

# Public Service Announcements (PSAs)

## Digital Prevention Messages for Your Community

As seen at the 2019 CADCA National Leadership Forum's  
 "Competing with Snapchat: Seven Coalitions Collaborate on Digital Outreach to Teens"

**8 Marijuana Prevention PSAs**

**6 Alcohol Prevention PSAs**

**3 Vaping Prevention PSAs**

**3 Wellness PSAs**  
 (Sleep, Stress, Mental Health)

### Tried & Tested PSAs

- 20 PSAs covering marijuana, alcohol, vaping & wellness topics
- Shown at 28 high schools & middle schools in 2017-2018 school year
- Seen by 25,000 students & 30,000+ adults including parents & teachers
- Distributed via 10 digital & non-digital media channels
- A survey of high school freshmen revealed that a majority found the PSAs believable and motivated them to stay alcohol & drug free<sup>1</sup>

### Following Evidence-Based Guidelines

- Fact-based with sources cited
- Both prevention & wellness topics
- Positive choices & behaviors highlighted
- No fear appeals or scare tactics
- Resource, skill, or action step suggested in most PSAs
- Musical background, no audio required
- Duration of approximately 30 seconds each

### Developed by Experienced Prevention Staff

- Created by committee of seven DFC coalitions with 122 years combined prevention experience
- Credentials of creators include Certified Alcohol & Drug Counselor, CADCA Advocate of the Year, PhD in Social Work, and Master Degrees in Social Work, Nonprofit Management & Education Leadership
- Content guided by input from youth focus groups & surveys

### Suggested Distribution Methods:

School video announcements, hallway/cafeteria monitors, cable access, social media (coalitions, schools, other community partners), e-newsletters, presentations, park district closed circuit TV, health fairs, social-emotional learning lessons, and many more!

- 1 PSA .....\$195
- 3 or more .....\$166 each - **15% off**
- 10 or more .....\$117 each - **40% off**
- All 20 PSAs.....\$ 98 each - **50% off**

- To preview and order: visit [golead.co/psas](http://golead.co/psas)
- For ordering questions: contact Nate at [nate@golead.co](mailto:nate@golead.co)
- For inquiries about PSAs: email [info@communitytheantidrug.org](mailto:info@communitytheantidrug.org)



<sup>1</sup> Survey conducted by Catalyst Prevention Group with 475 high school freshmen at Adlai E. Stevenson High School, Lincolnshire, Illinois