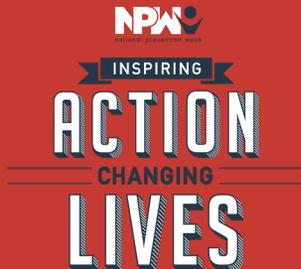
MARCH

1. Send out a Save-the-Date.
2. Reach out to your SAMHSA Regional Administrator to invite them to your activities or ask them to connect you with like-minded organizations.
3. Develop a guest list and invite any special guests or speakers.

prevention WORKS

NEWS, IDEAS, AND RESOURCES

TO HELP YOU MAKE SUBSTANCE USE
PREVENTION HAPPEN EVERY DAY.



PREVENTION WORKS!

To start the year off right, sign up for the Prevention Works newsletter or register to host or participate in a Town Hall Meeting!

samhsa.gov/prevention-week

JANUARY 2019

- 6 SUN _____
- 7 MON _____
- 8 TUE _____
- 9 WED _____
- 10 THU _____
- 11 FRI _____
- 12 SAT _____



QUICK TIPS

NPW
National Prevention Week

INSPIRING

ACTION
CHANGING
LIVES

Order an NPW wristband toolkit for access to materials, data, planning tips, and more!

NPW WEBINAR: DEPLOYING SUBSTANCE USE PREVENTION IN MILITARY COMMUNITIES

Join this webinar to learn what's being done to prevent substance use in military communities—and get tips that will work in your community, too.

samhsa.gov/prevention-week/webinars

JANUARY 2019

13 SUN _____

14 MON _____

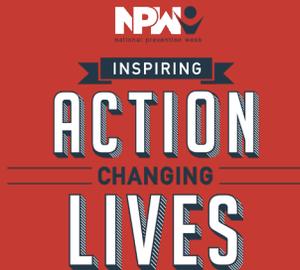
15 TUE _____

16 WED _____

17 THU _____

18 FRI _____

19 SAT _____



NIDA DRUG AND ALCOHOL FACTS WEEK

JANUARY 22 - 27

Join National Drugs and Alcohol Chat Day, an annual live online chat held among high school students and National Institute on Drug Abuse (NIDA) scientists during National Drug and Alcohol Facts Week.

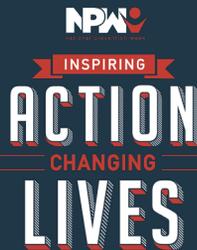
teens.drugabuse.gov/national-drug-alcohol-facts-week

JANUARY 2019

- 20 SUN _____
- 21 MON _____
MARTIN LUTHER KING JR. DAY
- 22 TUE _____
- 23 WED _____
- 24 THU _____
NATIONAL DRUGS AND ALCOHOL CHAT DAY
- 25 FRI _____
- 26 SAT _____



QUICK TIPS



When promoting your activities on social media, add #NPW2019 to include your voice in the NPW conversation!

AFRICAN AMERICAN HISTORY MONTH

FEBRUARY

Learn about SAMHSA's programs, initiatives, and resources that can help improve the health of diverse communities of color.

africanamericanhistorymonth.gov

JANUARY 2018 - FEBRUARY 2019

- 27 SUN _____
- 28 MON _____
- 29 TUE _____
- 30 WED _____
- 31 THU _____
- 1 FRI _____
- 2 SAT _____



NPW WEBINAR: VAPING

Vaping is a growing area of concern in the prevention community, particularly related to teens. Join this NPW Webinar to hear from experts about the latest statistics and how you can educate others about the need for vaping prevention.

[samhsa.gov/prevention-week/webinars](https://www.samhsa.gov/prevention-week/webinars)

FEBRUARY 2019

- 3 SUN _____
- 4 MON _____
SAMHSA'S 15TH PREVENTION DAY
- 5 TUE _____
- 6 WED _____
- 7 THU _____
NATIONAL BLACK HIV/AIDS AWARENESS DAY
- 8 FRI _____
- 9 SAT _____





CHILDREN OF ALCOHOLICS WEEK

CHILDREN'S PROGRAM KIT

Join SAMHSA in celebrating the many thousands of children who have received help to recover from the pain and loss suffered in their childhood, as well as offering hope to those still experiencing the adverse impact of parental alcohol and drug addiction.

nacoa.org

FEBRUARY 2019

10 SUN _____

11 MON _____

12 TUE _____

13 WED _____

14 THU _____

15 FRI _____

16 SAT _____



QUICK TIPS



INSPIRING

ACTION CHANGING LIVES

Try to get your community, city, or state to issue an NPW proclamation!



NATIONAL PREVENTION WEEK TOOLKIT

The NPW Toolkit has everything you need to plan successful NPW activities, including customizable fact sheets, promotional videos, event ideas, and more! Visit the NPW website to download materials or to request the handy NPW Wristband Toolkit.

samhsa.gov/prevention-week

FEBRUARY 2019

- 17 SUN _____
- 18 MON _____
PRESIDENTS DAY
- 19 TUE _____
- 20 WED _____
- 21 THU _____
- 22 FRI _____
- 23 SAT _____



QUICK TIPS



INSPIRING

ACTION CHANGING LIVES

Contact local movie theaters or places with ad space to see if you can run an NPW PSA or ad! (Don't forget, you can use our banner ads!)

