

**A series of technical assistance
manuals for community coalitions**

49

STRATEGIZER[®]

**COMMUNITY BRIEFINGS:
A PREVENTION TOOL
FOR COMMUNITIES**

**IN COLLABORATION WITH
THE OFFICE OF NATIONAL DRUG CONTROL POLICY'S
NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN**





COMMUNITY BRIEFINGS: A PREVENTION TOOL FOR COMMUNITIES

*Written and developed by Community Anti-Drug Coalitions of America
in collaboration with the National Youth Anti-Drug Media Campaign*

STRATEGIZER 49

INTRODUCTION

One of the most effective ways of raising awareness about a local community problem or solution is to hold a community briefing, sometimes known as a town hall meeting or community forum. For years, substance abuse prevention experts and community organizations have held community briefings to let their residents know about an emerging substance abuse problem, to build support for an anti-drug effort, to gauge where a community stands on an issue or to find a solution to a problem. By bringing together key stakeholders of a community—from prevention specialists to parents and policymakers—community briefings ensure that the necessary individuals and organizations are part of the solution.

Community briefings can be particularly effective at getting a message across to the public, by generating news media coverage and raising awareness of national and local prevention resources. Coverage in major newspapers, television and radio shows provide greater dissemination of an idea and can help change cultural and societal norms and encourage residents and policymakers alike to take action.

To help prevention specialists and community organizations effectively plan their town hall meeting, Community Anti-Drug Coalitions of America (CADCA) and the National Youth Anti-Drug Media Campaign have developed Strategizer 49, *Community Briefings: A Prevention Tool for Communities*. This publication provides a step-by-step explanation of the planning process, including tips on how to organize and promote a community briefing, how to best utilize the information gained from the meeting, and real-life examples of how community briefings can build community awareness.

The publication highlights three CADCA coalitions that have successfully used a community briefing to help shift the cultural norm in their community: Santa Barbara Fighting Back, based in Santa Barbara, Calif., the Charles County, Mo.-based Healthy Communities coalition and the Oregon Partnership, a statewide prevention organization. By generating news coverage in major publications and enlisting the involvement of parents, health experts, educators and policymakers, these coalitions were able to dramatically increase awareness of important issues and influence community perceptions about drug use.

PLANNING A COMMUNITY BRIEFING

To help you get started planning your community briefing, we've outlined some basic key steps and considerations. As with any major program or event, keep in mind that you will need to identify a way to evaluate the process and outcome of your event. For tips on evaluation, see CADCA's Strategizer 48, *Guiding Principles for Coalition Evaluation*, at <http://cadca.org>.

Step One: Understand the Unique Characteristics of Your Community

Before scheduling any community briefing, a coalition should first have a strong understanding of its unique community issues and challenges. Reviewing local data, from a variety of sources, and developing a community profile based on solid research will help the coalition frame the discussion with credibility. For example, it is important to understand the demographics, distinct culture, governing structure and substance abuse trends of your community. After this ground work is done, the coalition can then consider which organizations and key leaders should be invited.

Step Two: Set Briefing Objectives

No two community briefings are alike. The briefing's content, format and objectives will depend on each community's particular concerns and needs. However, in general, a community briefing should serve three purposes:

- To inform families and residents about a local community concern
- To generate news media coverage about the problem and strategies for prevention
- To enlist the help of community leaders for your anti-drug effort.

Step Three: Determine Format

The format of your briefing depends on what you are trying to achieve. For example, a government agency that seeks feedback from citizens about an issue might hold a community forum, where most of the time is

devoted to a question-and-answer session. However, a typical format for community organizations is a briefing involving a three- or four-person panel of experts. The panel discussion typically lasts from 35-50 minutes and the Q&A lasts no more than 30 minutes. Another format is a media roundtable, where two to four panelists have a moderated discussion designed to highlight the issue and then take questions from reporters. A media roundtable has reporters as the primary audience and can occur in a small setting such as an office conference room or a classroom. Some organizations also form policy panels to hear opinions from the community. These panels are comprised of community leaders, who hold hearings to receive testimony from people. Witnesses give their accounts and urge the panelists to adopt certain measures or recommendations.

