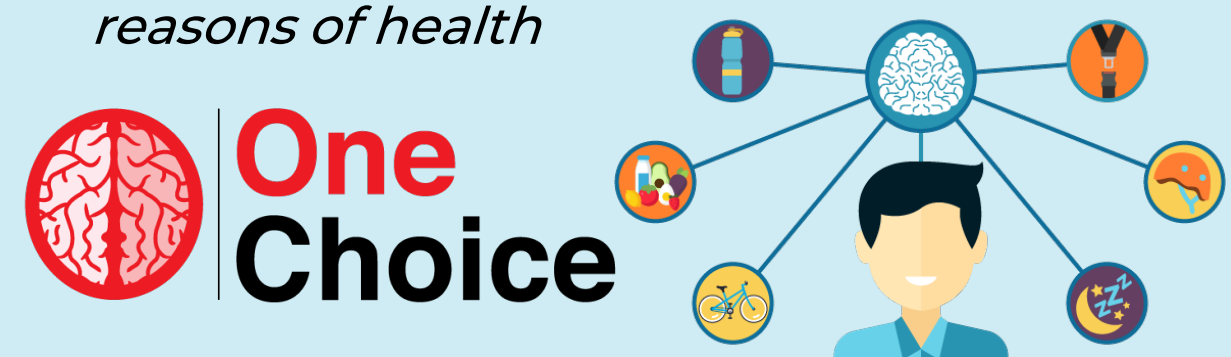


# IMPLEMENTING THE ONE CHOICE PREVENTION MESSAGE IN YOUR COMMUNITY

LESSONS FROM THE FIELD

## REFRAMING THE GOAL OF YOUTH SUBSTANCE USE PREVENTION AS ONE CHOICE

- No use of any alcohol, nicotine, marijuana, or other drugs by youth under age 21 for reasons of health



- A clear health standard analogous to other standards like using seat belts, wearing bicycle helmets, eating healthy foods, and exercising regularly

Free Toolkit and Customizable Resources Available at: [WWW.ONECHOICEPREVENTION.ORG](http://WWW.ONECHOICEPREVENTION.ORG)



## INTEGRATE THE MESSAGE & DATA INTO ONGOING INITIATIVES

Students in the RyeACT Coalition Youth Action Team integrated the One Choice prevention message and supporting data into its National Drug and Alcohol Facts Week (NDAFW) campaign.



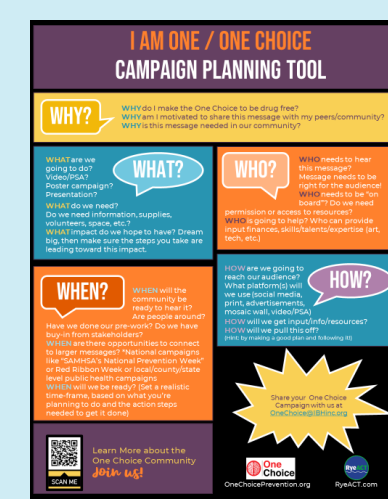
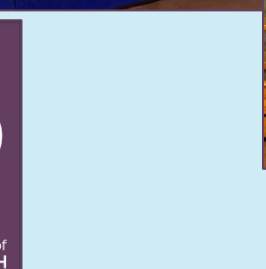
Operation UNITE integrated the One Choice message into the theme of its annual summer camp for youth in rural Kentucky.



What are the things you need in your life to help you be Happy, Healthy, and Productive?

