



# NATIONAL DRUG & ALCOHOL FACTS WEEK

## Social Media Toolkit



# ABOUT NDAFW



National Drug and Alcohol Facts Week®, or NDAFW, is an annual health observance that inspires dialogue about the science of drug use and addiction among youth. It provides an opportunity to bring together scientists, students, educators, healthcare providers, and community partners to help advance the science and address youth drug and alcohol use in communities and nationwide. It was launched in 2010 by scientists at the National Institute on Drug Abuse (NIDA) to stimulate educational events in communities so teens can learn what science has taught us about drug use and addiction. The National Institute on Alcohol Abuse and Alcoholism became a partner in 2016, and alcohol has been added as a topic area for the week. NIDA and NIAAA are part of the National Institutes of Health, and work with leading organizations, media outlets, and other Government agencies to spread the word about NDAFW.

# HOW TO USE THIS TOOLKIT



## CUSTOMIZE THE CONTENT



---

Click on any of the images in this toolkit to open a Canva file with the graphic. You can delete the “insert your logo here” text and place your organization or coalition’s logo there. You can then use the message copy included within this toolkit to accompany your post on social media.

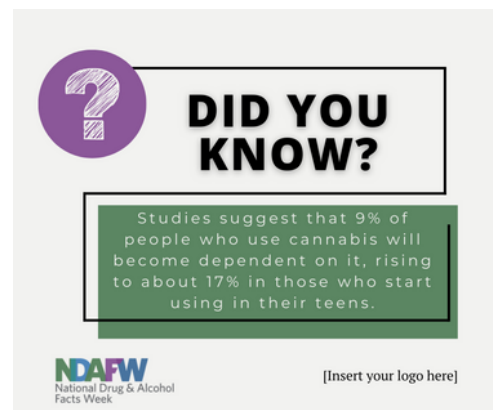
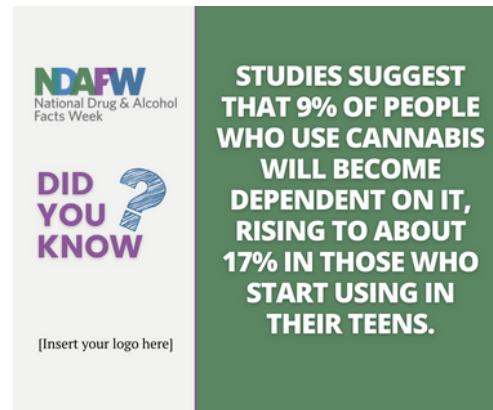
## HASHTAGGING



---

What is a hashtag? Any word or phrase without spaces, starting with # symbol. This creates an index of posts that include the corresponding hashtag. Clicking on a hashtag shows you other tweets that include that same hashtag. Popular hashtags become trending topics. Be sure to include your own hashtags in addition to the ones included in the message copy.

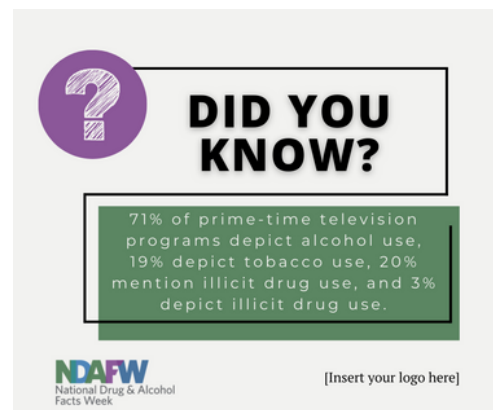
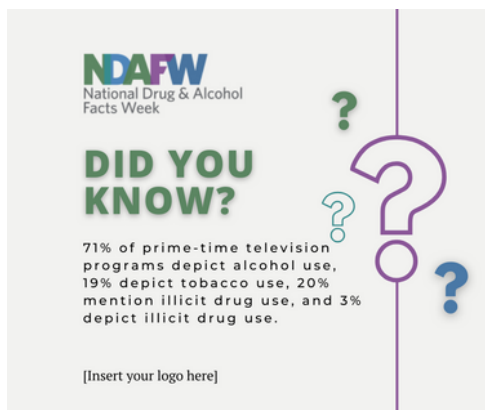
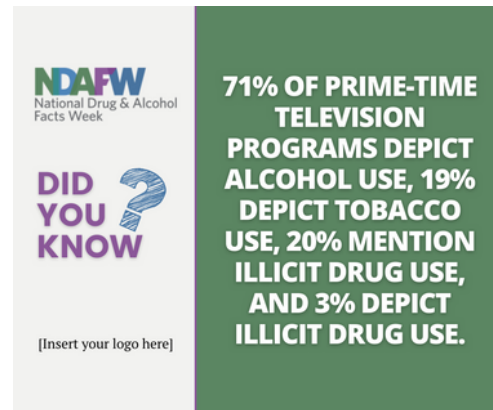
## CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD



### Message Copy

Did you know - despite what you may have heard, cannabis can be an addictive substance? Cannabis use can lead to the development of problem use, known as a cannabis use disorder, which takes the form of addiction in severe cases. Recent data suggest that 30% of those who use cannabis may have some degree of cannabis use disorder. People who begin using cannabis before the age of 18 are four to seven times more likely to develop a cannabis use disorder than adults. #DidYouKnowNDAFW #YPRC #NDAFW

## CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD

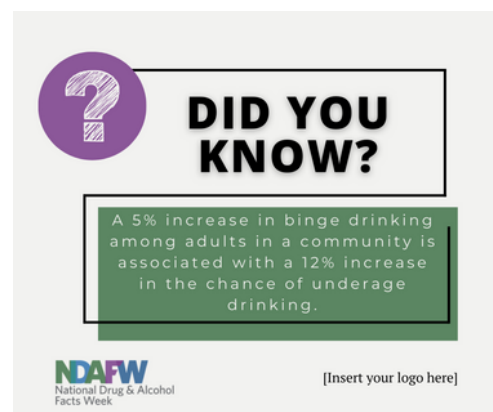
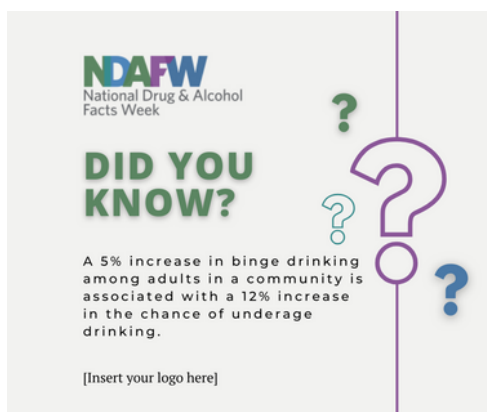
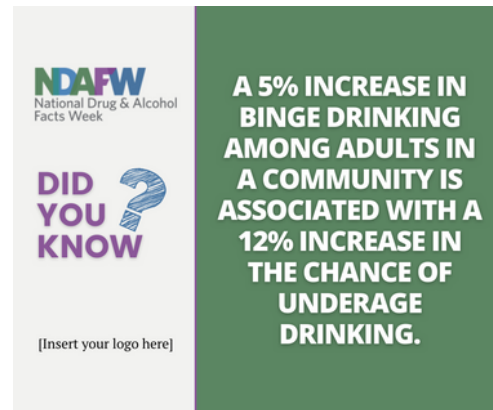


### Message Copy

Did you know – exposure to drugs and alcohol in movies and social media has negative effects on young people? Depictions of drugs and alcohol by the entertainment industry are generally portrayed as positive and send mixed messages about substance use. This is very dangerous, as studies have shown that the media can strongly influence the decisions of children and adolescents, as well as adults. Our sources of entertainment significantly contribute to the risk that we will engage in substance use.