NATIONAL EATING DISORDERS AWARENESS WEEK

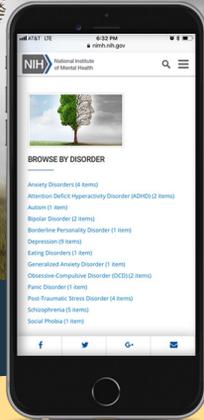
FEBRUARY 25 - MARCH 3

Get the facts about eating disorders and how you can help others or yourself prevent eating disorders or get necessary treatment for this complex illness.

nationaleatingdisorders.org

FEBRUARY 2019 - MARCH 2019

- 24 SUN _____
- 25 MON _____
- 26 TUE _____
- 27 WED _____
- 28 THU _____
- 1 FRI _____
ZERO DISCRIMINATION DAY
- 2 SAT _____



NATIONAL INSTITUTE OF MENTAL HEALTH (NIMH)

The National Institute of Mental Health (NIMH), the lead federal agency for research on mental disorders, aims to “transform the understanding and treatment of mental illnesses through basic and clinical research, paving the way for prevention, recovery, and cure.” It offers numerous resources that cover a range of mental health topics.

nimh.nih.gov/health/publications/index.shtml

MARCH 2019

- 3 SUN _____
- 4 MON _____
- 5 TUE _____
- 6 WED _____
- 7 THU _____
- 8 FRI _____
- 9 SAT _____

NPW
national prevention week

INSPIRING

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QUICK TIPS



INSPIRING

ACTION CHANGING LIVES

Participate in this year's #PreventionChallenge—and encourage others to do so as well!

NATIONAL NUTRITION MONTH

This annual observance began in 1973 as National Nutrition Week, and it has since expanded to a monthlong campaign that “focuses on the importance of making informed food choices and developing sound eating and physical activity habits.”

eatright.org/food/resources/national-nutrition-month

MARCH 2019

- 10 SUN

 NATIONAL WOMEN AND GIRLS HIV/AIDS AWARENESS DAY
- 11 MON

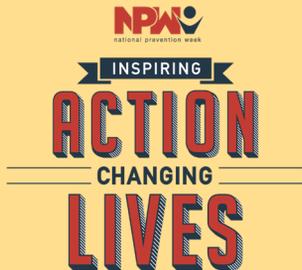
- 12 TUE

- 13 WED

- 14 THU

- 15 FRI

- 16 SAT



CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

As the nation's leading public health agency, the CDC plays an essential role in many public health issues, including the current opioid crisis. Visit the CDC Opioids Portal for the latest statistics and information about prevention and how CDC is responding to the crisis.

cdc.gov/opioids

MARCH 2019

17 SUN _____

18 MON _____

19 TUE _____

20 WED _____

INTERNATIONAL DAY OF HAPPINESS;
NATIONAL NATIVE AMERICAN HIV/AIDS
AWARENESS DAY

21 THU _____

22 FRI _____

23 SAT _____



QUICK TIPS



INSPIRING

ACTION
CHANGING
LIVES

Ask a public figure in your community to serve as an Honorary Chairperson.

NPW WEBINAR: OPIOID MISUSE PREVENTION AND OLDER ADULTS

Older adults have been impacted by the opioid crisis, and this webinar will focus on how to prevent opioid misuse in this population. Featuring expert panelists, this webinar will provide information about resources and prevention strategies that can benefit anyone working with older adults.

samhsa.gov/prevention-week/webinars

MARCH 2019

- 24 SUN _____
- 25 MON _____
- 26 TUE _____
- 27 WED _____
- 28 THU _____
- 29 FRI _____
- 30 SAT _____

QUARTER 2

APRIL — JUNE



APRIL

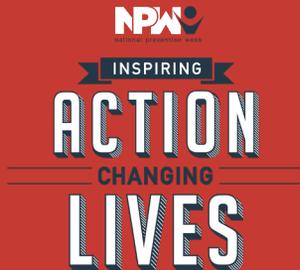
1. Make a staffing plan and assign tasks. Reach out to potential volunteers.
2. Ask partners if they can promote your NPW activities on their website and social media channels. Share sample messages and content with them.
3. Visit the NPW Community Events page to share your activities and learn about others in your area.
4. Create an evaluation form to get attendees' feedback on your activities.

MAY

1. Take lots of photos of your NPW activities, and ask others to do so as well. Put up a photo release sign at your activity so you will have attendees' permission to share photos and videos.
2. Share pictures and videos on your social media and through media contacts. You can also send them to NPW Coordinator David Wilson (david.wilson@samhsa.hhs.gov) so we can share them with the larger NPW network—and maybe include them in next year's calendar!

JUNE

1. Reach out to anyone who helped you make your activities successful to thank them for helping and invite them to share any feedback.
2. Send your evaluation form to attendees.



NATIONAL PUBLIC HEALTH WEEK

APRIL 1 - 7

Take time to recognize the impact of public health and prevention efforts seeking to improve the health of our communities and nation.

apha.org

MARCH 2019 - APRIL 2019

31 SUN _____

1 MON _____

2 TUE _____

3 WED _____

4 THU _____

5 FRI _____

6 SAT _____



QUICK TIPS



INSPIRING
ACTION
CHANGING
LIVES

Invite local business and community leaders to your activities, and ask them to share your NPW activity information with their networks as well!

