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”

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 free1

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
For ordering questions: contact Nate at nate@golead.co
For inquiries about PSAs: email info@commnunitytheantidrug.org

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