

National Substance Abuse Prevention Month Activities

October 2012



John R. Kasich, Governor
Orman Hall, Director, ODADAS

OCTOBER 1

- ▶ The Ohio Youth Led Prevention Network will be releasing their *We Are the Drug-Free Majority* trailer video <http://goo.gl/dnZ5d> in anticipation for the full-length PSA.
- ▶ The Ohio Department of Alcohol and Drug Addiction Services has developed and will distribute *Prevention Works! A Guide for Educators* to Ohio schools. The Department will also disseminate guides for teens, parents and educators on prescription drug abuse prevention.
- ▶ The Ohio Department of Alcohol and Drug Addiction Services has partnered with the Ohio Department of Education and Drug-Free Action Alliance to create a Red Ribbon Week toolkit to help educators provide drug-free messages to their students during Red Ribbon Week and beyond.

OCTOBER 5

- ▶ Submissions due for the ODADAS 2012 Youth Led Prevention PSA Contest focusing on the theme *We are the Drug-Free Majority*.

OCTOBER 8

- ▶ The Ohio Youth Led Prevention Network will release *We Are the Drug-Free Majority Testimonial Video*.

OCTOBER 10

- ▶ Ohio Department of Alcohol and Drug Addiction Services **Prevention Policy Summit** will provide information on the importance of achieving population-level outcomes for reducing behavioral health risk across the life-span. Two national speakers, Anthony Biglan, Ph.D. and Dennis Embry, Ph.D., will help participants gain an understanding of the recommendations from the 2009 Institute of Medicine report *Preventing Mental, Emotional, and Behavioral Disorders Among Young People: Progress and Possibilities*, and learn how these recommendations are impacting state prevention systems nationally. Participants will also be exposed to an international perspective on how population-based prevention services are being implemented quickly with cost-saving results, and play a fundamental role in the process of transforming Ohio's prevention system in preparation for healthcare reform and consolidation.



OCTOBER 18

- ▶ The Ohio Youth Led Prevention Network will debut its *We Are the Drug-Free Majority* PSA as part of *Above the Influence Day*.

OCTOBER 23-31

- ▶ Red Ribbon Week. The Ohio Department of Alcohol and Drug Addiction Services in partnership with Drug-Free Action Alliance and the Ohio National Guard will launch a Red Ribbon Week video created to show in Ohio schools emphasizing the importance of students, educators and communities working together to prevent substance abuse.