

**CPA 2024**



**CPA**

**COMMONWEALTH  
PREVENTION  
ALLIANCE**

**PREVENTION**

**IS PERSONAL**

*Tell Your Story. Educate. Engage. Empower.*

**JEFF HANLEY**  
**EXECUTIVE DIRECTOR**



**Commonwealth  
Prevention  
Alliance**

# DID YOU READ

## The Incredible Workshop Description for Today?!



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**Don't Overcomplicate Advocacy!**



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*Amplifying* Advocacy Means Making It Personal

**“ Advocacy is any action that speaks in favor of, recommends, argues for a cause, supports or defends, or pleads on behalf of others.**

**— Bolder Advocacy ”**



**“ Advocacy is any  
action that changes  
how the world works.”**





**LET ME TELL YOU A STORY**

**In the chat, share your name and please answer this question in ONE sentence:**

**Prevention  
matters to me  
because ...**



# THINK ABOUT ONE PERSON

**WHO CHANGED YOUR LIFE AND CONTRIBUTED  
MEANINGFULLY TO YOU BEING IN THIS ROOM OF  
PREVENTION PROFESSIONALS TODAY?**



# CPA Works ...

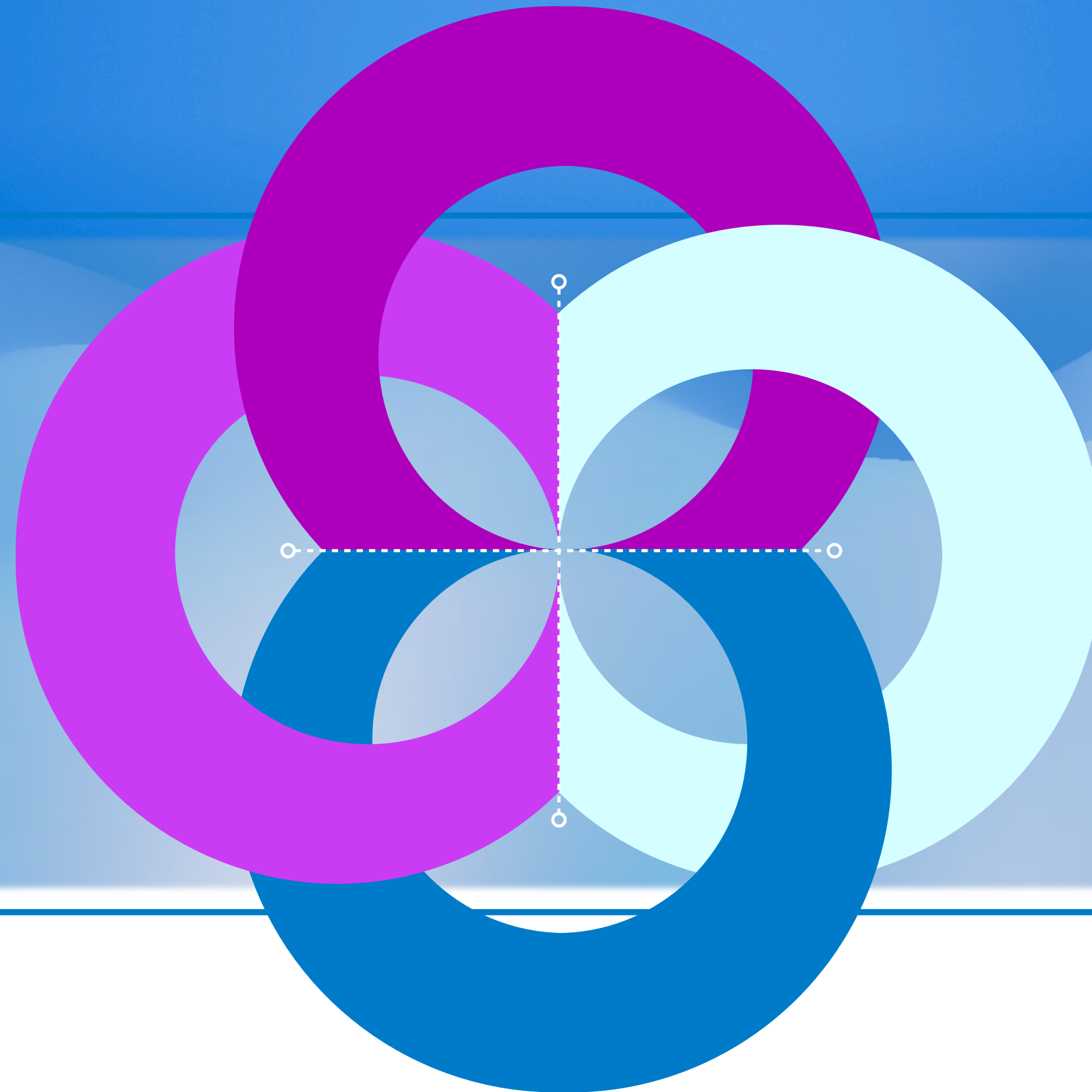
**To Reimagine Prevention, Advocate for Equity and Critical Resources, and Share Best and Promising Practices.**



