

Alcohol and Other Drug Prevention Multimedia Campaigns

- **Wrong For You Campaign-WrongForYou.com (\$1.3 million)**
 - Targeted white males, age 25-64, based on local overdose data
 - Launched Feb.-May 2020 and then relaunched Jan.-March 2021
 - Featured print ads, four videos, toolkit, website
 - Print (magazine and newspaper), Cable TV, Face Book
- **Life is Greater than Drugs Campaign-LifeIsGreaterThanDrugs.com (\$1.2 million)**
 - Targeted teens, age 13-16, based on local prescription drug misuse data
 - Launched Oct. 2021-Feb. 2022 and then relaunched April -August 2022
 - Featured eight videos, toolkit, website, community events
 - Online and social media, including Face Book, Instagram, TikTok and Snap Chat
 - Movie theatre advertising-campaign videos running pre movie
 - Campaign analytics for the first launch included in the MHRS updates for May

2018-2023 Alcohol and Other Drug Prevention Strategic Plan

<https://www.ocalhealthinfo.com/about-hca/behavioral-health-services/more-mhrs/children-youth-behavioral-health-cybh/resources>

- 4 priority areas/ goals in plan guide initiatives and services:
 - Reduce Prescription Drug Abuse
 - Reduce AOD Impaired Driving Collisions
 - Decrease Underage Drinking
 - Decrease Cannabis/Marijuana use among youth

ADEPT Initiatives and Services within Four Priority Areas

1. Reduce Prescription Drug Abuse

- Opioid misuse/overdose prevention multimedia campaigns described above
- **Monitor, Secure, and Destroy**-County initiative to ensure safe disposal of prescription medication no longer needed with ongoing promotion and education services
- **National Take Back Days**- County promotion in October and April for safely discarding of medications no longer needed
- **Orange County Prescription Abuse Prevention Coalition**-quarterly community meetings serve as resource and networking group
- Youth and parent educational workshops
- Youth-led activities/ messaging in schools and communities, including through the **Friday Night Live Partnerships** for elementary, middle and high school students

2. Reduce AOD Impaired Driving Collisions

- Social ride sharing-County initiative with ongoing promotion
- Partner with establishments that serve alcohol with targeted messaging on table tents, menus, napkins etc.

3. Decrease Underage Drinking

- Youth-led activities/ messaging in schools and communities, including through the **Friday Night Live Partnerships** for elementary, middle and high school students
- Partnerships with alcohol retail establishments to incorporate prevention efforts to further support commitment to reduce youth access to alcohol
- Youth and parent educational workshops

4. Decrease Cannabis/Marijuana Use Among Youth

- Youth and parent educational workshops
- Youth-led activities/ messaging in schools and communities, including through the **Friday Night Live Partnerships** for elementary, middle and high school students
- **Marijuana Fact Check** www.mjfactcheck.org
 - Cross-county effort in developing website
 - Educate on marijuana edibles, Vaping /E-Cigarettes, and Wax, Dabs, Oil
 - Impact on the brain
 - Ongoing-going promotion through outreach

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Youth

Single Session Workshops (45 minutes each):

Designed for middle and high school youth. Workshops include fun and engaging activities.

There's More to the Story

Explore the influence of the media and social norms on our perceptions and decisions around substance use. Enhance skills for goal setting, decision making and finding a *Natural High* lifestyle.

Marijuana and Vaping. What's the Big Deal?

Learn basic facts of marijuana, the potential impacts of marijuana use to health and the adolescent brain as well as refusal strategies and types of peer pressure.

Teens and the Media: What Advertisers Don't Tell You

Take a look at what alcohol and tobacco advertisers do not want you to know.

Multi-Session Workshops (10 sessions, 1 hour each):

Too Good For Drugs

Empower youth to meet the challenges of life by fostering confidence and building resiliency to prevent substance use. This program is designed for middle and high school students and has been proven to reduce student risk factors and increase protective factors. Each lesson includes a fun learning activity.

Media Detective

Unravel the meaning behind alcohol and tobacco advertisements and media messages to delay or prevent the onset of use. This program is designed for 3rd-5th grade students and has been proven to effectively reduce children's use of alcohol and tobacco. Lessons include activities that are engaging and motivational.

Youth-Led Prevention Activities

By designing and implementing prevention activities, youth will gain skills in leadership, public speaking, community engagement and learn how to build a healthier school/community. Youth are supported through this process by an experienced prevention professional.

Parents

Single Session Workshops (1 hour each):

Marijuana and Vaping

Identify emerging products and gain insight into the consequences and prevention of underage use.

Got Assets? For Parents

Learn about the Search Institute's Developmental Assets® and ways to support healthy youth development. Parents will learn how the Assets provide the building blocks that help young people grow up to be healthy, caring and responsible.

Parenting In Today's Society

Equip parents with tools for empowering their youth and strengthening family connections.

Educators

Single Session Workshops (1 hour each):

Fun Failure

Encourage students to enjoy the process of learning and overcoming obstacles to achieve success.

Red Ribbon READY

Celebrate Red Ribbon with fun and engaging activities in October and learn how to integrate substance use prevention all year.

Got Assets? For Educators

Become familiar with the connections between the Search Institute's Developmental Assets® and how they can be used to foster youth leadership and success.

To schedule a workshop

Call or email: (714) 834-4058, ADEPT@ochca.com

Looking for something different? **We can modify** our services to suit the needs of your school or community. Programs can be provided virtually or in person.