

7 THINGS **ORGANIZATIONS** CAN DO FOR NATIONAL PREVENTION WEEK 2020

National Prevention Week (NPW) is an annual health observance dedicated to increasing public awareness and action around substance use prevention and positive mental health. Communities and organizations like yours nationwide are at the heart of this observance, which **will take place May 10–16, 2020.**

Despite social distancing recommendations to prevent the spread of COVID-19, there are still many creative, engaging ways to host or participate in prevention related activities and events during NPW that bring people together virtually. Below is a list of ways your organization can make prevention happen where you are!

1. **Participate in the #PreventionHappensHere Prevention Challenge.** This year, [NPW is challenging organizations and individuals](#) to show where substance misuse prevention is happening around the country by taking photos or videos to show where they are preventing substance misuse, then sharing their photos or videos on social media using the #PreventionHappensHere and #NPW2020 hashtags. Since we cannot physically take photos at our places of work right now, to visually share your city and state or the name of your organization, you can [download and fill out](#) a #PreventionHappensHere sign that you can hold in your photo or share by itself. To keep the challenge and discussion moving, tag family members, friends, colleagues, and neighbors to participate in the prevention challenge and share on social media too.
2. **Follow SAMHSA on [Twitter](#) and [Facebook](#) and feature NPW on your organization's social media channels and website.** Substance use prevention and mental health promotion make a difference! To build excitement about and engagement in SAMHSA's NPW in May, participate in an online dialogue through social media using the hashtags #NPW2020 and #PreventionHappensHere and tag other organizations to join. Raise awareness and engagement in NPW by posting information about NPW on your organization's website, highlighting the observance in email newsletters and company blog posts, or adding the NPW logo to your marketing materials.
3. **[Host an event](#) to educate your audiences on prevention strategies.** Use a video conference platform, such as Zoom, Cisco Webex, Skype, Amazon Chime, or GoToMeeting to host an interactive panel discussion or "Ask Me Anything"-type event to talk about one of the 2020 daily health themes. Be sure to create an opportunity for viewers to ask questions and contribute to the panel discussions.

4. **Include NPW slides and information in your presentations.** If people from your organization are giving virtual presentations, raise awareness of NPW by adding informational slides to the PowerPoint deck or distribute as a handout to reach beyond your usual audience.
5. **Host a Twitter chat about one of the NPW daily health themes.** Invite local organizations with a stake in the issue, such as faith-based organizations, parks and recreation departments, and school boards to participate and share their insights and resources during the conversation. If you are able to invite a representative from your local police department, fire department, or medical staff, they would be great additional resources, but we know that many of these departments and individuals are short-staffed and overworked in this current environment. Be sure to cover new questions and topics that people are discussing as they spend more time at home and less time socializing with friends in person.
6. **Organize a virtual substance misuse and mental health resource fair.** Create a webpage or blog post that showcases substance misuse prevention resources that are available in your community or through SAMHSA and other federal organizations. Many materials available in the [SAMHSA Store](#) relate to NPW's theme days: prevention of prescription drugs and opioids, alcohol, illicit drugs, marijuana, tobacco/vaping, and promotion of positive mental health.
7. **Create and share short videos on social media around one of the 2020 daily health themes.** The easiest way to do this is to convert articles on your website and blog content into short videos using online video production platforms. Share the videos with community partners for posting on their website and social media profiles. If you need additional data, be sure to check out [SAMHSA's 2018 National Survey on Drug Use and Health](#).

Looking for more ideas about potential virtual events that your organization can host or participate in during NPW 2020? Be sure to check out SAMHSA's online planning toolkit:

<https://www.samhsa.gov/prevention-week/toolkit>.

Be sure share your virtual activity and event plans with SAMHSA through the [Community Events and Activities Form](#) and post updates, photos, and videos on social media using the hashtag **#NPW2020**.