**1. EDUCATE**

**2. ENGAGE**

**3. EMPOWER**



# 01.

## METHOD 1

Share facts and statistics about youth substance misuse in Pennsylvania (e.g., from the PAYS survey).

# 02.

## METHOD 2

Create powerful messages that highlight prevention success stories.

# 03.

## METHOD 3

Utilize both in-person events and social media platforms like Instagram, TikTok, Facebook, and X to share prevention facts and stories that inspire action. Include links to reputable sources and encourage sharing to expand your reach.

## KEY FACT

For every \$1 invested in prevention, up to \$18 is saved in healthcare and social service costs.

# EDUCATE

## *Spreading Knowledge*

### GOAL

**Increase awareness about the importance of early prevention and its long-term benefits.**



# 01.

METHOD 1

**Collaborate with local organizations, schools, and community groups. Develop joint programs.**

# 02.

METHOD 2

**Host town halls or community meetings that are inclusive of all demographics. Translate your materials.**

# 03.

METHOD 3

**Social media can help you create inclusive online spaces, mobilizing community members who might not attend in-person events. Consider launching social media campaigns, using hashtags to build momentum.**

## BEST PRACTICE

**Ensure the voices of those most affected, especially youth, are heard and included in advocacy efforts. Youth understand social media in a way that most adults do not.**

# ENGAGE

## *Mobilizing Communities*

### GOAL

**Bring diverse voices together to support early prevention advocacy.**



# 01.

## METHOD 1

**Train youth to be advocates through peer-led programs. Remember the Learning Pyramid teaches us that peer education (teaching others) can lead to 90% retention rates ... for the young person doing the teaching!**

# 02.

## METHOD 2

**Empower youth to take leadership roles in online advocacy. Social media platforms are where they feel most comfortable, making them powerful tools for**

# 03.

## METHOD 3

**Share personal stories that reflect the impact of prevention on real lives and provide tools and platforms for individuals to advocate directly with policymakers.**

## KEY QUOTE

**"Empowerment is about giving people the confidence and resources to influence the future of their communities."**

# EMPOWER

## *Amplifying Voices*

### GOAL

**Inspire and support others, particularly youth, to take leadership roles in advocacy.**





# SOCIAL MEDIA

- Championing protective factors for our youth! Early prevention is key. Just had a crucial conversation with [Legislator's Name] about making a difference. How are you supporting prevention?
- Empowering our youth through protective factors! Grateful to discuss early prevention with [Legislator] today. Keep the momentum going—share your efforts!
- Protective factors = Stronger youth! Honored to talk about early prevention with [Legislator's Name]. Your efforts matter—tell us how you're contributing!
- Every action counts! Let's strengthen our community by building protective factors that empower our youth. How are you making a difference?
- Stronger youth, brighter future! It starts with us—promote protective factors like positive peer connections and strong family bonds. Share what you're doing!
- Together, we can create a safety net for our youth. Focus on building protective factors today—because prevention starts early. What steps are you taking?
- Prevention begins with protective factors. Help our youth thrive by fostering environments that keep them safe and strong. What's your prevention story?