NATIONAL MINORITY HEALTH MONTH

The Office of Minority Health at the U.S. Department of Health and Human Services sponsors this annual initiative to advance health equity for racial and ethnic minorities across the country, including through partnerships at the federal, state, local, tribal, and territorial levels.

minorityhealth.hhs.gov

APRIL 2019

- 7 SUN _____
WORLD HEALTH DAY
- 8 MON _____
- 9 TUE _____
- 10 WED _____
NATIONAL YOUTH HIV & AIDS AWARENESS DAY
- 11 THU _____
NATIONAL ALCOHOL SCREENING DAY
- 12 FRI _____
- 13 SAT _____



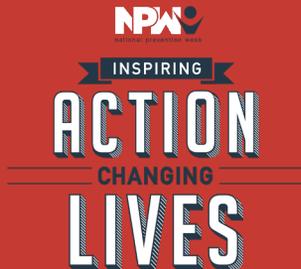
NATIONAL ALCOHOL AWARENESS MONTH

Since 1987, National Alcohol Awareness Month has provided an opportunity to increase awareness and understanding of alcoholism and alcohol-related issues, as well as prevention and treatment. SAMHSA's *Communities Talk* initiative educates and mobilizes communities to take action to prevent underage and high-risk drinking.

stopalcoholabuse.gov

APRIL 2019

- 14 SUN _____
- 15 MON _____
- 16 TUE _____
- 17 WED _____
- 18 THU _____
- 19 FRI _____
- 20 SAT _____



NPW WEBINAR: ENGAGING TEENS IN SUBSTANCE USE PREVENTION: TIPS FOR TEENS SERIES

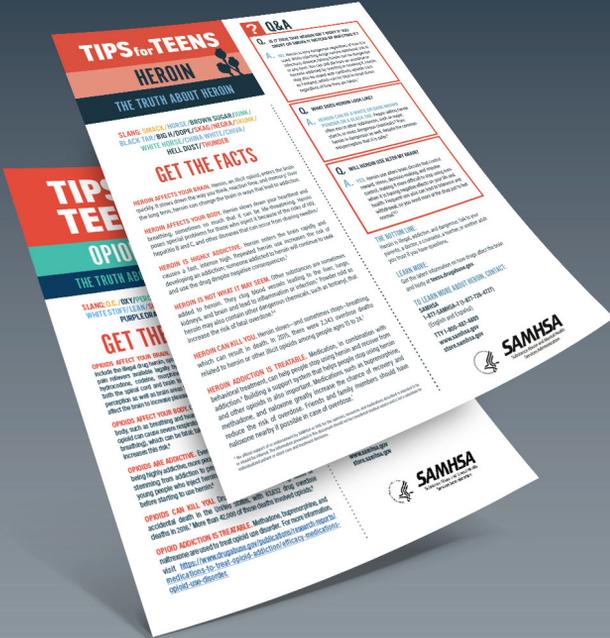
SAMHSA's updated Tips for Teens series addresses the risks, statistics, and myths about various substances that teens may use, such as tobacco, heroin, and marijuana. Learn about this valuable resource and the role teens can play in substance use prevention in this informative NPW Webinar.

samhsa.gov/prevention-week/webinars

APRIL 2019

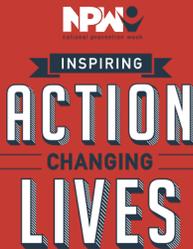
- 21 SUN _____
- 22 MON _____
- 23 TUE _____
- 24 WED _____
- 25 THU _____
- 26 FRI _____
- 27 SAT _____

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY



QUICK TIPS

Search for #NPW2019 on Facebook, Twitter, Snapchat, and Instagram to get inspired by prevention activities around the country!



LEE COUNTY COALITION FOR A DRUG-FREE
SOUTHWEST FLORIDA — Fort Myers, FL



GETTING READY FOR NPW

National Prevention Week 2019 is just around the corner! Our online toolkit can help you plan events and spread prevention messages, and last year's archived webinars cover NPW topics and how to get involved. Make sure to check out all 52 weeks in this calendar for tips and resources to make your activity the best yet!

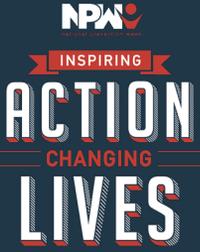
samhsa.gov/prevention-week

APRIL 2019 – MAY 2019

- 28 SUN _____
- 29 MON _____
- 30 TUE _____
- 1 WED _____
- 2 THU _____
- 3 FRI _____
- 4 SAT _____



QUICK TIPS



Post reminders about your upcoming NPW activities on your social media channels!

MENTAL HEALTH MONTH

Mental Health Month has been observed every May since 1949 to emphasize that everyone should care about mental health. SAMHSA offers numerous resources that can help support positive mental health.

store.samhsa.gov
mentalhealthamerica.net/may

MAY 2019

- 5 SUN _____
- 6 MON _____
- 7 TUE _____
- 8 WED _____
- 9 THU _____
NATIONAL CHILDREN'S MENTAL HEALTH AWARENESS DAY
- 10 FRI _____
- 11 SAT _____



MAY 12 – 18, 2019

NATIONAL PREVENTION WEEK

National Prevention Week is here! How are you inspiring action and changing lives? Share your prevention stories online using #NPW2019!

samhsa.gov/prevention-week

MAY 2019

- 12 SUN
NATIONAL WOMEN'S HEALTH WEEK
MOTHER'S DAY
- 13 MON
PREVENTING PRESCRIPTION AND OPIOID
DRUG MISUSE
- 14 TUE
PREVENTING UNDERAGE DRINKING AND
ALCOHOL MISUSE
- 15 WED
PREVENTING ILLICIT DRUG USE AND YOUTH
MARIJUANA USE
- 16 THU
PREVENTING YOUTH TOBACCO USE
(INCLUDES E-CIGARETTES AND VAPING)
- 17 FRI
PREVENTING SUICIDE
- 18 SAT
HIV VACCINE AWARENESS DAY



QUICK TIPS



INSPIRING

ACTION CHANGING LIVES

Share the NPW video or the topic-specific videos, or create your own!

