

DRUG FACTS WEEK

Tool Kit



MARCH DRUG FACTS WEEK

Drug Facts Awareness Week is a national observance dedicated to sharing science-based information about alcohol and other drugs. The goal is to empower youth, families, and communities with accurate facts that help reduce stigma, correct misinformation, and support healthy decision-making.

Drug Facts Awareness Week encourages open, honest conversations about substance use and its impact on physical health, mental health, relationships, and communities. By focusing on facts, this week promotes prevention, early intervention, and supportive responses to substance-related challenges.

Why it Matters

Misinformation about drugs is common and can increase risk-taking behaviors. Providing reliable, age-appropriate information helps individuals:

- Understand how substances affect the brain and body
- Recognize short and long term risks
- Identify signs of misuse or overdose
- Know where and how to seek help

Who It's For

Drug Facts Awareness Week is designed for:

- Youth and adolescents
- Parents and caregivers
- Educators and school staff
- Community members and professionals

Accurate information saves lives. Drug Facts Awareness Week reminds us that learning the facts, having conversations without judgment, and supporting one another are key steps toward healthier individuals and stronger communities.

ACTIVITIES

Overdose: Know the Facts Kahoot

Drug overdoses continue to occur at alarmingly high levels. While most teens don't use drugs, overdose deaths for teens have risen to historic levels. You can help prevent overdoses in your community. Test your knowledge on what causes drug overdoses and how to save a life using naloxone. Click [here](#) for access to Kahoot.

Poster/Infographic Contest

Create a poster or infographic that raises awareness about substance use prevention, shares accurate drug-related facts, or highlights healthy coping strategies. Designs may include drawings, graphics, statistics, or short messages and should be appropriate for display in a school or community setting. Participants are encouraged to be creative while ensuring information is accurate and positive. Completed posters or infographics will be displayed, and participants may be recognized for creativity, clarity, and impact.

Music or Poetry Slam

The Music or Poetry Slam provides participants with an opportunity to express their thoughts and experiences related to mental health, recovery, peer pressure, and healthy choices through music, spoken word, or poetry. This activity encourages self-expression, creativity, and connection while creating a supportive space for participants to share their voices. Performances may be original pieces or meaningful selections and should promote awareness, resilience, and positive coping. Participation can be individual or group-based, and all contributions are welcomed and respected.

Wellness Bingo

Click [here](#) for access to a PDF version of Wellness Bingo. For this activity, participants will complete activities or identify facts related to substance use, wellness, and healthy choices. It is recommended to have an end date for this activity to encourage participants to engage in activities. This activity reinforces healthy choices while creating a positive and supportive environment for participants.

“Ask the expert” question box

The “Ask the Expert” Question Box provides participants with a safe and anonymous way to ask questions about substance use, mental health, and wellness. Questions can be submitted throughout the event and will be answered by a qualified professional during a designated time or shared in written form. This activity encourages curiosity, reduces stigma, and ensures participants receive accurate, trustworthy information.

RESOURCES

Johnny's Ambassadors

Mission is to educate parents and teens about the dangers of today's high-THC marijuana on the developing adolescent mind and get them to #StopDabbing

American Addiction Centers

The effects of Marijuana on the Teenage and Young Adult brain. The consequences of marijuana use, specifically early use, can negatively impact a teen or young adult's health and well-being.

Voice for the Children

Provides science-based information for young people whose lives are affected by a parent or loved one's alcohol or drug use.

Nemours TeensHealth

Check out this article about Marijuana (for teens) to understand the effects and what to do if you're ready to quit.

National Institute on Drug Abuse

This site shares science-based information about drug use, addiction, and related health effects, including facts on specific drugs, prevention, treatment, and research findings.

Community Anti-Drug Coalitions of America

A nonprofit organization focused on strengthening community efforts to prevent substance misuse and build healthier, safer communities.



RESOURCES

Vaping Resources

Click here for quitting resources.

Juvenile Laws vs. Adult Laws

Click here for Juvenile and Adult law differences.

Marijuana Facts and Tips

Tips for caregivers of how to have substance use conversations with your child.

Information and Resources for Local Retailers

Click here if you are a retailer seeking resources.

Smoke Free Tools and Tips

Click here for resources to refrain from smoking.

Ex Program

Click here for resources to quit smoking, vaping and tobacco.

P.A.V.E. - Parents Against Vaping E-cigarettes

Parents Against Vaping is a grassroots community of passionate parents and concerned individuals committed to protecting children from the dangers of vaping and other flavored tobacco use.



SOCIAL MEDIA

Daily Theme Posts Examples

Myth vs. Fact Monday - Long-term or frequent cannabis use has been linked to increased risk of psychosis or schizophrenia in some users. (*FACT*)

Tip Tuesday - Grounding (5-4-3-2-1): Name things you see, feel, hear, smell, taste

Wellness Wednesday - When stress hits, try a healthy reset - walk, stretch, music, or journal

Think Twice Thursday - Possible punishments for Minors in Possession:

1. Suspension of a driver's license for up to a year, or a hold on issuing a license to a minor who has not yet received one
2. Fines
3. Enrollment in educational classes on the dangers of alcohol and drinking and driving
4. Enrollment in alcohol dependency treatment for minors who may need it
5. Community Services

Fact Friday - 48.4 million (16.8%) Americans aged 12 and older battled a substance use disorder in 2024.