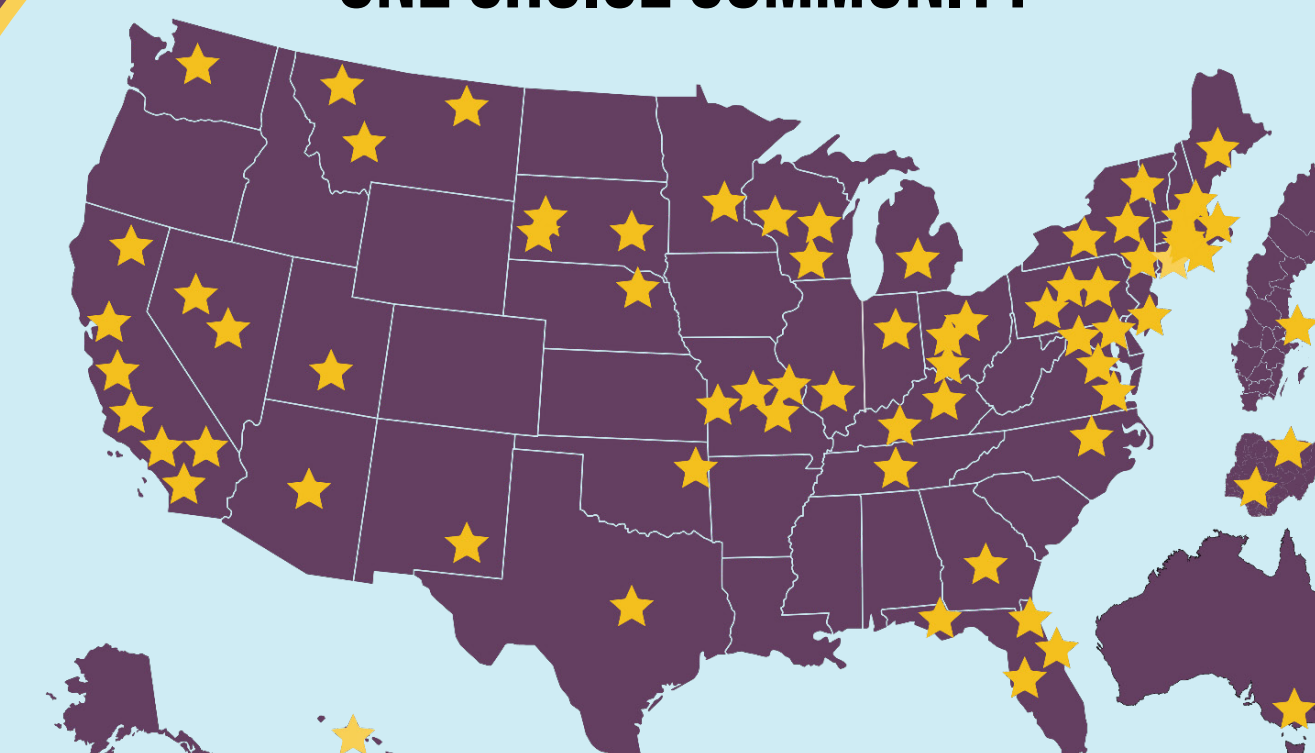


The Missouri Department of Mental Health developed a public health campaign based on One Choice, including billboards, radio ads, digital ads, and social media, to educate the public about the importance of preventing youth substance use across the state.



One Choice leaders provided a virtual presentation at a day-long youth summit in South Dakota, including the live creation of a mosaic wall, and call to action for youth to start One Choice campaigns in their communities.

## A GROWING AND GLOBAL ONE CHOICE COMMUNITY



85 ORGANIZATIONS & COALITIONS IN 34 STATES IN 4 COUNTRIES

Join Us!



## KEY TAKE-AWAYS

- The One Choice message supports – and does not compete with – other prevention initiatives
- The One Choice message is inclusive: any one can make One Choice today for their health, including youth who are in, or are seeking, recovery
- Integrating the One Choice message provides leadership opportunities for youth and amplifies youth voices in prevention

AUTHORS – CONNECT WITH US!

Corinne Shea, MA  
IBH Executive Director  
OCC Coordinator  
[Corinne.Shea@ibhinc.org](mailto:Corinne.Shea@ibhinc.org)

Nancy Pasquale  
IBH Prevention Consultant  
RyeACT Coalition Coordinator  
[RyeACTcoalition@gmail.com](mailto:RyeACTcoalition@gmail.com)



SUPPORT OUR WORK! DONATE TO IBH VIA THE PAYPAL GIVING FUND



One Choice Prevention is an initiative of the Institute for Behavior and Health, Inc. IBH is a 501(c)3 non-profit organization that identifies and promotes powerful ideas and policies that improve prevention, treatment, and recovery in the interest of public health.

Make a tax-deductible donation to help us continue this work!

