



Addiction Prevention

ENGAGE THE COMMUNITY

Uniting community stakeholders in addressing addiction



Agenda

1. Welcome and Introduction
2. Overview of the Initiative
3. **Collaborate**: Partner Introductions
4. **Educate**: Learning & Discovery Experience (Media presentations followed by table discussions)
5. **Action Steps**: Discussion and Q&A on Next Steps
6. Closing Remarks

Overview

Addiction, like polio, is a preventable, global disease

GOALS:

1. Educate on tobacco, marijuana, alcohol, opioids, and driving forces of addiction
2. Collaborate with expert public health prevention specialists on community-based prevention education
3. Strengthen addiction prevention supports and assets within communities through Rotary

Community-Based Education



Rotary Addiction Prevention Seminars

WHAT is the focus?

Engage key community stakeholders, educate, build consensus, and initiate collaboration for change

Seminar Format: Videos Then Discussion

Watch a short video

1



5-10m

Small group discussion / share

2



10m

3



Switch tables

Topics: Tobacco, Marijuana,
Alcohol, Opioids, Addiction

Special Guests

To Customize

Introduce special guests in attendance using this slide

Discussion Guidelines

1. Focus on what matters
2. Create and maintain a hospitable space
3. Contribute your thinking
4. Speak your mind and heart
5. Listen to understand
6. Link and connect ideas
7. Listen together for insights, patterns, and deeper questions



Table Host

1. History of Tobacco



Watch the video

Albert Bonsack's cigarette rolling machine, invented in 1880 and patented in 1881

1. History of Tobacco



- Q What is something new you learned or what thoughts came to mind from watching this video on the history of tobacco?
- Q How did perception of harm of tobacco influence US tobacco use over time?
- Q Given the current US addiction epidemic, why is this history of tobacco important to know?

