

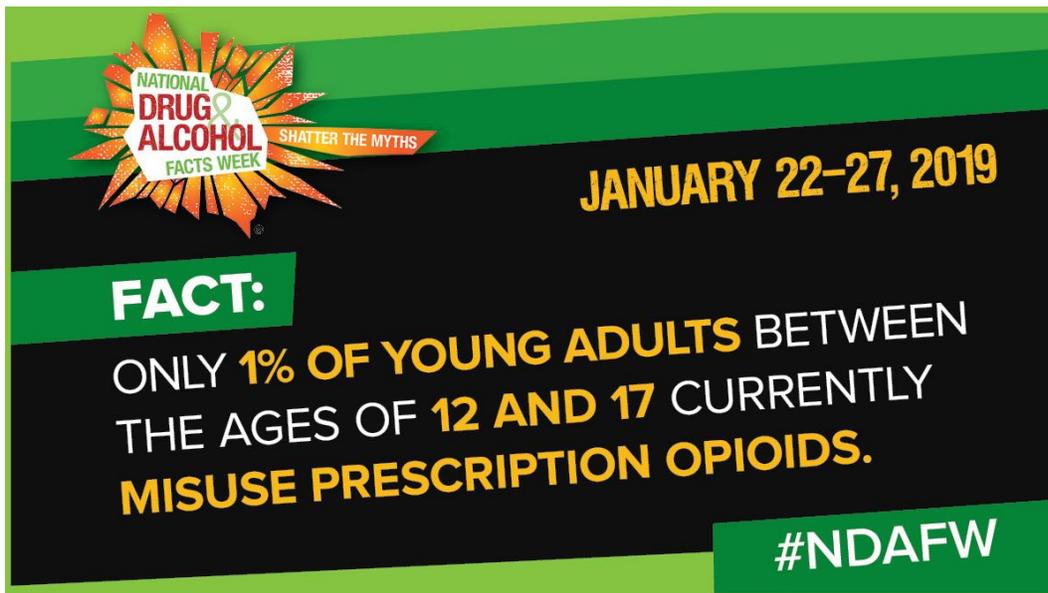
National Drug and Alcohol Facts Week®
Promotional Materials for Partners

Sample Blog Post

Let's Shatter the Myths About Drugs and Alcohol

Help youth make choices about their health based on facts, not myths.

Myths about drugs and drug use are pervasive, and for young people, it can be challenging to separate fact from fiction. Popular culture can make smoking appear commonplace. But the reality is that [fewer teens than ever before are smoking cigarettes](#). In general, young adults tend to perceive their peers as exhibiting higher rates of drug use than what is actually occurring. Data from the [2017 Monitoring the Future study](#) tells part of the promising story; past-year misuse of prescription opioids among 12th graders has dropped dramatically in the past 15 years, from nearly 10 percent in 2002 to 2 percent in 2017. And according to data from the [2016 National Survey on Drug Use and Health](#), only 1 in 100 young adults between the ages of 12 and 17 currently misuse prescription opioids.



[INSERT PROFESSION, E.G., YOUTH LEADERS] have an opportunity to use the latest data like these to challenge young people's misperceptions and promote a culture of knowledge about drug use and its effects. It's time to shatter these myths about drugs and alcohol to help teens make choices about their health based on the facts. Join [INSERT YOUR ORGANIZATION'S NAME] for [National Drug and Alcohol Facts Week](#)® (NDAFW), **January 22-27, 2019**, to help educate youth about the consequences of drug use on their brain, body and behavior.

What is National Drug and Alcohol Facts Week?

Coordinated by the [National Institute on Drug Abuse \(NIDA\)](#) and the [National Institute on Alcohol Abuse and Alcoholism](#), NDAFW is a week-long health observance dedicated to providing youth with the science-based facts about how drugs and alcohol affect the brain, body, and behavior. During NDAFW, thousands of communities and schools hold events that give teens the opportunity to learn the scientific facts about drugs and alcohol, using NIDA's free materials designed for teens. [INSERT YOUR ORGANIZATION'S NAME] encourages you to plan fun educational activities or events for youth in your community during NDAFW.