ASIAN/PACIFIC AMERICAN HERITAGE MONTH

In May, we learn about programs, initiatives, and resources that can help improve the health of diverse communities of color—including the generations of Asian Americans and Pacific Islanders who have enriched America’s history and are instrumental in its future.

asianpacificheritage.gov

MAY 2019

- 19 SUN _____
- 20 MON _____
OLDER ADULTS MENTAL HEALTH AWARENESS DAY
- 21 TUE _____
- 22 WED _____
- 23 THU _____
- 24 FRI _____
- 25 SAT _____



OPIOIDS: THE CRISIS NEXT DOOR

As part of the federal government's commitment to addressing the opioid crisis, the White House created The Crisis Next Door, a website where all Americans can share their stories about how opioids have affected their lives.

crisisnextdoor.gov

MAY 2019 - JUNE 2019

- 26 SUN _____
- 27 MON _____
MEMORIAL DAY
- 28 TUE _____
- 29 WED _____
NATIONAL SENIOR HEALTH AND FITNESS DAY
- 30 THU _____
- 31 FRI _____
WORLD NO TOBACCO DAY
- 1 SAT _____
PRIDE MONTH BEGINS





QUICK TIPS



INSPIRING

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LIVES

Visit SAMHSA's Strategic Prevention Framework (SPF) page (www.SAMHSA.gov/capt/applying-strategic-prevention-framework) to learn about everything from planning to evaluation!

NPW WEBINARS

The NPW Webinars cover a variety of topics that will interest preventionists and anyone else who wants to improve public health. Visit the NPW Webinars section of the NPW website to find recordings of this year's webinars, as well as those from 2017 and 2018.

samhsa.gov/prevention-week/webinars

JUNE 2019

2 SUN _____

3 MON _____

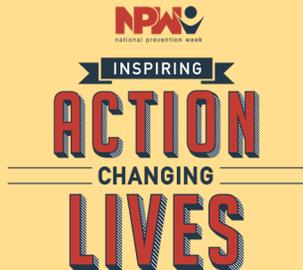
4 TUE _____

5 WED _____

6 THU _____

7 FRI _____

8 SAT _____



NATIONAL MEN'S HEALTH WEEK AND MONTH

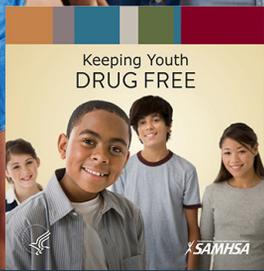
JUNE 10 - 16

Join your community in raising awareness around preventable health problems for men and encourage check-ups to detect diseases early.

cdc.gov/features/healthymen/index.html

JUNE 2019

- 9 SUN _____
- 10 MON _____
- 11 TUE _____
- 12 WED _____
- 13 THU _____
- 14 FRI _____
- 15 SAT _____



QUICK TIPS



Feature real people and stories in your materials and activities to encourage and inspire others!

KEEPING YOUTH DRUG FREE TOOLKIT

SAMHSA's recently updated toolkit provides parents with information and strategies for keeping their children drug free, including establishing and maintaining open communication, making and enforcing clear rules, and being a positive role model.

store.samhsa.gov

JUNE 2019

- 16 SUN _____
FATHER'S DAY
- 17 MON _____
- 18 TUE _____
- 19 WED _____
- 20 THU _____
- 21 FRI _____
INTERNATIONAL DAY OF YOGA
- 22 SAT _____



DRUG ENFORCEMENT ADMINISTRATION (DEA)

The U.S. Drug Enforcement Administration (DEA) enforces the country's controlled substances laws and regulations and works with agencies at all levels to reduce the availability of illicit abuse-type drugs, in addition to other services and responsibilities.

[dea.gov](https://www.dea.gov)

JUNE 2019

23 SUN _____

24 MON _____

25 TUE _____

26 WED _____

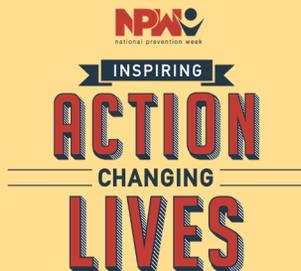
INTERNATIONAL DAY AGAINST
DRUG ABUSE AND ILLICIT TRAFFICKING

27 THU _____

NATIONAL HIV TESTING DAY
NATIONAL PTSD AWARENESS DAY

28 FRI _____

29 SAT _____



QUARTER 3

JULY – SEPTEMBER



JULY

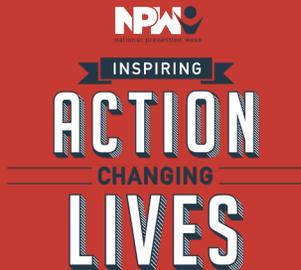
1. Talk with your team about how you can implement any changes suggested by attendees for next year's activities.
2. Form a workgroup to focus on NPW 2020. Invite people from partnering organizations, sponsors, and community organizations, or put a call for nominations on your social media.