2. Marijuana



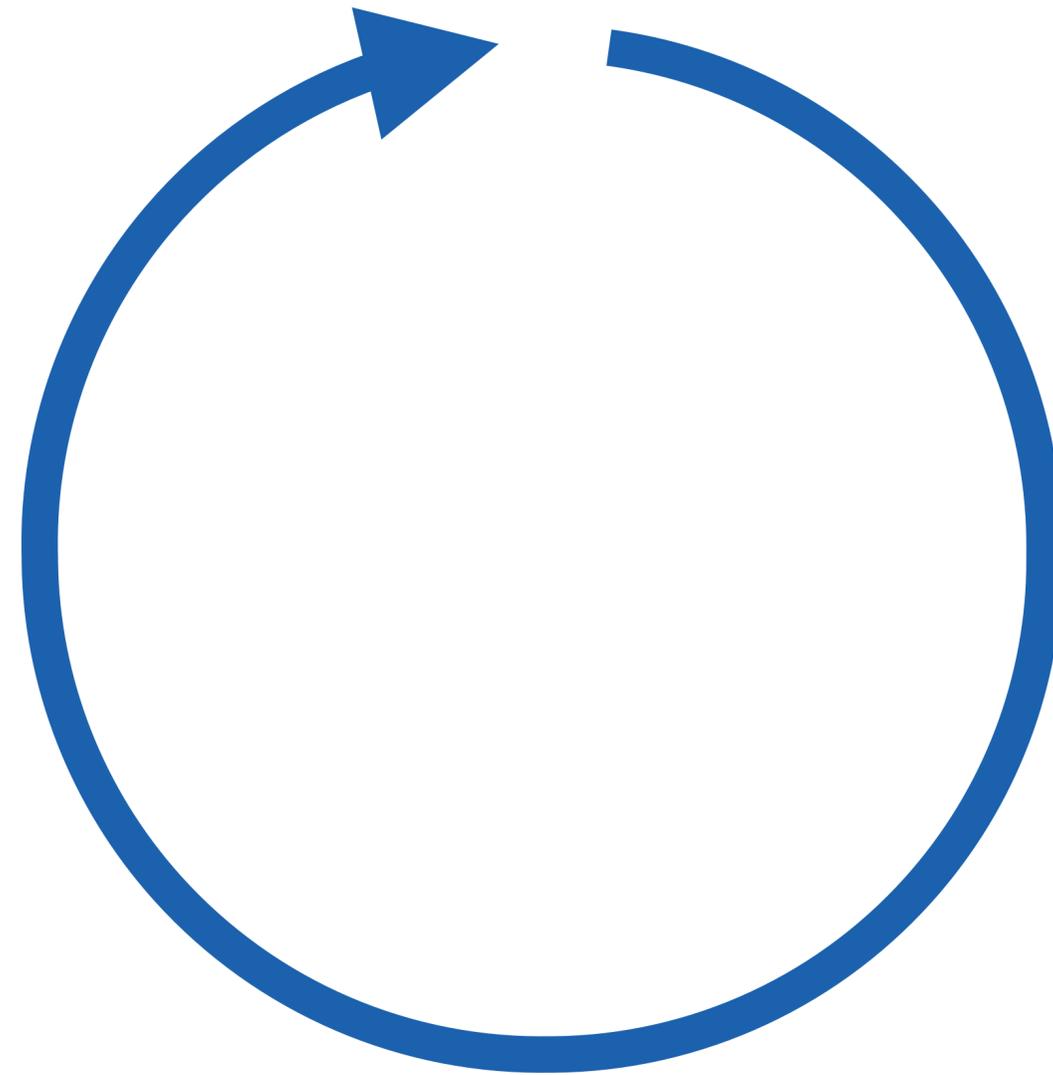
Watch the video

2. Marijuana



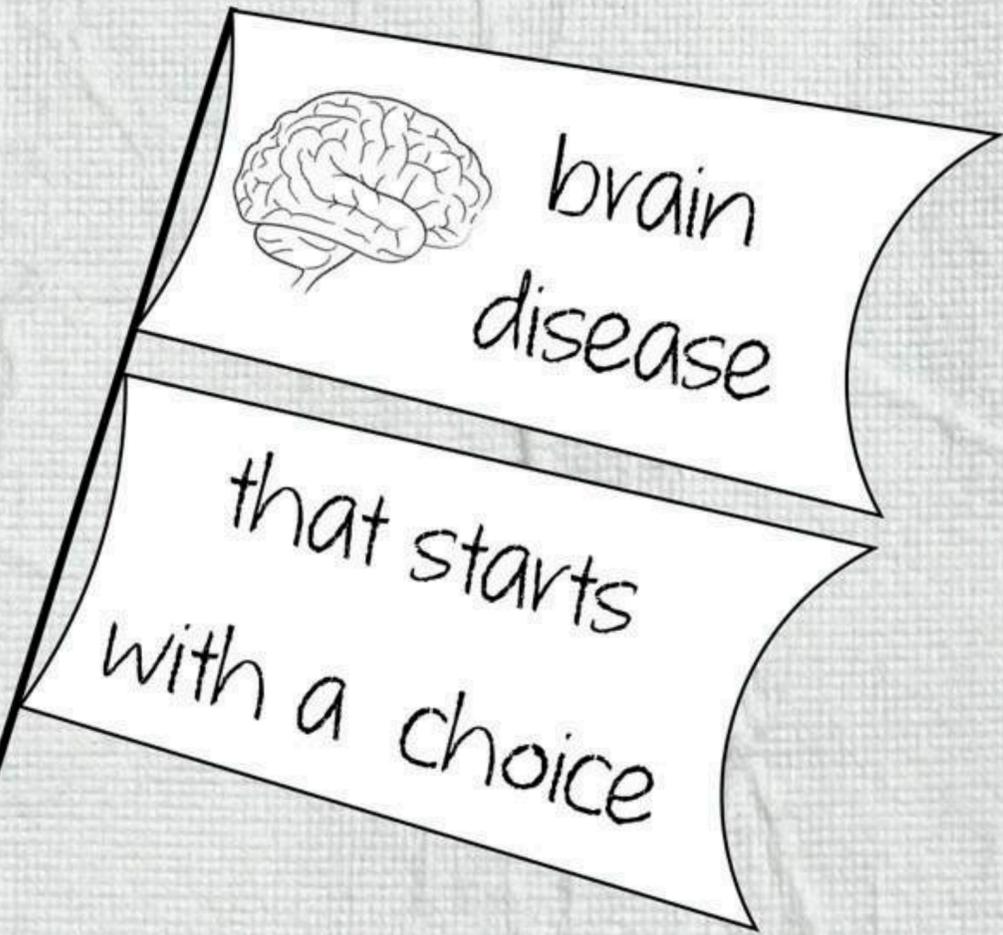
- Q What is something new you learned or what thoughts came to mind from watching the video?
- Q Is public perception of harm of marijuana impacting what is happening today with marijuana laws? How?
- Q What would happen if marijuana use were to become as widespread as nicotine use once was in this country? Could that happen?