# HASHTAGS

**#PreventionWorks**  
**#MyPreventionStory**  
**#ProtectiveFactorsinPA**

# PROTECTIVE FACTORS

## DEFINITION

**In early substance misuse prevention, protective factors are positive influences—like strong family bonds and supportive peers—that reduce the risk of substance misuse by building resilience.**



# CALL TO ACTION

**THINKING ABOUT YOUR OWN ADVOCACY JOURNEY,  
WHAT IS ONE CONCRETE ACTION YOU CAN TAKE IN THE NEXT 30 DAYS?**

**DON'T FORGET!  
*OCTOBER IS YOUTH SUBSTANCE USE PREVENTION  
& SUBSTANCE MISUSE PREVENTION MONTH!***



<b>In 15 Seconds</b>	You could share an article or blog post on social media to your friends and followers.
<b>In 30 Seconds</b>	You could sign up for advocacy mailing lists that focus on your issue and start receiving action alerts.
<b>In 1 Minute</b>	You could establish a social media hashtag for your issue and then share it via email with colleagues and friends, asking them to use it.
<b>In 3 Minutes</b>	You could call an elected official, share your view on a piece of legislation and ask them to vote for or against it.
<b>In 5 Minutes</b>	You could invite an elected official to visit your program or attend an event while they are in your district.

# FAST & EASY ADVOCACY

—Adapted from materials created by Josh Blair.

<b>In 10 Minutes</b>	You could write an e-mail or a letter to an elected official, sharing why you care about a current issue, how it impacts your community, and what you would like them to do about it.
<b>In 15 Minutes</b>	You could create a flyer or poster at your organization to inform visitors of current advocacy opportunities.
<b>In 30 Minutes</b>	You could read about current policies affecting your issue, and look up statistics about how it affects your community.
<b>In 45 Minutes</b>	You could meet with an elected official or their staff at their office to share how important your issue is to the people you serve.
<b>In 1 Hour</b>	You could write an op-ed or letter to the editor of your local newspaper, highlighting your issue and how others can get involved in advocacy.

# FAST & EASY ADVOCACY

—Adapted from materials created by Josh Blair.

AMPLIFYING ADVOCACY

# QUICK TIP NUMBER 1

**Choose An Issue That  
Matters To You and Others**

— Samantha Power (USAID Administrator)



