

PREVENTION

IS LIKE

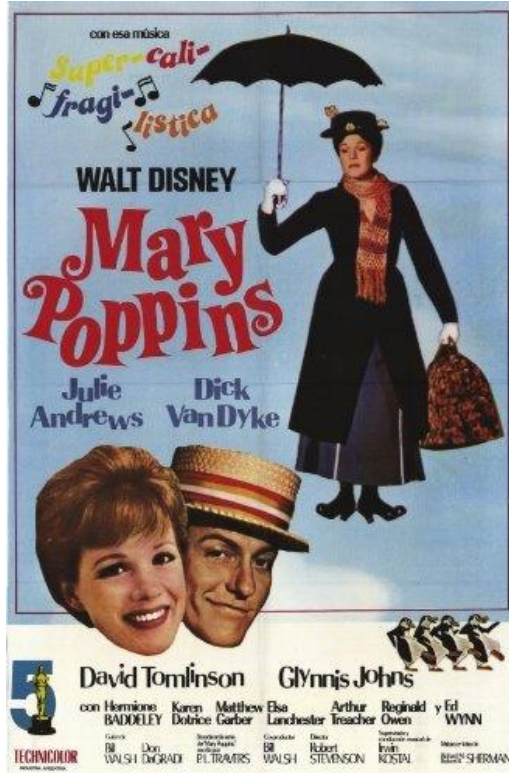
SUPERCALIFRAGILISTICEXPIALIDOCIOUS?!

Colber Prosper, M.S.



CADCA's 17TH ANNUAL
Mid-Year Training Institute
**PARTNERING FOR
PREVENTION**
July 15–19, 2018
Gaylord Palms Hotel • Orlando, Florida

Mary Poppins



Banks Family



The first Super Nanny





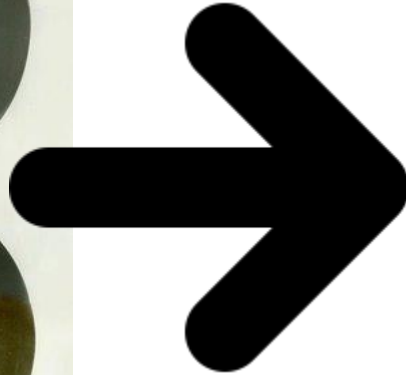
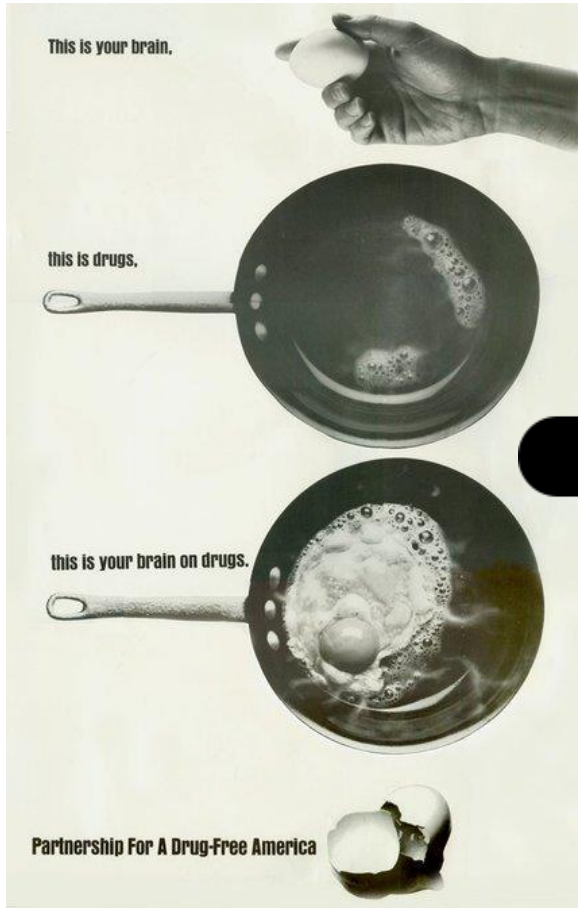
Su·per·ca·li·fra·gil·is·tic·ex·pi·a·li·do·cious



Prevention and Supercalifragilitic...



marketing



70%

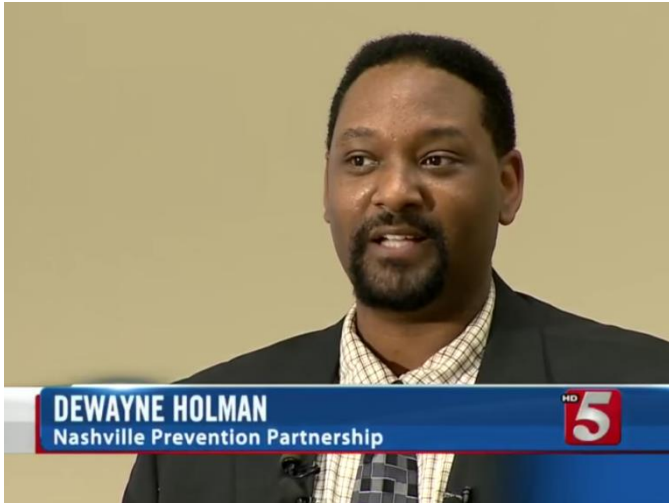
of youth report parents are the leading influence in their decision to not drink alcohol

The Foundation of Advancing Alcohol Responsibility, 2013

Let's work together to keep kids alcohol-free.

