



YOUR MESSAGE COUNTS

when it comes to preventing substance use.

Join the **MIND the MESSAGE** Campaign today and increase the impact of your communications in preventing the onset and escalation of substance abuse in youth aged 12-18.

Over the course of three months, you will receive **usable communications strategies** supported by the **best available evidence** on the following topics:

1. Developing a Communications Plan
2. Communicating Social Norms
3. Using Frames Effectively
4. Mass Media Campaigns

Why Join?

LEARN

Advance your knowledge through twice-weekly emails **EDUCATING** you on 4 essential prevention communication topics.

USE

Apply that knowledge and take your skills to the next level by participating in **CAMPAIGN WORKSHOPS**.

SHARE

MOTIVATE others to learn and use the most effective substance use prevention communications strategies.

Make **YOUR** message count.
PLEDGE TODAY!

If you are working in
substance use prevention,
**THIS CAMPAIGN
IS FOR YOU.**



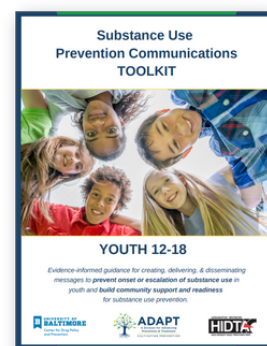
MIND
the
MESSAGE
CAMPAIGN

It takes a community.

Join a community of professionals who have committed to **MIND the MESSAGE** and turn the tide on youth substance use.

Have you already reviewed the Substance Use Prevention Communications Toolkit?

Check it out now if not! This campaign is the next step on your learning pathway. Join the campaign for the next level of guidance to advance your use of best practices in prevention communications.



Upcoming Events:

TODAY

Make your message heard by pledging to **MIND the MESSAGE**.

DEC. 14

Register for Social Norms Workshop 1: Using a Social Norms Approach to Prevent Youth Substance Use in School-Based Interventions

JAN-FEB

Social Norms Workshop 2: Developing and Delivering Social Norms information to Prevent Youth Substance Use in Schools and Communities (Date TBD)

Social Norms Workshop 3: Collecting and Using Data in Social Norms Interventions and Impact Assessments for Schools and Communities (Date TBD)

Learn more @ hidta.org/adapt