Here are a few activities ideas to get you started:

1. Share NDAFW messages and images on social media (be sure to use the official hashtag #NDAFW).
2. Post videos of youth sharing the facts about drugs and drug use on Instagram, Facebook, or Twitter.
3. Give students the [IQ Challenge](#) to test their knowledge on drugs and alcohol.

It's easy to get involved! Simply [register](#) your event online to link up with more than 2,000 other NDAFW activities and events. If you need assistance or answers to questions, NIDA staff are available to help you plan a successful event. You can contact Brian Marquis at drugfacts@nida.nih.gov.

Be sure to check out teens.drugabuse.gov/ndafw to learn more.



BE A PART OF
**NATIONAL DRUG & ALCOHOL
FACTS WEEK®**
JANUARY 22–27, 2019

**Shatter the Myths: Share These Facts About Drugs, Alcohol, and the Teen Brain
on Social Media
Before, During, or After National Drug and Alcohol Facts Week®**

Use these messages as standalone social media content or in conjunction with social media images branded for your organization (please let us know by emailing Brian Marquis at drugfacts@nida.nih.gov if it would be helpful to have materials cobranded with your organization and NIDA). These messages can also be used in digital communication pieces such as blogs, newsletters, or eblasts to enhance your National Drug and Alcohol Facts Week (NDAFW) messaging.

Fentanyl is a powerful synthetic opioid pain reliever that is 50 times more potent than heroin. Only a tiny bit of fentanyl can cause an overdose. https://teens.drugabuse.gov/drug-facts/prescription-pain-medications-opioids?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=NPp&utm_campaign=ndafw-NDAFW2019 #NDAFW

K2/Spice is not natural and it's not harmless. It's made in a lab with mind-altering chemicals that can have serious health consequences. https://teens.drugabuse.gov/blog/post/k2/spice-unpredictable-danger?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=NPp&utm_campaign=ndafw-NDAFW2019 #NDAFW

Young adult brains are still developing well into a person's twenties. Alcohol affects a teen brain differently than an adult brain and can alter its development, leading to problems with processing information and learning. https://teens.drugabuse.gov/drug-facts/alcohol?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=NPp&utm_campaign=ndafw-NDAFW2019 #NDAFW

More than 42,000 nonsmokers die from diseases caused by secondhand smoke exposure. Secondhand smoke can lead to lung cancer, heart disease, and breathing problems.

[#https://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=Npp&utm_campaign=ndafw-NDAFW2019](https://teens.drugabuse.gov/drug-facts/tobacco-nicotine-e-cigarettes?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=Npp&utm_campaign=ndafw-NDAFW2019) #NDAFW

Chronic use of inhalants like aerosols can lead to serious nerve damage. Inhalants depress the central nervous system and can lead to slurred speech, lack of coordination, euphoria, and dizziness.

[#https://teens.drugabuse.gov/drug-facts/inhalants?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=Npp&utm_campaign=ndafw-NDAFW2019](https://teens.drugabuse.gov/drug-facts/inhalants?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=Npp&utm_campaign=ndafw-NDAFW2019) #NDAFW

Using marijuana is risky for teens. It's hard to know how much THC is in marijuana, and very high-potency forms (like edibles) can cause bad reactions and lead to emergency room visits.

[#https://teens.drugabuse.gov/drug-facts/marijuana?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=Npp&utm_campaign=ndafw-NDAFW2019](https://teens.drugabuse.gov/drug-facts/marijuana?utm_source=ndafwPartnerTwitter&utm_medium=social&utm_content=nf&utm_term=Npp&utm_campaign=ndafw-NDAFW2019) #NDAFW