AUGUST

1. Search social media for #NPW2019 to get inspired by how other communities observed NPW.
2. Share your activity's outcomes and photos on the Events page on the NPW website.

SEPTEMBER

1. Hold your first workgroup meeting (if you haven't met already) to get excited about NPW 2020! Brainstorm the basic elements of your NPW activities, including audience, topics or themes, type of activity, and date.



NATIONAL MINORITY MENTAL HEALTH AWARENESS MONTH

July is about enhancing public awareness of mental health among minorities. How can you support positive mental health?

minorityhealth.hhs.gov

JUNE 2019 - JULY 2019

- 30 SUN _____
- 1 MON _____
- 2 TUE _____
- 3 WED _____
- 4 THU _____
INDEPENDENCE DAY
- 5 FRI _____
- 6 SAT _____



MARIJUANA FACTS: A TOOLKIT FOR PARENTS, COMMUNITY LEADERS, AND EMPLOYERS

This toolkit includes fact sheets and presentation materials with information and resources on marijuana use and its implications for many audiences.

store.samhsa.gov

JULY 2019

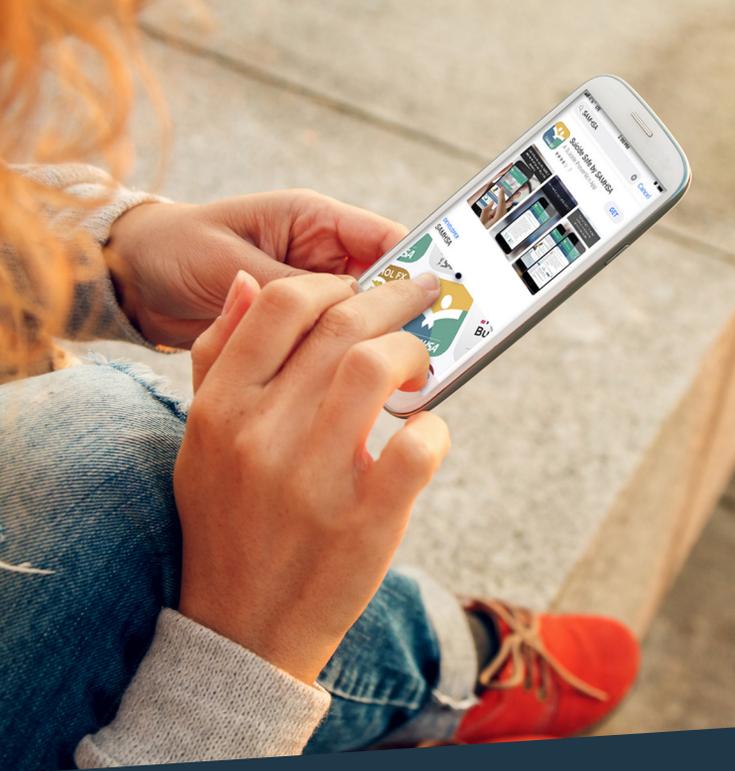
- 7 SUN _____
- 8 MON _____
- 9 TUE _____
- 10 WED _____
- 11 THU _____
- 12 FRI _____
- 13 SAT _____



QUICK TIPS



Visit stopalcoholabuse.gov/townhallmeetings to learn how you can host a *Communities Talk* event.



SAMHSA APPS

SAMHSA has several free mobile apps that cover topics such as suicide prevention, medication-assisted treatment, bullying prevention, and underage drinking.

store.samhsa.gov/apps

JULY 2019

14 SUN _____

15 MON _____

16 TUE _____

17 WED _____

18 THU _____

19 FRI _____

20 SAT _____





QUICK TIPS



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Visit NPW partner USA.gov's website to learn about federal prevention resources.

HEALTH RESOURCES AND SERVICES ADMINISTRATION (HRSA)

As part of the U.S. Department of Health and Human Services, the Health Resources and Services Administration (HRSA) aims to improve access to quality, affordable care by helping to develop a stronger health care workforce and building healthier communities.

[hrsa.gov](https://www.hrsa.gov)

JULY 2019

21 SUN _____

22 MON _____

23 TUE _____

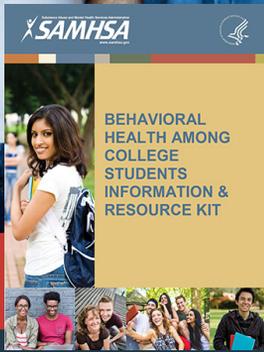
24 WED _____

25 THU _____

26 FRI _____

27 SAT _____

NATIONAL DANCE DAY



NPW
national prevention week
INSPIRING
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PREVENTION RESOURCES FOR EDUCATORS

Student Assistance: A Guide for School Administrators and Behavioral Health Among College Students Information and Resource Kit address prevention and mental health in schools, colleges, and universities.

store.samhsa.gov

JULY 2019 - AUGUST 2019

- 28 SUN _____
INTERNATIONAL DAY OF FRIENDSHIP
- 29 MON _____
- 30 TUE _____
- 31 WED _____
- 1 THU _____
- 2 FRI _____
- 3 SAT _____



