



The Commonwealth Prevention Alliance would like to collaborate with PA organizations and coalitions to help promote your local prevention events and programs during [National Prevention Week](#)\*, from May 8-14, 2022. NPW is a public education platform, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), that promotes prevention year-round to help individuals and communities **make substance use prevention happen every day**.

To kick off the NPW initiative, CPA and our state partners are hosting a press conference on May 9th, from 11:00 a.m. – 12:00 p.m., in Harrisburg, with speakers from DDAP, PCCD, and PDE.

In addition, CPA would like to collaborate with an organization or coalition to **host a press conference in your community in each of the following regions:**

[CPA region 1 \(SE PA\)](#): on Tuesday, May 10<sup>th</sup> or Wednesday, May 11<sup>th</sup>

[CPA region 2 \(NE PA\)](#): on Tuesday, May 10<sup>th</sup> or Wednesday, May 11<sup>th</sup>

[CPA region 4 \(Western PA\)](#): on Thursday, May 12 or Friday, May 13<sup>th</sup>

**The goal** of the press conference is to promote and prioritize prevention programming with community members and local decision makers. Talking points can include, but aren't limited to:

- The effectiveness of local prevention initiatives, programs, and events.
- Re-imagining and prioritizing upstream (primary) prevention.
- The importance of prevention across multiple systems and sectors.
- Prioritizing prevention efforts with local decision makers and community members.
- The PA Youth Survey (PAYS) and/or data collection.
- Provide a platform for local individuals, organizations, and coalitions who are positively impacting the health of their communities.

The table below provides details on CPA's responsibilities and the support needed from your organization or coalition to ensure a successful event.

CPA Responsibilities	Organization and/or Coalition Support
Manage the event	Participate on a few virtual planning meetings that will be facilitated and hosted by CPA
Create the agenda and speaker talking points	Help determine press conference location ( <b>county seat, SCA office, youth serving organization, coalition, city building, borough building, etc.</b> )
Prepare all presenters by coordinating and hosting a virtual speaker training before the event	Assist in finding potential speakers and connecting them to CPA
Create and disseminate a press release promoting the event and partners.	Assist in planning the event agenda and speaker talking points
Create one page talking points for prevention professionals to help promote and prioritize prevention efforts with local decision makers	Promote the event and invite organizations, coalitions, and others to attend
Be present the day of the event and facilitate the press conference	



As a thank you for hosting this event, CPA will provide your organization or coalition with a

- **Prevention Happens Here billboard** in your community
- A brand-new **Prevention Happens Here** banner
- Both will be adorned **with your organization or coalition logo**



(Sample banner & billboard)

If interested and you would like to discuss in more detail, please go to the following link to submit your contact information: <https://www.surveymonkey.com/r/PWpressconference>

If you have any questions, please contact me at the email below.

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### **SAMHSA's National Prevention Week**

National Prevention Week\* (NPW) is a public education platform, sponsored by Substance Abuse and Mental Health Services Administration (SAMHSA), that promotes prevention year-round to help individuals and communities **make substance use prevention happen every day.**

NPW culminates in May recognizing the important work that has been done in communities throughout the year to inspire action and prevent substance use and mental disorders.

SAMHSA's NPW is **May 8 through 14, 2022.** 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.

The Commonwealth Prevention Alliance\*\* (CPA), PA Department of Drug and Alcohol Programs (DDAP), PA Commission on Crime and Delinquency (PCCD), Penn State Evidence-based Prevention and Implementation Support (EPIS), and other partners, will celebrate prevention week by hosting a statewide press conference on May 9th, from 11:00 a.m. – 12:00 p.m., in Harrisburg.

\*SAMSHA Prevention Week site: <https://www.samhsa.gov/prevention-week>

\*\*CPA site: [www.commonwealthpreventionalliance.org](http://www.commonwealthpreventionalliance.org)