Polls & Interactive Stories

Use Instagram/Facebook stories or posting feature to engage people in a poll. Here are a few examples you could utilize:

1. "True or False: Vaping is harmless" (*FALSE*)
2. "Which coping skill helps you most when stressed?"
3. "Where do teens most often get misinformation about drugs?"

SOCIAL MEDIA


“Did you Know” Series

Run a multi-post series throughout the week. Here are some examples:

1. Substance use affects the brain's executive control system, which allows for decision making and regulating actions, emotions, and impulses.
2. Substance use may feel like stress relief, but it can actually increase anxiety, depression, and mood swings over time.
3. Mixing substances increases the risk of overdose, unpredictable reactions, and serious harm to the heart, liver, and brain.
4. An individual's brain is not fully developed until their mid-twenties.
Substance use can cause lasting changes in memory, decision-making, and impulse control. Therefore, teens are more vulnerable to addiction and harm.

Community Connection Posts

The “Ask the Expert” Question Box provides participants with a safe and anonymous way to ask questions about substance use, mental health, and wellness. Questions can be submitted throughout the event and will be answered by a qualified professional during a designated time or shared in written form. This activity encourages curiosity, reduces stigma, and ensures participants receive accurate, trustworthy information.



SOCIAL MEDIA

Social Media Graphics

Click the icon to the right for access to social media graphics!

CLICK HERE

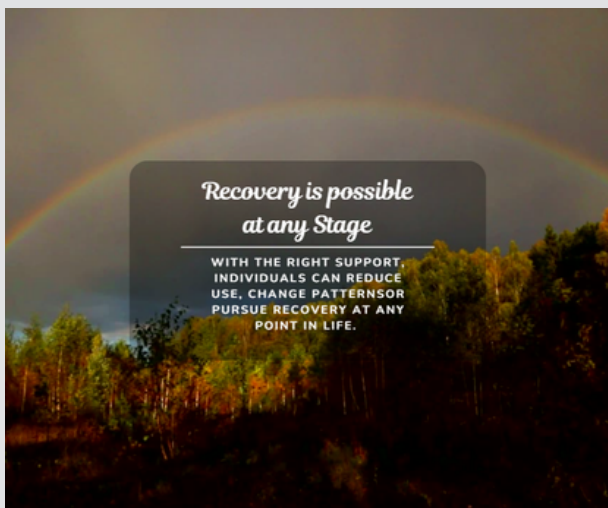
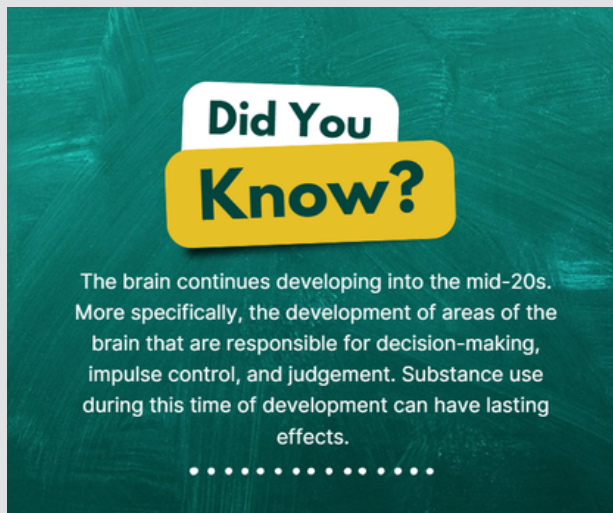


Possible Captions for Each Graphic:

Move your body, talk it out, take deep breaths, listen to music, or unwind with a favorite movie. Small self-care steps can make a big difference.

The brain continues to develop into the mid-20s, particularly regions responsible for decision-making, impulse control, and judgment. Substance use during this critical period may have lasting effects on brain development.

There is no one path to recovery. With appropriate support and resources, individuals can make positive changes at any stage of life. [Include resources here]



SOCIAL MEDIA

OVERDOSE AWARENESS

Know the signs. Save a life.

Signs can include but are not limited to:

- Enlarged (dilated) pupils
- Dizziness
- Shaking/Tremor
- Psychosis
- Nausea or vomiting

Visit <https://harmreduction.org/issues/overdose-prevention/overview/overdose-basics/responding-to-opioid-overdose/> for more information.

Knowing the signs can save a life. Learn how to recognize and respond to an overdose—because quick action matters.

DID YOU KNOW

Prescription drugs are one of the most commonly misused substances. Many people who misuse opioids, stimulants, or sedatives first obtain them legally through prescriptions.

Prescription drugs are among the most commonly misused substances—and many people who misuse opioids, stimulants, or sedatives first access them legally through prescriptions. Awareness matters.

IMPORTANT ANNOUNCEMENT

THC today is much stronger than it was decades ago.

Please take note:

Higher potency increases the risk of anxiety, panic, impaired memory, and mental health effects.

More information

<https://johnnyambassadors.org/research/>

Today's THC is far more potent than in the past. Higher strength means higher risk—including anxiety, panic, memory issues, and mental health impacts. Stay informed. Stay safe.