PREVENTING UNDERAGE DRINKING

SAMHSA's initiatives *Communities Talk* and "Talk. They Hear You." encourage conversations about how to prevent underage and high-risk drinking. Learn about *Communities Talk: Town Hall Meetings to Prevent Underage Drinking* and the "Talk. They Hear You." campaign.

samhsa.gov/underage-drinking

AUGUST 2019

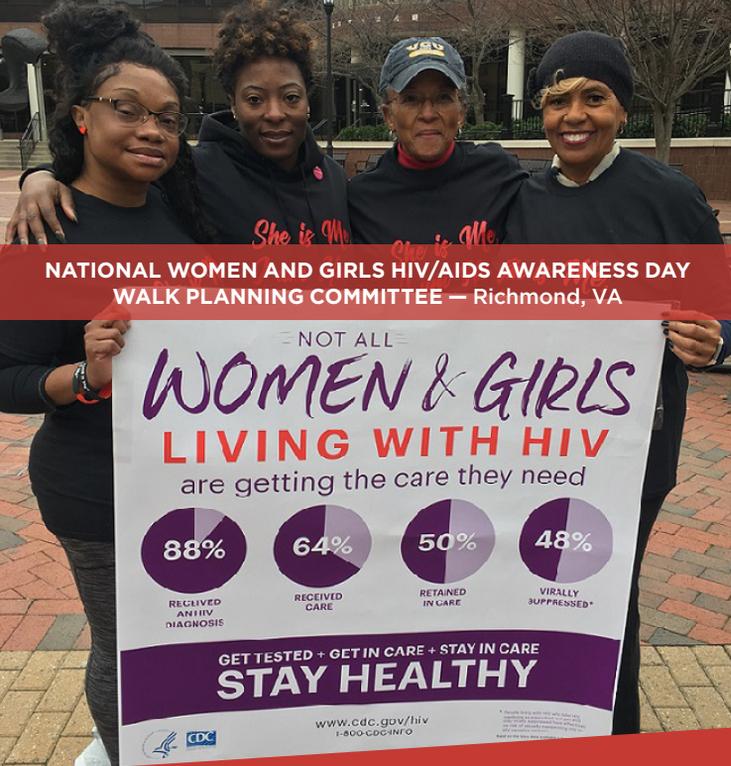
- 4 SUN _____
- 5 MON _____
- 6 TUE _____
- 7 WED _____
- 8 THU _____
- 9 FRI _____
- 10 SAT _____



QUICK TIPS



Ask local schools or PTAs if you can include prevention information in their newsletters or other materials.



**NATIONAL WOMEN AND GIRLS HIV/AIDS AWARENESS DAY
WALK PLANNING COMMITTEE — Richmond, VA**

NOT ALL

WOMEN & GIRLS

LIVING WITH HIV

are getting the care they need

88% RECEIVED AN HIV DIAGNOSIS	64% RECEIVED CARE	50% RETAINED IN CARE	48% VIRALLY SUPPRESSED*
---	-----------------------------	--------------------------------	-----------------------------------

**GET TESTED + GET IN CARE + STAY IN CARE
STAY HEALTHY**

www.cdc.gov/hiv
1-800-CDC-INFO

* Among women and girls who are retained in care and have a viral load test.



NATIONAL HEALTH CENTER WEEK

This annual celebration raises awareness of America's health centers, which serve 27 million patients—a number that continues to grow. Learn more about this observance and how it shines a light on community health needs.

healthcenterweek.org

AUGUST 2019

- 11 SUN _____
- 12 MON _____
- 13 TUE _____
- 14 WED _____
- 15 THU _____
- 16 FRI _____
- 17 SAT _____



QUICK TIPS



Visit the SAMHSA Store to find the latest resources that you can distribute in your community!

USA.GOV

USA.gov shares essential information with the public regarding the government and the services it provides. Information on numerous topics and resources is available via multiple channels, such as Facebook, Twitter, and Pinterest, depending on the user's preferences and needs.

[usa.gov](https://www.usa.gov)

AUGUST 2019

18 SUN _____

19 MON _____

20 TUE _____

21 WED _____

22 THU _____

23 FRI _____

24 SAT _____

INTERNATIONAL OVERDOSE AWARENESS DAY

Help raise awareness of overdose, remember those who have passed away due to drug use, and spread the message that overdose is preventable.

overdoseday.com

AUGUST 2019

25 SUN _____

26 MON _____

27 TUE _____

28 WED _____

29 THU _____

30 FRI _____

31 SAT _____

INTERNATIONAL OVERDOSE AWARENESS DAY





QUICK TIPS



INSPIRING

ACTION
CHANGING
LIVES

Use "live" options on social media to engage new audiences and create unique content.

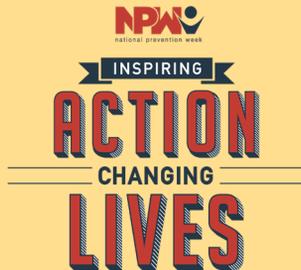
SAMHSA'S NATIONAL RECOVERY MONTH

Recovery Month increases understanding of mental and substance use disorders and celebrates the people who recover. Join us in highlighting the achievements of individuals who have reclaimed their lives and honoring the providers who make recovery possible.

recoverymonth.gov

SEPTEMBER 2019

- 1 SUN _____
- 2 MON _____
LABOR DAY
- 3 TUE _____
- 4 WED _____
- 5 THU _____
- 6 FRI _____
- 7 SAT _____



SUICIDE PREVENTION AWARENESS MONTH AND WEEK

Help promote resources and awareness about suicide prevention and ways to help others in need.

suicidepreventionlifeline.org

SEPTEMBER 2019

- 8 SUN _____
- 9 MON _____
INTERNATIONAL FASD AWARENESS DAY
- 10 TUE _____
WORLD SUICIDE PREVENTION DAY
- 11 WED _____
- 12 THU _____
- 13 FRI _____
- 14 SAT _____



QUICK TIPS



INSPIRING

ACTION
CHANGING
LIVES

Leverage your local data or federal data to show trends and opportunities!

