



# SUBSTANCE USE PREVENTION AWARENESS CAMPAIGN CALENDAR

There are many substance use prevention related awareness campaigns your school can participate in. When selecting which to participate in, it's important to remember the target audience of an awareness campaign and the audience you are working with. While there may be students who currently misuse substances, participating in an awareness campaign that focuses on substance use recovery and treatment may not be appropriate for an entire middle school. However, it is very important to discuss the potential dangers and long- and short-term consequences of substance misuse that can be found through the nationally recognized substance use awareness campaigns found below.

If your school or organization is interested in participating in one of the campaigns below, visit the hosting organization's website to learn more about how you can participate and reference Virginia ABC's *The Purpose of Awareness Campaigns* and *How to Promote your Education and Prevention Project* guides.

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## Nationally Recognized Substance Use Prevention Awareness Campaigns

### October

#### NATIONAL RED RIBBON CAMPAIGN (RED RIBBON WEEK)

**Hosting Organization:** National Family Partnership

**Timeframe:** The last week of October

**Objective:** To lead and support families and communities in nurturing the full potential of healthy, drug free youth.

### April

#### NATIONAL ALCOHOL AWARENESS MONTH

**Hosting Organization:** National Council on Alcoholism and Drug Dependence (NCADD)

**Timeframe:** The month of April

**Objective:** To increase outreach and education regarding the dangers of alcoholism and issues related to alcohol.

#### NATIONAL DRUG AND ALCOHOL FACTS WEEK

**Hosting Organization:** National Institute on Drug Abuse for Teens (NIDA)

**Timeframe:** The first week of April

**Objective:** To link teens to scientists and other experts to counteract the myths about drugs and alcohol that teens get from the internet, social media, television, movies, music and friends.

### May

#### NATIONAL PREVENTION WEEK

**Hosting Organization:** Substance Abuse and Mental Health Services Administration (SAMHSA)

**Timeframe:** The second week of May

**Objective:** To involve communities in raising awareness of substance use and mental health issues and implementing prevention strategies, showcasing the effectiveness of evidence based prevention programs.