PARENTS LEAD.ORG

Audience Segmentation (Target Marketing)



Marketing Mix



A screenshot of the Let's Move! website homepage. At the top left is the 'LET'S MOVE!' logo with a red silhouette of a person jumping. Below it is the tagline 'America's Move to Raise a Healthier Generation of Kids'. To the right is a navigation menu with links for 'HOME', 'BLOG', 'ABOUT LET'S MOVE', and 'EN ESPAÑOL'. Below the navigation is a search bar with the text 'Search LetsMove.gov' and a 'GO' button. The main content area features five colored buttons: 'Learn the Facts' (orange), 'Eat Healthy' (green), 'Get Active' (purple), 'Take Action' (teal), and 'Join Us' (red). Below these buttons is a grid of program logos including 'Let's Move! Active Schools', 'let's move cities towns & counties', 'LET'S MOVE! Salad Bars to Schools', 'LET'S MOVE! Museums & Gardens', 'Chefs Move to Schools', 'LET'S MOVE! Child Care', 'LET'S MOVE! INDIAN COUNTRY', 'LET'S MOVE! Faith & Communities', and 'LET'S MOVE! OUTSIDE'. A central section titled 'Let's Move! Programs' contains the text: 'Progress has taken root in communities across the country thanks to a variety of programs that have brought the mission of Let's Move! to life.' and a 'READ MORE' link. At the bottom of the screenshot is a navigation bar with numbers 1 through 5.

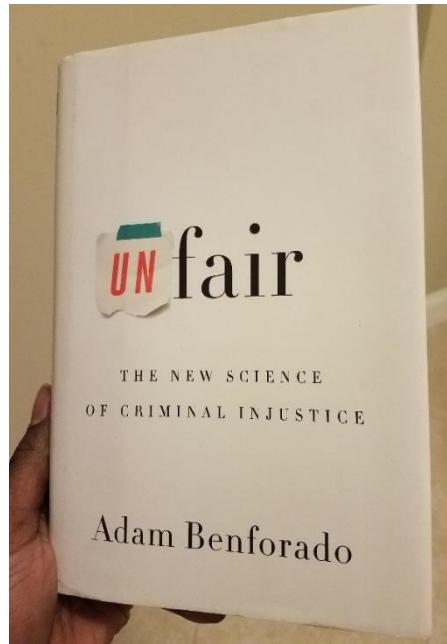


More Voices and Ambassadors

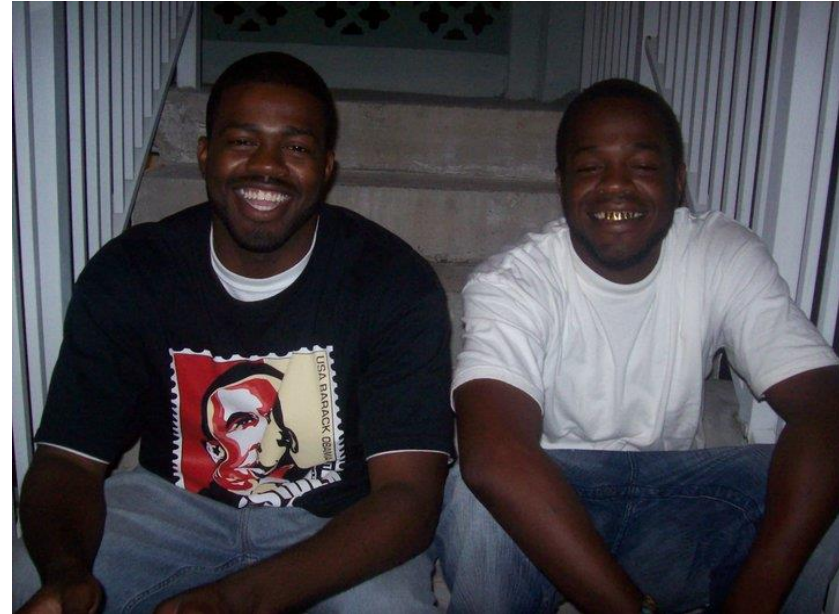


Franchesca Ramsey

“Black Mass” & “Unfair”: The Bulger Boys



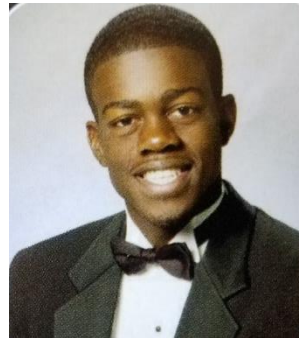
Brothers of Two Tales



Prevention for me



United Way of Broward County
COMMISSION ON SUBSTANCE ABUSE



“Extremely Stubborn and Suspicious”



A DAY FOR PREVENTION

UNDERSTAND. ENGAGE. ACT.



SEVEN SACRED TEACHINGS

The traditional concepts of respect and sharing that form the foundation of the Native American way of life are built around the seven natural laws, or sacred teachings. Each teaching honors one of the basic virtues intrinsic to a full and healthy life. Each law is embodied by an animal to underscore the point that all actions and decisions made by man are manifest on a physical plain. The animal world taught man how to live close to the earth; the connection that has been established between the animal world and that of man has instilled a respect for all life in those who follow the traditional way.



tribal community
PREVENTION



Part 1: ND Substance Abuse Prevention



TOGETHER WE CAN PREVENT SUBSTANCE ABUSE

RECOVERY
REINVENTED