Step Four: Form Partnerships and Planning Committee

A good way to increase visibility for your event is to form partnerships with key organizations or companies. Partnerships can help with everything from the planning to the promotion of your meeting. In some cases, partnering with a particular company or organization for your event can add credibility to your briefing and increase attendance. In addition, by capitalizing on existing coalition partnerships you may be able to secure a venue for free. Partners may also consider donating in-kind services such as audio visual equipment or refreshments in exchange for being recognized as sponsors of the event. Including your state's member of the National Prevention Network (NPN), or the state's agency responsible for substance abuse services, is also helpful as you build support for your event. Depending on the size of the briefing, it is also often helpful to identify a planning committee six months in advance to help plan, manage and promote the event. Sometimes, more than one committee or subcommittees may be appropriate, such as a logistics committee or a media committee.

THE LOGISTICS OF YOUR MEETING

Step One: Select the Venue and Date

Finding the appropriate location is an important step in the planning process and should be determined as much as three months in advance. In some cases, the location can help set the tone for your meeting. For example, to reverse community perception that marijuana was harmless, Santa Barbara Fighting Back, in California, held a briefing about marijuana's harmful effects. To underscore that the issue was a health concern, the group chose a hospital as the setting. It's important to select a venue that is easy to access for residents and local media. Suggested venues are children's hospitals, community centers, universities and colleges, public libraries or National Guard armories. The event date and time is equally important and may depend on your venue's availability. When selecting a date, scout community calendars to avoid competing community events. As long as you are able to get a satisfactory number of RSVPs the event should not be rescheduled. After the event, follow up with guests and media who were not able to attend.

Step Two: Identify and Invite Panelists

Trusted, well-credentialed experts are the most important part of your briefing. It's a good idea to balance your panel with local speakers who live in your community and national experts who can add broader attention and media appeal to your panel. The most interesting panels feature experts with a broad range of experience, such as academic researchers, state NPN representatives, individuals with clinical backgrounds, including treatment providers or counselors, and prevention specialists who can discuss how parents and the community can keep kids drug-free. A good mix for a panel would be a medical expert, preferably an M.D., a treatment specialist, and one or two teens who have been in recovery for at least a year. Working with the

public relations department of a local university, hospital or medical center is the best option for securing a medical expert. The challenge is ensuring that the expert is able to speak in lay terms about substance abuse and its effects on young people. In addition, doctors usually have very busy schedules, so securing their participation may involve giving them several weeks' notice. It is also important to include a panelist who can personalize the issue by sharing his or her story about drug use. In many cases, that person could be a teenager or an adult who has turned his or her life around. Always make sure that the teenager or adult are comfortable talking to media.

Invite panelists by first speaking with them and then follow up with formal printed invitations sent by mail or simple letters mailed, e-mailed and/or faxed. However, keep in mind that a formal printed invitation is typically used for large events and e-mail invitations can help save on printing and mailing costs. Be prepared with alternative panelists in case your first choices cannot make it.

SELECTING YOUR AUDIENCE

The people who would benefit most from attending your briefing are key community leaders, parents, educators, school administrators, law enforcement officials and public health officials. It is also important to have a youth component in your audience. For example, it might be helpful to identify school-based youth organizations and invite youth leaders who can help disseminate your message to others.

Step Three: Identify a Moderator or Facilitator

The facilitator or moderator you select should be a well-respected community figure, such as a local prevention expert or reporter, or a high-level city official who will be responsible for facilitating the panel discussion and fielding audience questions to panelists. Consider a moderator who is adept at collaboration and is not a polarizing figure. (See sidebar on page 9.)

