

Olelo 2026 Youth Video Contest Prevention Handout Resource Sharing

Olelo 2026 Youth Video Contest Prevention Handout (handout with websites)

Developing Effective Substance Use Prevention Messaging (document key points)

Prevention messaging seeks to change behavior by inspiring hope and providing information on the risks of substance use.

- Purpose of Messaging in Prevention
 - Increasing perceptions of substance use risk
 - Changing social norms
 - Reinforcing positive behaviors
 - Increasing support for prevention services.
- Getting the Message Out, Cultural Humility
- Tips for Creating a Prevention Messaging Campaign
- Putting Together Some Prevention Messaging Materials
 - Do**
 - Frame Prevention as a health issue: Well-being of youth is being compromised
 - Use real-life examples: I have a family member addicted to meth
 - Identify potential consequences of use: The family member has been away from our family and their home for 2 years
 - Engage peers as messengers: I told a close friend and they shared they have a family member using as well. We now can talk about how their use is impact us and the family.
 - Deglamorize substance use: What are the personal consequences
 - Don't**
 - Lecture, guild, or shame
 - Normalize use
 - Use scare tactics
 - Dramatize substance use

Prevention Tools – What Works, What Doesn't (document key points)

P.3 - Effective Prevention Strategies for Children, Adolescents, Families

- Common theme is communication

P. 6 - A Summary of What Works in Prevention

Our time and resources are best used to teach positive, healthy behavior, rather than trying to stop dangerous behavior through manipulation or strategies that contradict research.

- Focus on health alternatives to use
- Enhance connections to, and bonding with, prosocial adults, peers, and organizations
- Use structured interactive approaches that include skill practice
- Focus on normative education that portrays true use rates and corrects misperceptions.

P. 7 - What Doesn't Work in Prevention

- **Fear Arousal** – Scary Images and Scare Tactics = Teen to disbelieve the message and discredit the messenger.
- **One Time Assemblies and Events** = Temporary emotional arousal
- **Personal Testimony from People in Recovery** = Normalizes drug use by reinforcing the incorrect norm that “everybody uses”
- **Mock Car Crashes** = Fear appeal strategy = Intended to influence the poor driving decisions of teenagers
- **Reinforcing Exaggerated Social Norms** = Normalizes the perception that everybody uses and minimizes healthy teen responses to pressure to use alcohol and other drugs. Sensationalizes information about the high rates of use
- **The Illusion of Truth Effect: Myth Busting** = Recall myths as facts rather than the true facts. Myth busting is actually myth reinforcing. More effective to state the facts and repeat them over time.
- **Drug Fact Sheets and Knowledge-based Interventions** = Provides too much information and may increase experimentation in vulnerable children and youth. Can negatively influence their healthy decisions and behavior.
- **Role Play That Conditions Youth to be Drug Users or Dealers** = unstructured role play with impairment props (fatal vision goggles) can result in unintentional peer reinforcement of anti-social behavior.
- **Moralistic Appeals** = Appealing to morality as young people are finding their own path to adulthood may produce the opposite effect of what is intended and may compromise the youth's health choices.
- **Grouping At-Risk Youth Together** = May inadvertently reinforce problem behavior as inexperienced risky youth learn from more experienced peers.