

Walking Upstream Toolkit Guide

You don't have to use everything at once. Choose one place to start during Prevention Month.

Core Messages & Everyday Examples

1) Prevention is defined by your community

“Prevention of what?” Whatever your community's data and voice say. Examples: A coalition reviews PAYS data showing rising teen vaping and launches a parent mini-series and school newsletter blurbs. A neighborhood survey highlights youth unsafe crossings; partners co-create a safe-routes to school day with the city.

2) Prevention happens at every stage and reaches everyone

It's not just “before problems,” it's universal skills, selective supports, and policy/environmental change.

Examples: Universal skill-building (classroom SEL/decision-making) paired with Young Lungs at Play (tobacco-free parks). Car seat laws (policy) and bike paths/park lighting (environment) that make healthy choices easier.

3) Upstream prevention builds stronger, healthier communities

Strengthen protective factors early so fewer people “fall in the river.”

Examples: CHIP/children's health coverage outreach; school-based health centers.

After-school programs with tutoring + recreation; backpack/power-packs to reduce food insecurity.

4) Prevention is a shared responsibility

Everyone has a role. Families, schools, faith groups, businesses, and local government.

Examples: Coalitions and neighborhood orgs coordinating efforts (not just one agency). Mentoring/youth leadership; SAP teams and school nurses linking students to support.

Where to Use It (Quick Ideas)

Schools: school board updates; parent/caregiver nights; SAP team in-services; school nurse huddles.

How: Play the 3.5-min intro video and slides; close with “one action we’ll take this month.”

Health & Human Services: clinic waiting rooms; FQHCs; behavioral health staff meetings.

How: Loop the video on lobby TVs; add a QR code to the download page.

Coalition & Community Groups: coalition meetings; youth councils; library/community center events.

How: Use the full deck; invite attendees to write one local “missing plank” and one “strong plank.”

Faith-based settings: youth nights; leader breakfasts; volunteer trainings.

How: Show the short video; share the talking-points handout as a bulletin insert.

Civic/Service Clubs: Rotary, Kiwanis, Elks (“Critter Clubs”).

How: 10-minute “Upstream 101” talk: video, slides, and one local example.

Local Government & Funders: council briefings; grant kickoffs.

How: Open with the short video; connect to policy/environment wins and measurable lead measures.

Healthcare Partners: hospital units; residency programs; care management.

How: 5-slide huddle version mapping “bridge planks” to existing workflows.

Universities/Training: intro prevention courses; staff onboarding/PD days.

How: Assign the video and reflection prompt: “Where is our ‘hole in the bridge’?”

Public Events: health fairs, sporting events (scoreboard breaks), town halls.

How: Run the video on rotation; staff a QR code “Take the upstream pledge.”

Digital/Social: agency website homepages (incl. school websites), Facebook/Instagram/LinkedIn.

How: Post the video with a two-sentence caption and link to the toolkit download.

Toolkit Use Checklist

Step 1: Get Familiar

- ☐ Download the toolkit.
- ☐ Watch the River Story video.
- ☐ Review the talking points.
- ☐

Step 2: Choose Your Audience

- ☐ School (staff, parents, board, or students)
- ☐ Coalition/Community Group
- ☐ Faith-based setting
- ☐ Civic/Service Club
- ☐ Healthcare/Behavioral Health team
- ☐ Local Government/Funders
- ☐ Digital/Social audience
- ☐ Other _____

Step 3: Plan Your Action

- ☐ Decide when/where you'll use it (meeting, event, newsletter, etc.).
- ☐ Pick 1–3 slides or the short video to share.
- ☐ Add one local example (e.g., missing plank/strong plank).

Step 4: Deliver & Share

- ☐ Show the video or slides.
- ☐ Use one talking point to spark conversation.
- ☐ Ask: "What's one action we can take this month?"

Step 5: Follow Up

- ☐ Share toolkit download link or QR code.
- ☐ Capture ideas/commitments (whiteboard, poll, notes).
- ☐ Tell CSPN how you used the toolkit!