AMPLIFYING ADVOCACY

# QUICK TIP NUMBER 2

**Choose An Issue That  
Is Winnable**

— *Samuel Beckett*



AMPLIFYING ADVOCACY

# QUICK TIP NUMBER 3

**Choose An Issue That Will  
Attract Diverse Supporters**

— Audre Lorde



AMPLIFYING ADVOCACY

# QUICK TIP NUMBER 4

**Choose An Issue That Will  
Lead To Lasting Change**

— Albert Einstein





AMPLIFYING ADVOCACY

# QUICK TIP NUMBER 5

## Understand And Engage Your Stakeholders

— W. Chan Kim



AMPLIFYING ADVOCACY

# QUICK TIP NUMBER 6

**In A Successful Advocacy Effort,  
There Are Roles For Everyone**

— Margaret J. Wheatley



AMPLIFYING ADVOCACY

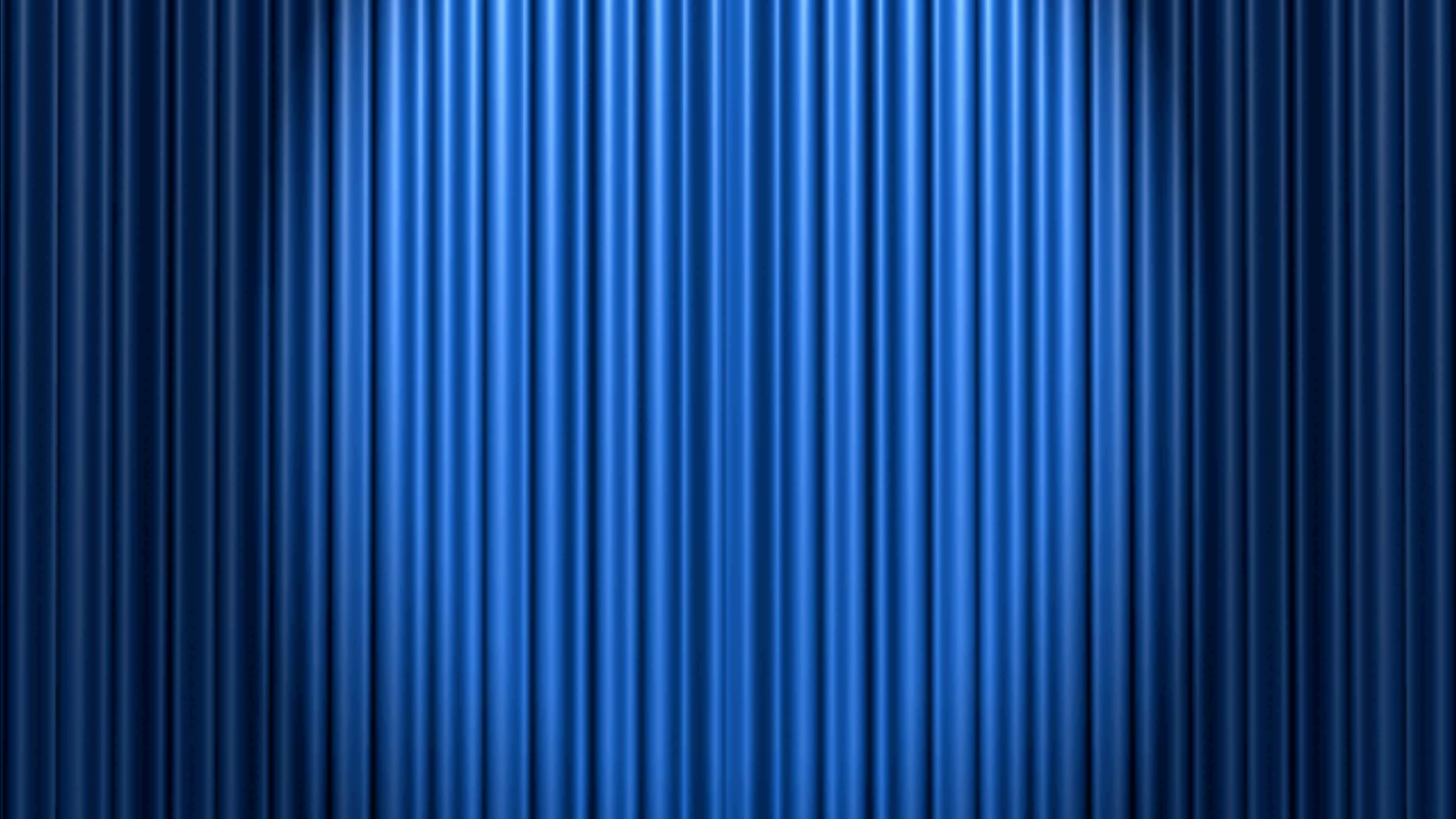
# QUICK TIP NUMBER 7

## Become A Storyteller

— Hannah Arendt

— Maya Angelou





**PROMOTING PROTECTION  
*THROUGH PREVENTION***