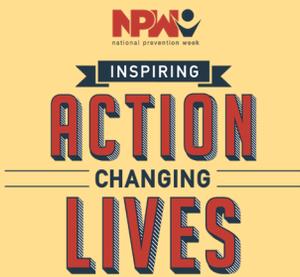
PRESCRIPTION OPIOID AND HEROIN EPIDEMIC AWARENESS WEEK

This week, we take time to remember loved ones who have been lost to the opioid crisis, as well as stand with brave people in recovery and continue our work to raise awareness.

crisisnextdoor.gov

SEPTEMBER 2019

- 15 SUN _____
- 16 MON _____
- 17 TUE _____
- 18 WED _____
- 19 THU _____
- 20 FRI _____
- 21 SAT _____



NATIONAL HISPANIC HERITAGE MONTH

Celebre el Mes de la Herencia Hispana dándole prioridad a su salud y la de su familia. ¡Elija un estilo de vida que contribuya a su salud mental y física, y marque la diferencia en su comunidad!

hispanicheritagemonth.gov

SEPTEMBER 2019

- 22 SUN _____
- 23 MON _____
- 24 TUE _____
- 25 WED _____
NATIONAL PSYCHOTHERAPY DAY
NATIONAL WOMEN'S HEALTH AND FITNESS DAY
- 26 THU _____
- 27 FRI _____
- 28 SAT _____

QUARTER 4

OCTOBER — DECEMBER



OCTOBER

1. Create a draft budget and timeline for planning NPW 2020. Consider what you learned from this year's planning that may affect the budget or timeline (e.g., additional budget for printing, more time for media outreach).

NOVEMBER

1. Work on logistics by determining where you will host your activities, then request any necessary permits. Make sure you find a backup location as well (e.g., an indoor location in case an outdoor activity needs to be moved due to weather).

DECEMBER

1. Contact sponsors, partners, and vendors to wish them happy holidays and let them know you'll be in touch in the new year to discuss making NPW 2020 even better!
2. Celebrate the great prevention work you did all year, and rest up for another year of inspiring action and changing lives!



QUICK TIPS



Host info nights or roundtable discussions about topics related to the health theme days!

NATIONAL DEPRESSION AND MENTAL HEALTH SCREENING MONTH

Help yourself and those around you by learning about tools and resources for screening for mental health disorders.

integration.samhsa.gov/clinical-practice/screening-tools

SEPTEMBER 2019 - OCTOBER 2019

- 29 SUN _____
WORLD HEART DAY
- 30 MON _____
- 1 TUE _____
- 2 WED _____
- 3 THU _____
- 4 FRI _____
- 5 SAT _____



MENTAL ILLNESS AWARENESS WEEK

Mental health conditions are important to discuss throughout the year, but this annual, weeklong observance is a dedicated time for mental health advocates to raise awareness, educate, and provide support.

[nami.org/Get-Involved/Awareness-Events/
Mental-Illness-Awareness-Week](http://nami.org/Get-Involved/Awareness-Events/Mental-Illness-Awareness-Week)

OCTOBER 2019

- 6 SUN _____
- 7 MON _____
CHILD HEALTH DAY
- 8 TUE _____
- 9 WED _____
- 10 THU _____
WORLD MENTAL HEALTH DAY
NATIONAL DEPRESSION SCREENING DAY
- 11 FRI _____
- 12 SAT _____



QUICK TIPS



Sign up for the Prevention Works! listserv to get the latest prevention news and resources!

NATIONAL SUBSTANCE ABUSE PREVENTION MONTH

This observance, sponsored by the Office of National Drug Control Policy (ONDCP), focuses on the need to end and prevent substance abuse by continuing to raise awareness about the harm of alcohol and drug use and addiction.

[whitehouse.gov/ondcp](https://www.whitehouse.gov/ondcp)

OCTOBER 2019

13 SUN _____

14 MON _____

15 TUE _____
NATIONAL LATINX AIDS AWARENESS DAY

16 WED _____
WORLD FOOD DAY

17 THU _____

18 FRI _____

19 SAT _____



RED RIBBON WEEK

OCTOBER 20 - 26

Created in 1985 after drug traffickers murdered DEA agent Enrique "Kiki" Camarena, Red Ribbon Week is an annual event demonstrating intolerance for drugs in our nation's schools, workplaces, and communities. People across the United States show their commitment to leading a healthy, drug-free lifestyle by wearing or displaying a red ribbon.

dea.gov/red-ribbon-toolkit-resources-your-community

OCTOBER 2019

20 SUN _____

21 MON _____

22 TUE _____

23 WED _____

24 THU _____

25 FRI _____

26 SAT _____



QUICK TIPS



INSPIRING

ACTION
CHANGING
LIVES

Find popular community activities such as high school sports events where you could have a "Prevention Pop-up"!