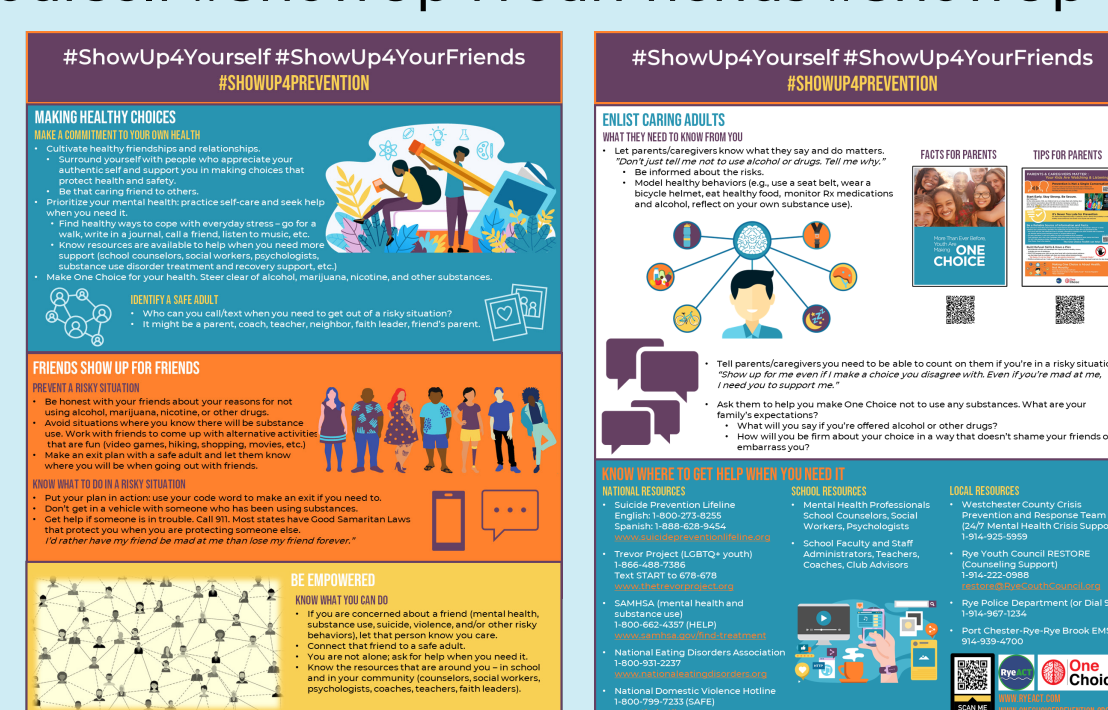
## AMPLIFY YOUTH VOICES

High school students from diverse communities developed content for the *Holiday Survival Guide: Prevention Edition* with peer-to-peer messages.



RyeACT student leaders provided content for a one-pager on what they want their peers to know about prevention, including how to prevent and exit a risky situation, to identify a “safe” adult, and access community resources.

#ShowUp4Yourself #ShowUp4YourFriends #ShowUp4Prevention

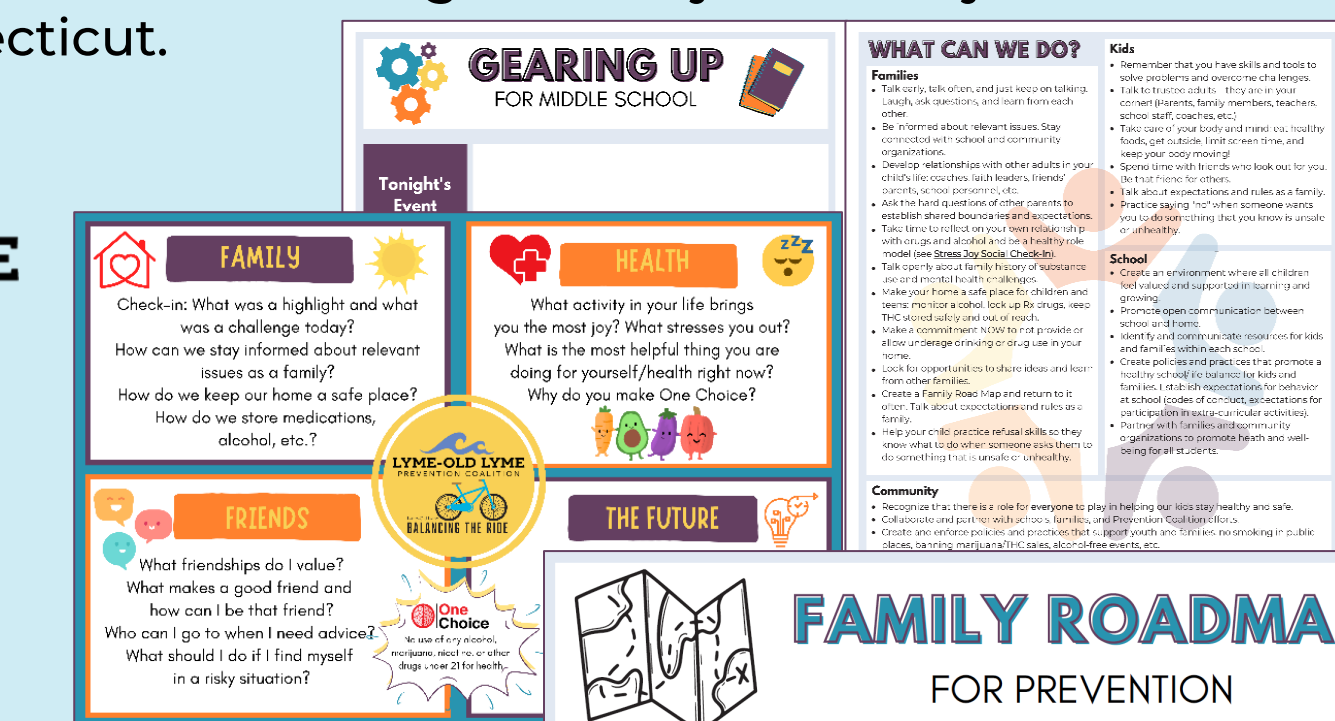


## ENGAGE CAREGIVERS AND FAMILIES IN PREVENTION

The One Choice Community (OCC) developed *Summer Prevention Messaging Tips* for parents and caregivers.



IBH's One Choice team developed materials for a *Gearing Up for Middle School* parent education night with Lyme-Old Lyme Prevention Coalition in Connecticut.



The *Stress-Joy-Social Check-In* offers adults an opportunity to reflect on their relationship to substance use and modeling healthy behaviors.

The OCC created a customizable back-to-school social media and community-based sticker campaign.



*The Truth About Youth Substance Use* pushes back against some of the common myths about drug and alcohol use.

