

Public Service Announcements (PSAs)

Digital Prevention Messages for Your Community

As seen in 2019 & 2021 CADCA National Leadership Forum sessions "Competing with Snapchat: Seven Coalitions Collaborate on Digital Outreach to Teens" and "From Horror Film Victim to Action Hero: Transforming Materials to Empower"

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 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 on YouTube: bit.ly/ydyfplaylist
- To order: golead.co/psas
- For ordering questions: orders@golead.co
- For content inquiries: info@communitytheantidrug.org



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