

2024 FOCUS AREAS

PREVENTION

In the words of Benjamin Franklin, "An ounce of prevention is worth a pound of cure." West Virginia, recognizing the urgency of curbing substance use disorders at their roots, channels substantial resources into the Prevention Subcommittee's mission. Focused on reducing Adverse Childhood Experiences (ACEs) and improving social determinants of health, the subcommittee collaborates with diverse partners to implement evidence-based prevention efforts.

Goal 1: Increase prevention efforts across the state to decrease youth tobacco use and vaping of other substances.

Strategy 1: Increase the number of youth receiving evidence-based prevention practices (i.e., CATCH My Breath) regarding tobacco and vaping. (DoHS BBH)

Strategy 2: Educate key stakeholders on best practice and policy regarding youth tobacco and vaping use. (DoHS BBH)

Goal 2: Implement a unified, state-level, stigma-free prevention messaging campaign(s) to build awareness. (DoHS Bureau for Behavioral Health)

Strategy 1: Develop a standardized prevention messaging campaign(s) to reach communities and schools across the state using informed stakeholder input. (DoHS BBH)

Strategy 2: Select community prevention groups to develop up to 12 different prevention messaging themes that address community needs and inclusive populations of focus. (DoHS BBH)

Strategy 3: Develop a communications plan for dissemination.

Goal 3: Increase community education about the availability of prevention across the lifespan.

Strategy 1: Promote prevention websites and social media platforms (i.e., Help & Hope WV, Prevention First, Stigma Free WV) (DoHS BBH).

Strategy 2: Promote statewide prevention conferences, trainings, and town halls.