



May 11 – 15, 2020

Prevention Week is a campaign dedicated to increasing prevention around substance use and the promotion of mental health by advancing prevention year-round. The PA Prevention Week observance brings individuals, organizations, coalitions, states, and communities together to celebrate the events and activities that communities have held all year to raise awareness about the importance of preventing substance use and mental disorders.

Daily Discussions

Join us at 10:00 a.m. daily, for a series of 15-minute discussions, with state and community leaders focusing on the following topics:

- Mon., May 11: The History and Science of Prevention
- Tue., May 12: PAYS and Data Driven Decision Making
- Wed., May 13: Intensifying Primary Prevention in Communities
- Thu., May 14: Youth Involvement in Primary Prevention Conversations
- Fri., May 15: Weekly Recap with an Advocacy Twist

Two Additional Virtual Opportunities from Epis and CPA

CTC Learning Community monthly meeting

Tuesday, May 12th at 1:30 p.m.

This zoom session will showcase the new and updated tools for PAYS analysis and include:

- a. A question and answer segment with a walk through of the new and updated tools to better utilize 2019 PAYS data.
- b. If you are a school district, agency, prevention provider, or anyone who is interested in using PAYS data, please join us.
- c. Register on the [EPIS Website](#).

PA STOP Mini-Grant Opportunity for SCA's and Prevention Coalitions

Thursday, May 14th at 1:00 p.m. (30 minutes)

CPA will share information about a mini grant opportunity for Single County Authorities and Prevention Coalitions:

- a. Mini grant intention is to help provide resources to increase and/or expand outreach to members of faith-based institutions and organizations.
- b. Discuss the application process, requirements, and available funding.
- c. If you are an SCA, Coalition with a Prevention focus, or faith-based institution, please join us.
- d. [Register](#) for this session. After clicking this link, a box will pop up for your user ID. Please just “x” out and proceed with registration.

**The Need for
Prevention
is NOW!**



WHO GETS INVOLVED IN PREVENTION WEEK?

Community-based organizations, schools, community leaders, and behavioral health coalitions are the primary hosts of local Prevention Week Virtual Events. However, everyone can take part in and plan events tailored towards your community. Remember, as a Single County Authority or Prevention Coalition it's beneficial to include anyone that touches prevention in your planning and promotion for virtual events, such as those involved in law enforcement, the medical community, faith-based institutions and organizations, and the military community. We all have a role to play in prevention, and a powerful perspective to bring to the table.

There are many ways to bring PA's Prevention Week to your community. The following ideas can help you brainstorm details for the virtual events or activities you'd like to host.

- I. Proclamation. Ask your borough, city, or county political leaders to adopt a proclamation recognizing May 11-15 as Prevention Week for your community or county. Representative Maria Donatucci (Philadelphia & Delaware County) issued a statewide proclamation in recognition of Prevention Week.
 - a. Use Representative Donatucci's [official proclamation](#) for your community. It can be read at meetings or shared with local officials.
 - b. Go to the [Prevention Week](#) page to download the proclamation that can be edited.
- II. Community Leadership Virtual Discussion.
 - a. Facilitate a Zoom discussion with local leaders (can include legislators) to promote your prevention efforts, discuss the 2019 PAYS data, and read your local or the state proclamation.
- III. We are Prevention
 - a. Participate in the We Are Prevention Video! (Check the [website](#) for updates)
- IV. Plan your Social Media Distribution for Prevention Week and beyond
 - a. Be ready to share the daily CPA video discussions.
 - b. Share the three [PASTART video PSA's](#) via social media, email, and your website.
 - c. Share the [PASTART primary prevention messages](#). These messages can be printed with your local prevention information in the white space provided. They can also be shared through social media channels. The messages are listed with linked resources with each message on the site:
 - a. How do I prevent my child from using?
 - b. How do I stay connected during the teen years?
 - c. How do I guide my child to make positive decisions?
 - d. How do I help my child cope with stress?
 - e. How do I teach my child about racial equity?

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Annual Commonwealth Prevention Alliance

The logo for the Annual Commonwealth Prevention Alliance Prevention Week Celebration. It features the letters 'CPA' in a large, bold, blue font on the left. To the right of 'CPA' is a green rectangular box containing the words 'Prevention Week' in white, bold, sans-serif font, with 'Celebration' in a larger, bold, white, sans-serif font below it.

V. Develop an Outreach Plan to Employers (or your employees, coalition members)

Consider hosting a virtual employer or employee seminar around a prevention topic relevant to your community. Linked below are resources available for a seminar or training.

- a. Opioid Prevention at Work has an interactive guide for employers to identify and prevention opioid and other substance misuse in the workplace.
<http://www.opioidpreventionatwork.org/>
- b. Employers can be proactive and develop an action plan by utilizing cost effective strategies to prevent opioid and other substance misuse at work.
<http://www.opioidpreventionatwork.org/educate.html>
- c. Workplace training is essential to establishing and building a work environment that is drug free. Drug Free Workplace PA has free courses available to raise awareness, give practical information, and help empower everyone in the workplace to make better choices at work and at home.
<https://www.drugfreeworkplacepa.org/workplace-education/>
- d. Visit PASTOP.org to view, download, or share the [workplace toolkit](#). People tend to be more successful in addiction treatment that's encouraged by employers than treatment urged by friends and family. Our Workplace Toolkit includes information about Employee Assistance Programs, drug testing that includes prescription painkillers, and special advice for small businesses. Brochures, break room posters, pay stub inserts, and other resources to reach your employees are also free to download.
<https://pastop.org/>

Check out the [PASTOP YouTube page](#) for videos to share on social media about recovery friendly workplaces and communities of faith.

- e. The Kansas Community Toolbox
The Community Tool Box is a free, online resource for those working to build healthier communities and bring about social change. Our mission is to promote community health and development by connecting people, ideas, and resources.
<https://ctb.ku.edu/en/table-of-contents/structure/strategic-planning/vmosa/main>

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