



North Carolina Regional Centers for Prevention Resources

National Prevention Week SAMHSA Community Pilot Site Interest Form

North Central

South Central

Eastern

Western

Providing Communities and
Professionals with Substance Abuse
Prevention Technical Assistance

*For more information regarding prevention resources in your area, please
contact your area CPR:*

North Central – Unlimited Success/PDFNC – NCCPR@drugfreenc.org

South Central – Robeson Health Care Corporation – SCCPR@rhcc1.com

Eastern – Coastal Horizons Center, Inc. – ecpr@coastalhorizons.org

Western – Anuvia Prevention and Recovery Center – WCPR@anuvia.org

North Carolina Regional Centers for Prevention Resources

December 16, 2011

Dear Colleagues and Community Members,

The North Carolina Centers for Prevention Resources are partnering with the North Carolina State Office of Prevention and SAMHSA Center for Substance Abuse Prevention (CSAP) to help solicit organization and coalitions interested in hosting a National Prevention Week 2012 Event.

National Prevention Week is an exciting, new observance that brings communities together through local events, rallies, and celebrations focusing on the prevention of substance use disorders and mental illness, and the promotion of mental, emotional, and behavioral well-being. These local events are part of a new national movement to raise awareness around these important issues. The first annual National Prevention Week is May 20-26, 2012.

To support communities' participation in National Prevention Week 2012, SAMHSA will provide pilot site awards of \$500 to select organizations and coalitions interested in hosting a prevention-themed event or celebration. The awards are meant to help cover or defray some of the costs involved in planning and executing the National Prevention Week 2012 events. SAMHSA will also provide a toolkit via the SAMHSA Web site to support organizations' planning efforts.

National Prevention Week 2012's theme, *We are the ones. How are you taking action?*, asks individuals and communities to reflect on what they can do to prevent substance abuse and promote mental, emotional, and behavioral well-being. Through National Prevention Week 2012, communities can highlight that everyone can play a role in prevention by making small changes that promote a healthy lifestyle at home and in the community.

Each weekday during National Prevention Week 2012 will focus on an important behavioral health issue:

- Promotion of mental, emotional, and behavioral well-being;
- Prevention of suicide;
- Prevention of illicit drug use and prescription drug misuse and abuse;
- Prevention of underage drinking; and
- Prevention of adult problem drinking.

The weekend will be left open for communities to focus on a behavioral health topic of their choice. This offers community organizers the option to plan themed events that focus on a specific message that is especially relevant to their community.

Events will increase the visibility of topics related to prevention and mental health; provide a forum for community members to educate the public and recognize achievements made to date; and create opportunities for further networking and community collaboration. Events may include, but are not limited to: Community-wide events and rallies; Town hall meetings; Games and activities that focus on prevention efforts; Contests; and Online campaigns.

Interested communities should complete the attached interest form. The Office of Prevention will then review these interest forms and make recommendations to SAMHSA for potential award recipients for this inaugural year.

Completed interest forms should be emailed directly to Vicki Adams at vicki.adams@dhhs.nc.gov and must be received no later than 5:00 PM on Wednesday, December 21st, 2011.

Sincerely,

The North Carolina Regional Centers for Prevention Resources

Eastern CPR – Coastal Horizons Center, Inc.
Western CPR – Anuvia Prevention and Recovery Center

North Central CPR – Unlimited Success/PDFNC
South Central CPR – Robeson Health Care Corporation

National Prevention Week SAHMSA Community Pilot Site Interest Form

Award recipients will be contacted directly by SAMHSA. Please include a valid email address and phone number.

ORGANIZATION:

POINT OF CONTACT:

JOB TITLE:

EMAIL:

PHONE: (Work)

(Cell)

ADDRESS:

Please list all counties in which this organization provide SA Prevention Services

Please briefly describe your agency's work and why you should be chosen for a Pilot Site Award

Please identify which Prevention Week theme is supported by your work

- Promotion of mental, emotional, and behavioral well-being; YES NO
- Prevention of suicide; YES NO
- Prevention of illicit drug use and prescription drug misuse and abuse; YES NO
- Prevention of underage drinking; and YES NO
- Prevention of adult problem drinking. YES NO

For *each* theme you responded Yes to above, please provide one example

Please identify which one Prevention Week theme you would like to focus on during National Prevention Week

- Monday, May 21: Prevention of Underage Drinking
- Tuesday, May 22: Prevention of Prescription Drug Abuse and Illicit Drug Use
- Wednesday, May 23: Prevention of Alcohol Abuse
- Thursday, May 24: Suicide Prevention
- Friday, May 25: Promotion of Mental, Emotional and Behavioral Well-Being

Please describe any initial ideas you may have for a Prevention Week event (e.g., town hall, sporting event, online campaign), including the anticipated participant numbers/reach of the event.

Please return this completed form to Vicki Adams at vicki.adams@dhhs.nc.gov. Forms must be received no later than 5:00 PM on Wednesday, December 21st, 2011.