Step Four: Prepare Panelists and Media Spokespeople

In order to ensure that all panelists are comfortable with their colleagues and with their role, it is important to provide background information on the event—in writing—as soon as you have confirmed their participation. As part of your event planning, you should schedule an informal prep session with the panel about 60 minutes prior to the event.

As part of the preparation for teen speakers, determine whether or not they and/or their parents are comfortable with their real name being released to the media, and if they would like to be photographed or filmed. It is important to recruit teens who have been in recovery for at least a year, and who have preferably already spoken publicly about their situation. It is also preferable to use youth who are over the age of 18, because they are more mature and do not need permission from their parent or legal guardian to participate. However, laws vary from state to state, so check your

state's specific requirements. Regardless of age, always respect any requests for privacy.

It is also important to remember to have several spokespeople available who can provide comment for the press, including local officials who can discuss the nature and the extent of substance abuse in your community.

Step Five: Staff Your Event

A key step in the planning of your briefing is to identify individuals to help execute your briefing on-site. Someone should be assigned to handle requests from the media, to greet and seat members of the audience and panelists, to distribute materials, to record comments and questions from the audience, to manage equipment set-up or to handle any other important logistical matters.

Step Six: Order Materials to Distribute On-Site

Various organizations offer free or discounted publications that can help support your substance abuse issue, such as the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Institute on Drug Abuse (NIDA), the Office of National Drug Control Policy (ONDCP) and the National Youth Anti-Drug Media Campaign, CADCA, and the National Community Anti-Drug Coalition Institute. (See page 7 for more information.) Plan to order materials at least eight weeks in advance to ensure that they will arrive prior to your event date.

PROMOTING A COMMUNITY BRIEFING

Step One: Get the Media There

To get reporters and editors to attend your briefing, it's not enough to simply invite them; you must let them know why the event will make a good story. The first step is creating a targeted media list. The goal is to target reporters who cover beats such as health or medical issues, substance abuse, education, parenting and family or teens. Those who have reported on substance abuse issues or covered other events hosted by your organization should be at the top of your list. *Bacon's Media Source* (www.bacons.com), *Burrelle's Media Directories* (www.burrelles.com) and the *News Media Yellow Book* (leadershipdirectories.com) are all good sources for print, television and radio media contacts. Next, send a media advisory to reporters on your targeted media list at least one week in advance

of the event. The advisory should emphasize speakers and should be followed up with phone calls. When you talk to reporters, stress the local angle and the science behind the story. For example, if your briefing addresses marijuana use, let reporters know what percentage of people in your city use the drug and how marijuana affects the brain.

Step Two: Promote Your Event in Other Ways

Another effective way to promote your briefing is to enlist the support of relevant community organizations. Your outreach efforts combined with theirs can help increase publicity for the briefing. Once your target audience has been determined, you will want to invite them to the briefing. If your target audience is community stakeholders, business leaders and parents, issue

Continued on page 7

CASE STUDY I: SANTA BARBARA FIGHTING BACK

Shifting a Community's Perception of Marijuana

To reduce the widespread use of marijuana among youth, local prevention specialists in Santa Barbara, Calif. knew they had to first change the community's deep-seated perception that marijuana was a harmless drug. To do this, Santa Barbara Fighting Back, a project of the Santa Barbara Council on Alcohol and Drug Abuse, held a community briefing where they highlighted the physical and mental effects of marijuana.

"A lot of the community believed that marijuana was not dangerous or potent. We wanted to show that marijuana was dangerous, that it was a problem in Santa Barbara, and how the community could help," said Maria Long, Media and Special Events Director for Santa Barbara Fighting Back (SBFB).

To get the community's attention, the briefing featured a panel of renowned local and national substance abuse experts. The panel also included researchers who could provide a scientific explanation of marijuana's effects on the brain and of its addictive qualities. The organization's clinical director offered local solutions to the problem.