Rotate



3. Brain Chemistry of Addiction

Addiction is a...



Watch the video

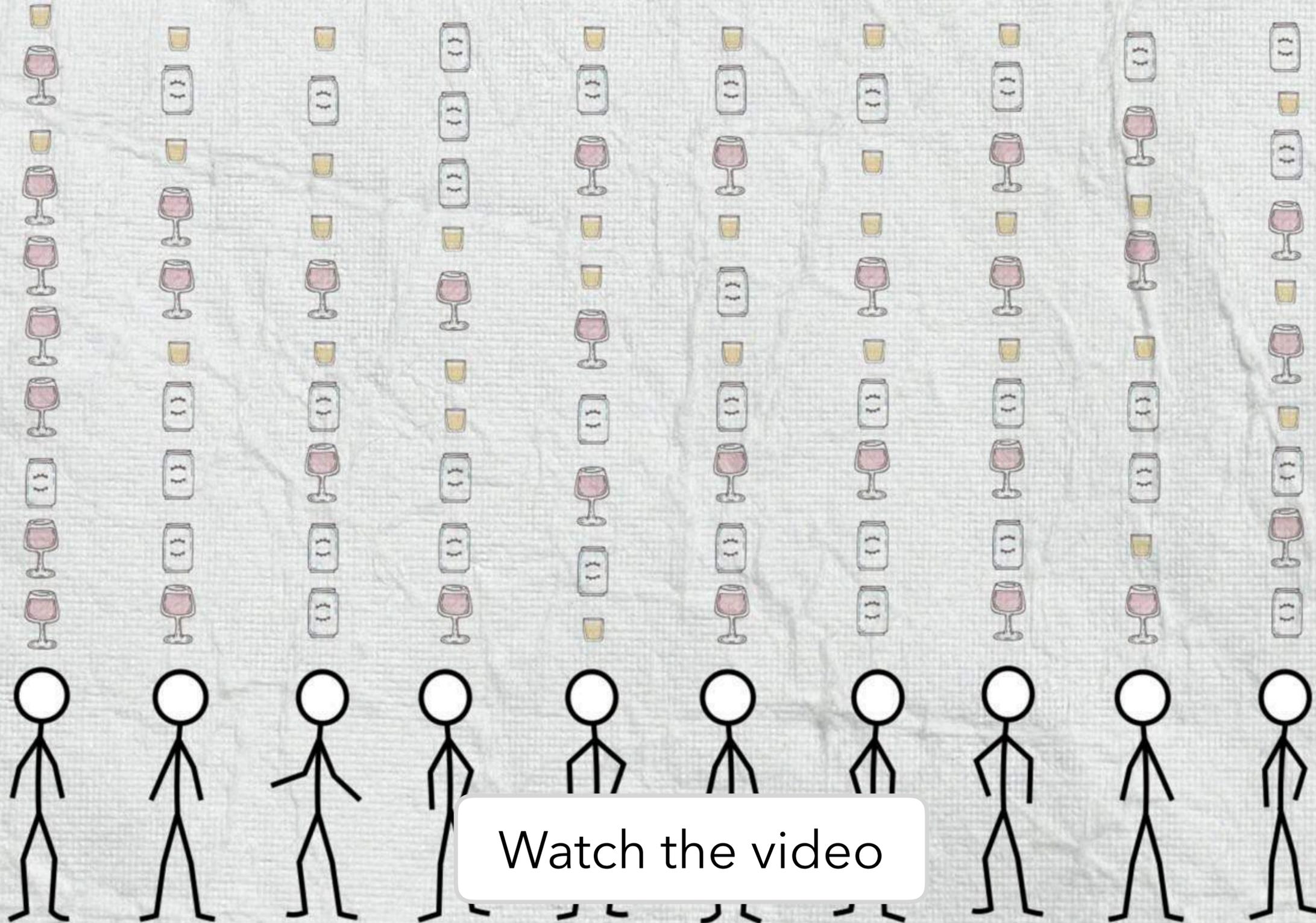
3. Brain Chemistry of Addiction



Q What is something new you learned or what thoughts came to mind from watching the video?

Q Why is it important to understand the brain science of addiction, especially as it relates to youth? How can it help us move toward solutions for the addiction crisis?