LUNG CANCER AWARENESS MONTH

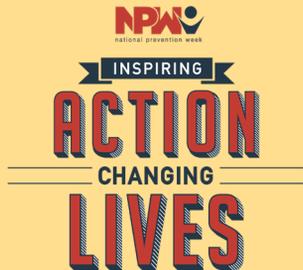
NOVEMBER

Lung cancer is a leading cause of death. Cigarette smoking is the number one cause of lung cancer. The CDC has suggestions for ways you can reduce your cancer risk.

cdc.gov/cancer/dcpc/prevention/index.htm

OCTOBER 2019 - NOVEMBER 2019

- 27 SUN _____
- 28 MON _____
- 29 TUE _____
- 30 WED _____
- 31 THU _____
- 1 FRI _____
- 2 SAT _____



NATIONAL NATIVE AMERICAN HERITAGE MONTH

This month is dedicated to learning about the unique culture and richness of Native American people and the contributions they have made to the United States.

nativeamericanheritagemonth.gov

NOVEMBER 2019

- 3 SUN _____
- 4 MON _____
- 5 TUE _____
- 6 WED _____
- 7 THU _____
- 8 FRI _____
- 9 SAT _____

DELAWARE STATE UNIVERSITY —
Dover, DE



QUICK TIPS



Use health
and cultural
observances to get
ideas for NPW.

COMMUNITY ACTIVITIES FOR NATIONAL PREVENTION WEEK

Visit the Community Events page on the NPW website to read about NPW activities across the country and get inspired for NPW 2020!

samhsa.gov/prevention-week/community-events

NOVEMBER 2019

10 SUN _____

11 MON _____
VETERANS DAY

12 TUE _____

13 WED _____

14 THU _____

15 FRI _____

16 SAT _____



SUICIDE PREVENTION RESOURCES

From webinars to apps to fact sheets and other resources, SAMHSA has a wealth of information dedicated to suicide prevention—an important topic all year, but especially relevant this week, with the observance of International Survivors of Suicide Day.

samhsa.gov/suicide-prevention

NOVEMBER 2019

- 17 SUN _____
- 18 MON _____
- 19 TUE _____
- 20 WED _____
- 21 THU _____
GREAT AMERICAN SMOKEOUT
- 22 FRI _____
- 23 SAT _____
INTERNATIONAL SURVIVORS OF SUICIDE DAY



QUICK TIPS



INSPIRING
ACTION
CHANGING
LIVES

Host a virtual networking event for SAMHSA grantees in your state to share resources, ideas, and best practices!

PREVENT UNDERAGE DRINKING THIS HOLIDAY SEASON

Help the young people in your life realize they don't need alcohol to celebrate the holidays!

[samhsa.gov/underage-drinking](https://www.samhsa.gov/underage-drinking)

NOVEMBER 2019

- 24 SUN _____
- 25 MON _____
- 26 TUE _____
- 27 WED _____
- 28 THU _____
THANKSGIVING DAY
- 29 FRI _____
- 30 SAT _____



NATIONAL IMPAIRED DRIVING PREVENTION MONTH

Enjoy time with friends and families responsibly as the holiday season approaches. Take action against impaired driving.

nhtsa.gov/risky-driving/drunk-driving#view-campaign

DECEMBER 2019

- 1 SUN _____
- 2 MON _____
- 3 TUE _____
- 4 WED _____
- 5 THU _____
- 6 FRI _____
- 7 SAT _____



RX PAIN MEDICATIONS: KNOW THE OPTIONS. GET THE FACTS.

These fact sheets provide information and resources on prescription medication use and misuse for health care professionals and patients to help them better understand risks associated with opioid misuse, as well as signs of misuse, alternative pain management options, safe storage and disposal, and more.

store.samhsa.gov

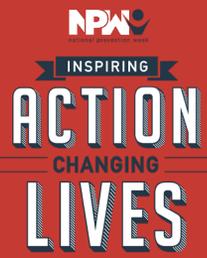
DECEMBER 2019

- 8 SUN _____
- 9 MON _____
- 10 TUE _____
- 11 WED _____
- 12 THU _____
- 13 FRI _____
- 14 SAT _____



QUICK TIPS

Meet with your local newspaper to talk about these issues and how NPW can impact your community!





NPW TOOLKIT

2019 may be coming to a close, but NPW 2020 will be here before you know it! Download resources from the NPW Toolkit online or request an NPW Wristband Toolkit for resources and inspiration for planning next year's prevention activities!

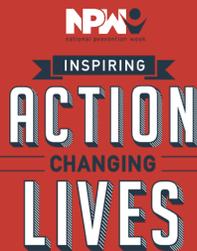
samhsa.gov/prevention-week

DECEMBER 2019

- 15 SUN _____
- 16 MON _____
- 17 TUE _____
- 18 WED _____
- 19 THU _____
- 20 FRI _____
- 21 SAT _____



QUICK TIPS



Send us what tips worked for you that could help others!

WISHING YOU HAPPY HOLIDAYS AND A HEALTHY NEW YEAR!

This holiday season, support your family and community by promoting positive mental health and staying substance-free.

DECEMBER 2019

- 22 SUN _____
- 23 MON _____
- 24 TUE _____
- 25 WED _____
- 26 THU _____
- 27 FRI _____
- 28 SAT _____
- 29 SUN _____
- 30 MON _____
- 31 TUE _____