#DidYouKnowNDAFW #YPRC #NDAFW

## CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD



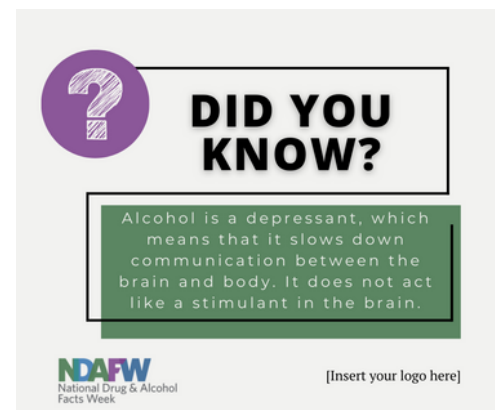
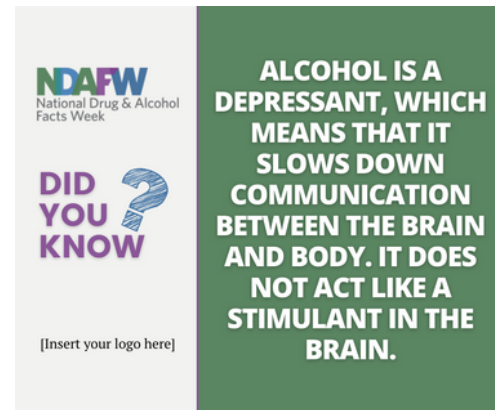
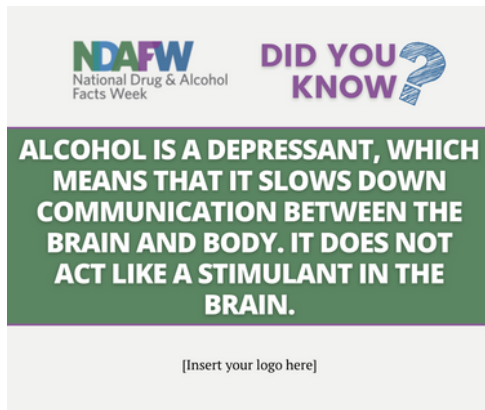
### Message Copy

Did you know – youth who drink alcohol socially before the age of 21 are at a greater risk for developing substance use disorder? The 2021 Youth Risk Behavior Survey found that among high school students, during the past 30 days, 23% drank alcohol and 11% binge drank. Underage drinking is a significant public health problem in the U.S. Excessive drinking is responsible for more than 3,900 deaths among people under age 21 each year. Studies show a relationship between underage drinking and the drinking behaviors of adult relatives, adults in the same household, and adults in the same community and state.

#DidYouKnowNDAFW #YPRC #NDAFW

SOURCE

## CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD



### Message Copy

Did you know – despite what you may have heard, alcohol is not a stimulant. Alcohol is a depressant, which means that it slows down communication between the brain and body. It does not act like a stimulant in the brain. Any level of drinking is harmful. Research indicates that it can have negative effects even in low amounts. Furthermore, alcohol overuse can damage the body and may lead to substance use disorder. Over 140,000 people in the U.S. die from overconsuming alcohol each year. Alcohol overuse also increases the risk of developing other conditions, including depression.

#DidYouKnowNDAFW #YPRC #NDAFW

## CLICK THE IMAGES TO CUSTOMIZE AND DOWNLOAD



### Message Copy

Did you know - many people think vaping is less harmful than smoking?

While it's true that e-cigarette aerosol doesn't include all the contaminants in tobacco smoke, it still isn't safe. Most e-cigarettes deliver nicotine, which is highly addictive and can harm the developing brains of teens. Some types expose users to even more nicotine than traditional cigarettes. The increasing popularity of vaping may "re-normalize" smoking, which has declined for years. Smoking is still the leading preventable cause of death and is responsible for over 480,000 deaths in the U.S. each year. #DidYouKnowNDAFW #YPRC

#NDAFW

SOURCE



# CONTACT US

At Preventions First's Youth Prevention Resource Center, we apply a holistic approach in all that we do, ensuring that youth voices are represented and respected. We invest significant resources to be responsive to the needs of our youth and support healthy decision-making, supporting both those who work with youth and the youth themselves.



**Website**

[prevention.org/yprc](https://prevention.org/yprc)



**Phone**

800.252.8951



**E-mail**

[yprc@prevention.org](mailto:yprc@prevention.org)