The briefing was met with some resistance from people who did not see a need to discuss marijuana. To quell any fears or resistance, SBFB stressed that they were not there to force a new program on the community. "We were just there to educate and provide the facts," Long explained. They also decided to hold the briefing in a hospital audi-

torium, which not only helped cement the idea that marijuana use was a health issue, but also provided a central and neutral location.

To ensure attendance, the briefing was held during a regularly scheduled meeting time and a free dinner was provided. "We substituted one of our annual community meetings with the community briefing so we already had most of our audience captured," Long said.

The group's Media Advisory Board, comprised of executives from major news outlets, helped ensure that key media covered the event. In addition, SBFB sent a news advisory to its media contacts and sent a formal invitation to community leaders. "The formal invitation legitimized our message and made the community briefing seem more credible and important," Long noted.

The day after the briefing, an article appeared in the local paper and two months later, a front page story appeared in the Sunday paper discussing the community's problem with marijuana. "The whole paradigm was shifted at that point," Long said. In addition to greater awareness about the harmful effects of marijuana, the briefing led to the creation of a comprehensive marijuana campaign, including a DVD showing images of marijuana's effects on the brain, which is now shown at schools and conferences.

Continued from page 5

personal invitations and advertise through PTA meetings or other outlets. If your audience is the general public, then add your briefing to the event calendar in your local newspaper by contacting the calendar editors at your publication. Another cost-effective way to promote your briefing is by posting flyers or posters throughout the community, in places such as community centers, faith-based institutions, public libraries or hospitals.

Step 3: Create Press Kits

You will need to have materials to hand out to reporters who attend your briefing. The easiest way to disseminate materials is through a press kit. The press kit should include the media advisory and/or news release, a fact sheet with local statistics about the substance abuse issue, biographies of speakers as well as copies of any reports or case studies. Several organizations offer local, state and national data on substance abuse:

- The Substance Abuse and Mental Health Services Administration (SAMHSA) www.samhsa.gov
- SAMHSA's online state profiles www.oas.samhsa.gov/states.htm
- NIDA's Community Epidemiology Work Group

(CEWG), which tracks current and emerging drug abuse trends for 21 major U.S. metropolitan areas. www.drugabuse.gov/about/organization/CEWG

- The National Youth Anti-Drug Media Campaign's Web site, which features a "Marijuana Awareness Kit" outlining the key components of a media kit. www.MediaCampaign.org
- *Marijuana: Debunking the Myths Strategizer*, developed by CADCA and the National Youth Anti-Drug Media Campaign. <http://cadca.org>
- The National Clearinghouse for Alcohol and Drug Information (NCADI), which offers free collateral materials, including the brochure "Wake Up to the Risks of Marijuana: A Guide for Parents" (number PHD956) and "Keeping Your Kids Drug-Free: A How-to Guide for Parents and Caregivers" (number PHD884). Contact NCADI at 1-800-788-2800 to order. Materials are also available in Spanish, Chinese, Korean and Vietnamese. www.health.org
- National Institutes of Health www.nih.gov
- Your state's SAMHSA/CSAP's Regional Alcohol and Drug Awareness Resource (RADAR) Network resource center. Call 1-800-729-6686 to obtain contact information.

WHY MEDIA COVERAGE IS KEY

As community coalitions make their communities safer, healthier and drug-free, it is essential that they make use of every available tool. One powerful tool available to community coalitions is media exposure. Just consider the power of the media and the incredible influence it has over many aspects of our lives. The media exposes us to a myriad of messages and suggestions: Where should we eat? What should we look like? Media set the agenda for public discourse and debate.

For community coalitions, access to such influence is too important to pass up. That's why coalitions must develop and implement a strategy for putting the power of the media to work for their cause. The media, like a training workshop, a satellite broadcast or a community event, represents an important tool that coalitions can use to generate

crucial support in the community for their mission and vision.

