

CAPT Resources to Support Social Media and Other Communication Strategies to Prevent Substance Misuse

SAMHSA's Center for the Application of Prevention Technologies (CAPT) has developed numerous resources to support practitioners in using a variety of communication strategies, including social media. These resources were developed for grantees receiving funding through SAMHSA's Partnerships for Success and Substance Abuse Prevention and Treatment Block Grant programs.

Unless otherwise noted, these resources are available on the CAPT area of the SAMHSA website—samhsa.gov/capt—in the Grantee Stories, Tools, and Other Resources section.

UNDERSTANDING AND USING SOCIAL MEDIA

- **[Harnessing the Power of Social Media across SAMHSA's Strategic Prevention Framework](#)**. Explores how social media fits into a comprehensive substance misuse prevention plan and can be used to support key tasks associated with each of the five steps of the SPF. (*Archived Webinar*)
- **[Assessing Readiness to Use Social Media for Prevention](#)**. Use this resource to assess your organization's readiness to use social media to support your prevention efforts.
- **[Using Social Media to Facilitate Collaboration](#)**.^{*} Offers a starting point for thinking through the role that social media can play in building and growing public health collaborations.
- **[Worksheet: Effective Social Media Planning](#)**.^{*} Presents important questions to consider prior to establishing a professional social media presence.
- **[Developing a Social Media Plan to Support Substance Misuse Prevention Efforts](#)**. Learn how to develop a social media plan to support your substance misuse prevention efforts, including how to choose social media tools and create content.
- **[The Messenger Matters: Using Social Media Influencers and Content Champions to Promote Prevention Efforts](#)**. Describes the unique role each of these users can play in helping prevention practitioners expand their online audience and increase the visibility of their prevention efforts.

^{*}Tool available in the CAPT's Prevention Collaboration in Action toolkit, through a link on the samhsa.gov/capt homepage.

SAMHSA'S CENTER FOR THE APPLICATION OF PREVENTION TECHNOLOGIES

- **Evaluating Social Media Efforts: One Approach to Consider**. Find tips for planning social media efforts and information about online tools you can use to evaluate your success.

SOCIAL MARKETING

- **Understanding Social Marketing**. Provides an overview of social marketing techniques.
- **Ten Steps for Developing a Social Marketing Campaign**. Following these ten steps helps to ensure your prevention-focused social marketing campaign reaches its intended audience and proves effective.

PREVENTION MESSAGING

- **Developing an Effective Elevator Pitch**. Designed to help prevention practitioners develop a compelling argument, or “elevator pitch,” in order to engage potential partners in collaboration.
- **Making the Pitch: Crafting Messages for Key Stakeholders that Engage and Excite!** Explores ways to craft and tailor prevention messages so they resonate with diverse stakeholders, drawing on best practice from the research literature. *(Archived Webinar)*
- **Strategies for Working with the Media**. Get tips to prepare for interviews with the media when called upon to explain substance use disorders, emerging trends, or prevention efforts.
- **The Do's and Don'ts of Effective Messaging for Substance Misuse Prevention**. Learn strategies for developing consistent and effective public health messages for preventing substance misuse.
- **Prevention Messaging in Action: Stories from the Field**. Examines the nuts and bolts of developing an effective prevention pitch by engaging participants in an interactive case study designed to highlight key considerations for communicating effectively. *(Archived Webinar)*
- **Substance Misuse Prevention Media Campaigns**. Find examples of state and national media campaigns designed to reduce underage drinking and other types of substance misuse, and/or promote behavior change.
- **Media Campaigns to Prevent Prescription Drug and Opioid Misuse**. Provides links and contact information for a selection of campaigns aimed to prevent prescription drug and opioid misuse, developed by states across the United States.
- **Media Campaigns to Prevent Prescription Drug Misuse, Youth Marijuana Misuse, and Underage Drinking: Evidence of Effectiveness**. Summarizes evaluation findings from a selection of media campaigns (current and past) shown to be effective in preventing critical substance use-related problems.

FEATURED STORIES

- **Florida Coalition Forges Strong Partnerships to Reduce Opioid Misuse.**** Facing a growing opioid misuse epidemic, the Drug Free Sarasota coalition leverages cross-sector collaboration to launch a multi-component community awareness campaign. (2/6/17)
- **Pennsylvania Creates Statewide Opioid Misuse Prevention Media Campaign.**** The Commonwealth Prevention Alliance forges a collaboration among prevention, addiction, and media experts to raise public awareness about prescription drug misuse and heroin. (11/12/16)
- **Collaboration Key to Opichi Wadiswan Success.**** On the Leech Lake Band of Ojibwe reservation in northern Minnesota, a collaborative approach to implementation relies on communication organizations to host and deliver student's media products. (4/29/16)
- **CAPT Connects Grantees with Social Media Tools and Best Practices.** Find out how CAPT staff are working with practitioners in the Southeast to use social media in ways that are consistent with their prevention goals and in line with current research. (3/30/16)
- **KISS FM Radio Helps Amarillo, Texas Schools Take Prevention to the Airwaves.**** Amarillo radio station 96.9 KISS FM teamed up with the Amarillo Independent School District, prevention specialists, and community organizations to bring help and hope to youth struggling with issues related to alcohol and other drug use, bullying, depression, and suicide. (2/1/16)
- **CAPT Partners with New York to Support Use of Media in Prevention Efforts.** CAPT partnered with New York State practitioners to support the use of media in a prevention effort that sought widespread change. (12/13/12)

**Story available in the CAPT's Prevention Collaboration in Action toolkit, through a link on the [samhsa.gov/capt](http://www.samhsa.gov/capt) homepage.