

Media Advisory

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Commonwealth Prevention Alliance Celebrates Virtual PA Prevention Week

Online events for communities to come together to celebrate their successes and advocate for prevention

STATE COLLEGE, PA (May 2020) - [The Commonwealth Prevention Alliance](#) (CPA), a private non-profit whose mission is to support prevention professionals in PA in eliminating substance abuse and risk-related behaviors, is proud to announce [PA Prevention Week](#) taking place through [virtual events](#) from May 11th to 15th 2020. The effort — part of National Prevention Week (NPW) hosted by Substance Abuse and Mental Health Services Administration (SAMHSA) — is an annual public education platform that promotes prevention year-round through providing ideas, capacity building, tools, and resources to help individuals and communities make substance use prevention happen every day.

WHO: [The Commonwealth Prevention Alliance](#) (CPA) and partners including Evidence-based Prevention and Intervention Support (EPIS), the Edna Bennett Pierce Prevention Research Center at Penn State, and the Pennsylvania Association of County Drug and Alcohol Administrators

Individuals available for interview:

- **Jeff Hanley**, CPA Executive Director
- **Kelly Brown**, Director of Programs and Services, Family Services, Montgomery County
- **Phyllis Law**, Penn State EPISCenter

WHEN: Monday, May 11th through Friday, May 15th 2020

WHERE: Via virtual events that can be found at <https://commonwealthpreventionalliance.org/pa-prevention-week/>

WHAT: Events will facilitate online conversations with a state leader and preventionist working in the field. Other virtual activities that prevention professions can plan and facilitate in their communities include:

- Contact city or borough council members and county commissioners to draft a proclamation recognizing May 11-15 as National Prevention week in PA
- Staff Skills Training about a topic relevant to your community and to share the 2019 PAYS data results
- Virtual Leadership Call inviting your county and community leaders to participate in a virtual call that highlights prevention and PAYS data results
- Involve **communities** in raising awareness of substance use and mental health issues and in implementing prevention strategies, and showcasing effectiveness of evidence-based prevention programs

WHY: Each year around this observance, communities and organizations across the country come together to raise awareness about the importance of substance use prevention and positive mental health. Throughout the week events will encourage and equip individuals and prevention specialists to advocate in their communities for the importance of primary prevention programs, PA Youth Survey, policies, and practices to prevent substance use issues. Providers and coalitions will be provided with tools and resources to plan an implement local advocacy or community events virtually.