Just a small effort to get your message in the news can pay off. For example, prior to launching its campaign to increase media coverage about the risks and harms of marijuana use, the National Youth Anti-Drug Media Campaign found that nearly half of stories related to marijuana focused on arrests and drug seizures, while just six percent discussed the harms of marijuana use. After the launch of its outreach campaign, news coverage about the harms of marijuana jumped to 41 percent by the third quarter. **For more on media outreach plans or sample media advisories, visit CADCA's online Media Guide at <http://cadca.org>. Click on "Coalition Resources" and select "Media."**

EXECUTING YOUR BRIEFING

Step One: Setting up Your Briefing

To ensure the successful execution of your meeting, designated staff members should arrive early to make sure the room is set up properly and make any last-minute adjustments. Your first task is to set up a sign-in table, where you collect name and contact information for each participant. You should have separate sign-in sheets for the general audience and members of the media. This information will be invaluable as you conduct your follow up and plan future meetings. At the sign-in table, you may want to have agendas and

community kits available for audience members, as well as press kits for reporters. Always make sure that you include handouts from panelists in your packets. Your briefing can also serve as an opportunity to collect subscribers for your coalition newsletter or listserv. Also make sure any tables, chairs, podiums or visual displays are set up properly. Panelists may have Power Point presentations or other equipment needs so make sure you find out what they need. For large briefings, it will be useful to have a sound system, including table microphones for the panelists, as well as a stage or

CASE STUDY II: TARGETING YOUTH TO RELAY DRUG-FREE MESSAGE

What better way to get an anti-drug message to young people in a community than by having young people relay the message themselves? That's what the St. Charles County, Mo.-based Healthy Communities coalition did through their "Teens Partnering for Prevention" journalism and advocacy briefings.

The group invited youth journalists and young anti-drug advocates from 15 St. Charles County high schools to a panel discussion featuring national and local media experts. Youth learned about the importance of covering local substance abuse issues, and received guidance on how to write about the effects of substance abuse and publish their articles in school newspapers or other local publications. They also received press kits containing data about drug use and other key resources.

Karen Sieve, Project Director of the Healthy Communities' Alcohol, Tobacco and Other Drugs Task Force, said while the workshop taught students about covering drug issues in their newspapers, the goal was to get students to reinforce the idea of being drug-free. "They were able to obtain the

information, learn from it and share the information with their peers, and reinforce that there are positive alternatives to using tobacco and drugs," Sieve noted.

The coalition chose this student-based workshop, as opposed to a typical community briefing, after seeing the influence of a lengthy article that appeared in the Francis Howell North High School's North Star newspaper about the consequences of underage drinking and impaired driving. The power of the student-authored article quickly became evident when it received two prestigious national awards. Through the school newspaper, the article reached 2200 students. "It was a phenomenal way of getting information out from peer to peer and youth to youth," Sieve said.

As an incentive, the coalition also developed a writing contest that makes awards to students for articles that cover drug-related issues at their school. Two similar meetings are in the works and the coalition plans to continue using this strategy to relay a positive message to youth.



elevated panel table in the front of the room. Television and radio reporters will also appreciate having a multibox available if there is more than one microphone being used by panelists. A multibox provides a place for reporters to connect their equipment and get a direct feed of all the audio through the sound mixer. Small media briefings, with 25 or fewer attendees, work well with a roundtable setup, with panelists on one side of the table and attendees around the remainder of the table. Extra chairs can circle the perimeter of the room to accommodate additional guests.

