

Tell Your Prevention Story

Storytelling can be a powerful way to generate support for your prevention work. This handout contains several examples of the kinds of prevention stories you might want to tell. These ideas can be expanded into presentations, videos, blog posts, and more.

Theme: Public Health

In _____, _____ experienced _____
(year) (my state/community) (number or rate)

_____. In _____, we implemented _____.
(undesirable outcome, like (year) (prevention strategy)
 DUI crashes or overdose)

Now, we've reduced _____ to _____.
(undesirable outcome) (number or rate)

Theme: Risk And Protection

This is _____, who lives in _____. He/she had a
(child's name) (my state/community)

pretty rough start in life: _____. He/she
(describe risk factors for substance use)

went through _____. Now he/she
(prevention strategy)

_____.
(describe awesome outcome)

More Information

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Theme: Cost

_____ used to spend _____ on _____.
(my state/community) (amount) (services/programs to address consequences of substance use)

We started implementing _____. It cost us _____, but
(prevention strategy) (amount)

we reduced our cost for _____ by _____.
(original services/programs) (amount)

Theme: Quality Improvement

We started implementing _____ in _____.
(prevention strategy) (year)

It _____;
(describe initial outcomes of the strategy)

however, we knew that we could do better. We looked more closely at the strategy

and learned _____. We
(describe findings)

(describe changes you made as a result of your findings)

and now _____.
(describe outcomes of the modified strategy)

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