Step Two: Conducting a Meeting

The briefing should begin with a welcome and introduction by the head or spokesperson of the host organization. The welcome and introduction should last no more than five minutes and should explain the purpose of the meeting, welcome guests and introduce the moderator. The moderator should then begin the panel discussion with a brief introduction of the issues that will be discussed, a review of the format, and introductions of each panelist. The moderator should be judicious when asking panelists questions. For example, if the purpose of the briefing is to increase awareness about the mental and physical effects of marijuana, the questions should help reinforce that point. *What are the physical and mental effects of marijuana? How does marijuana use affect kids' judgment and behavior?* Panelists should have three minutes to answer each question and the entire panel discussion should last no more than 50 minutes. Following the panel discussion, the moderator begins the Q&A. The

moderator should take questions from the audience and direct them to the appropriate panelist. Depending on the size of the audience, it may be helpful to set up a microphone in the center of the room or to walk over to audience members and allow them to speak into the microphones. Leave time to wrap up the session, summarize major points, discuss next steps and thank guests. The Q&A should last about 30 minutes.

Step Three: Facilitating Media Interviews

Leave enough time after the completion of your briefing for media interviews. Generally, you should set aside 30 minutes after the Q&A ends to facilitate the interviews between members of the media and your spokespeople. In many cases, media will request an advance interview, so make sure someone at your organization is available prior to the event to handle media interviews. Interviews could be requested on-site or on the phone.

FACILITATING A MEETING

Most experts agree that a good facilitator must not only be knowledgeable on the topic, they must also be a good communicator, a good listener, quick on their feet and a tactful moderator. They should know how to make split-second decisions about when to move on, when to pause and evaluate, how to address questions and how to manage the group efficiently. That means engaging and maximizing audience participation while also creating a friendly environment. It also means handling controversial questions, disruptions or dissenting viewpoints during the Q&A session. When asked about issues outside the scope of the briefing, the best response is to bring the focus of the discussion back to the topic of the community briefing. Thank the person for the question and remind him or her that this topic is beyond the scope of the briefing. For more information, visit <http://cadca.org/onlinepublications.asp>.

CASE STUDY III: OREGON PARTNERSHIP TAKES THE LEAD

Shifting a Community's Perception of Meth

As methamphetamine continued its destructive march across the Upper Northwest, a statewide prevention organization, the Oregon Partnership (OP), concluded something needed to be done to engage the broader public in fighting the problem. OP decided to host a town hall meeting entitled, "Meth: What's Cooking in the Northwest?" in conjunction with the Take the Lead, Northwest Prevention Conference, held in Portland.

"Many people were unaware of the sweeping nature of the methamphetamine problem and its impact on so many aspects of the community – not just users and their families, but the police, business owners, schools and taxpayers as well. We hoped to break down myths about the drug and show how it cuts across all sectors," said Kaleen Deatherage, OP Community Affairs Director.

To highlight meth's far-reaching consequences, the town hall featured a panel of experts who had witnessed the drug's destruction and were working in a variety of ways to curtail its use. The panel included experts from law enforcement, medicine, recovery, community action and the public policy arena, including a representative from the governor's office, and was moderated by the Director of the Office of National Drug Control Policy's National Youth Anti-Drug Media Campaign.

The first part of the discussion painted a vivid picture of the scope of the meth problem and its

enormous costs to society, offering powerful anecdotes to debunk the myth of the stereotypical meth user. Panelists emphasized that meth use had sped across most demographic, racial, ethnic and generational groups, and to most areas. The second half of the meeting focused on a call-to-action and the need for a community-wide approach to the meth problem. "There was some concern during the planning process that if we focused too heavily on the problem it would be overly bleak and discouraging," Deatherage said. "We wanted to ensure that a big portion of the discussion focused on solutions and success stories."

To facilitate an informal conversation, the panel sat in a "talk show" setting in chairs arranged in a semi-circle, and a portable meth lab, including ingredients easily purchased at a drug store, was featured in front to provide a visual for reporters. The event helped educate and energize the community around potential solutions, including a new brochure with facts and local statistics about the meth problem. The organization pitched the event to regional media and made a strategic decision early on to engage a local news station and involve them in the planning process. The station covered the event and plans to work with OP to produce a special series on meth. Several other local television outlets and radio stations also reported on the town hall meeting, including *The Oregonian*, the state's largest newspaper.

WHAT TO DO NEXT

Your efforts do not end with the briefing. In most cases a community briefing serves as a catalyst for future anti-drug strategies and initiatives. To truly achieve your goal, you will need to conduct a number of follow-up steps beginning no more than two weeks after the event:

Step One: Conduct a Debrief

No more than two weeks after your briefing, convene key individuals involved in planning your event to discuss the outcome of the briefing. Discuss whether goals were achieved and how to put the information gained from the briefing into practice in the community. It is also a good idea to obtain feedback from the panelists.

Step Two: Prepare Report and Action Plan

After the debrief, compile comments from the panel discussion and the Q&A into a report. The report should provide an overview of the briefing and summarize problems and solutions offered by the community and panelists. All relevant individuals should then develop an action plan, outlining future ways to achieve those objectives. Next steps could mean more briefings, information dissemination or media outreach. Your report should also include clippings of any coverage your event received in newspapers, as well as scripts from any radio or TV coverage.

Step Three: Using Community Briefings as a Resource Pool

One of the most useful resources that you can develop from your briefing is a database of all meeting attendees. This database can become your mailing list for future events and a source of potential funders and volunteers. The database can also serve as a resource to identify members of the community to appear before city councils or legislative hearings.

Checklist

- ✓ **6 months:** Identify partnerships and planning committee
- ✓ **3 months:** Select venue and date
- ✓ **2-3 months:** Invite panelists, moderator and guests
- ✓ **2 months:** Order materials and prepare press packets
- ✓ **1-2 months:** Prepare panelists and media spokespeople
- ✓ **2-3 weeks:** Promote event
- ✓ **2 weeks after:** Conduct follow-up

WEB RESOURCES

Community Anti-Drug Coalitions of America (CADCA)
<http://Cadca.org>

Healthy Communities St. Charles County
www.healthycommunitiescc.org

National Community Anti-Drug Coalition Institute
www.coalitioninsitute.org

National Institute on Drug Abuse (NIDA)
www.nida.nih.gov

National Youth Anti-Drug Media Campaign
www.mediacampaign.org
www.theantidrug.com

Office of National Drug Control Policy (ONDCP)
www.whitehousedrugpolicy.gov

Oregon Partnership
www.orpartnership.org

Santa Barbara Fighting Back
www.fightingback.org

Substance Abuse and Mental Health Services Administration (SAMHSA)
www.samhsa.gov

ABOUT THE NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

In 1998, with bipartisan support, Congress created the National Youth Anti-Drug Media Campaign with the goal of preventing and reducing youth drug use. The Campaign is a strategically integrated communications effort that combines advertising with public communications outreach to deliver anti-drug messages and skills to America's youth, their parents and other influential adults.

Community Anti-Drug Coalitions of America® (CADCA) is a national membership organization representing coalitions working to make America's communities safe, healthy and drug-free. CADCA provides technical assistance and training, public policy, coalition-specific media strategies, conferences and events. CADCA's National Community Anti-Drug Coalition Institute provides training, technical assistance, evaluation and research to help coalitions reduce substance abuse in their communities.

This *Strategizer* is part of a series of publications designed to provide step-by-step guidance on various topics relevant to the work you do in your community each day. We know you are busy, so *Strategizers* are designed to be easy-to-use guides that

help to streamline the planning process. *Strategizers* cover such topics as long-range planning, board and staff development, development of media strategies, marketing planning, fundraising for coalition operations and programs, methods for engaging hard-to-reach populations, and more. For a current list of *Strategizers*, visit CADCA's Online Store at <http://cadca.org>. For additional technical assistance on the topic covered in this *Strategizer*, or information about membership, conferences and training opportunities, contact the CADCA staff by calling 1-800-54-CADCA.

To reproduce this publication, include the following citation:
This Strategizer was developed by CADCA.



625 SLATERS LANE, SUITE 300

ALEXANDRIA VA 22314

800-54-CADCA

membership@cadca.org

training@cadca.org