4. Alcohol

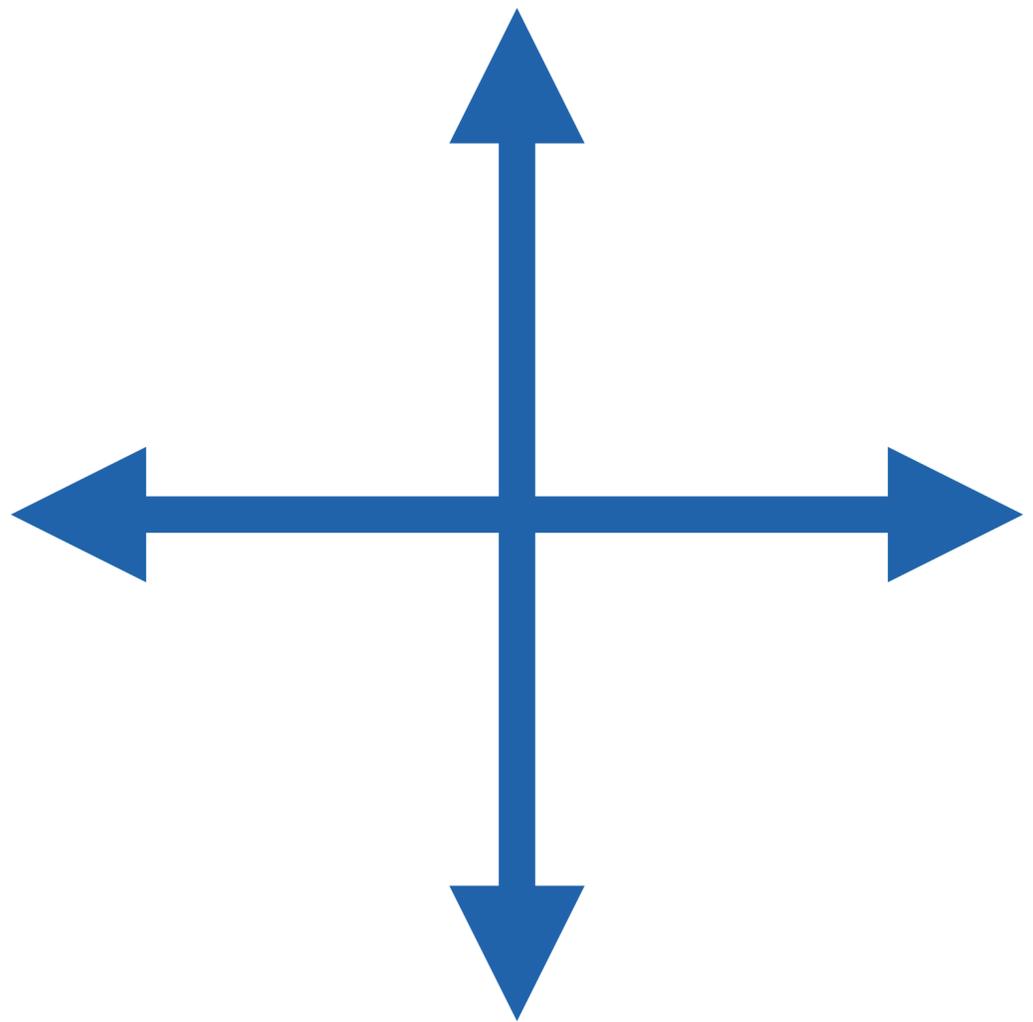


4. Alcohol



- Q What is something new you learned or what thoughts came to mind from watching the video?
- Q The data on the distribution of adult alcohol use is well researched. Was it new to you, and if so why might this be the case?
- Q How does this information serve us in addressing addiction?

Stretch



5. Opioids, Heroin



Ian

**BLACK TAR
HEROIN**

TREATMENT

**RELAPSE
OVERDOSE**

Age 18

Age 21

Watch the video

5. Opioids, Heroin



- Q What is something new you learned or what thoughts came to mind from watching the video?
- Q Knowing what we know about the youth brain being primed for addiction and how addictive opioids are, what are some ways that parents can better protect their children?

Two Significant Forces

Those with substance abuse disorders fight against two significant forces (and often don't know these forces exist)

economics of addiction

brain chemistry of addiction



Accountability

A river in Cleveland was burning before the public held industry accountable for factory waste.

Drug overdoses are the number one cause of death for people under age 50.

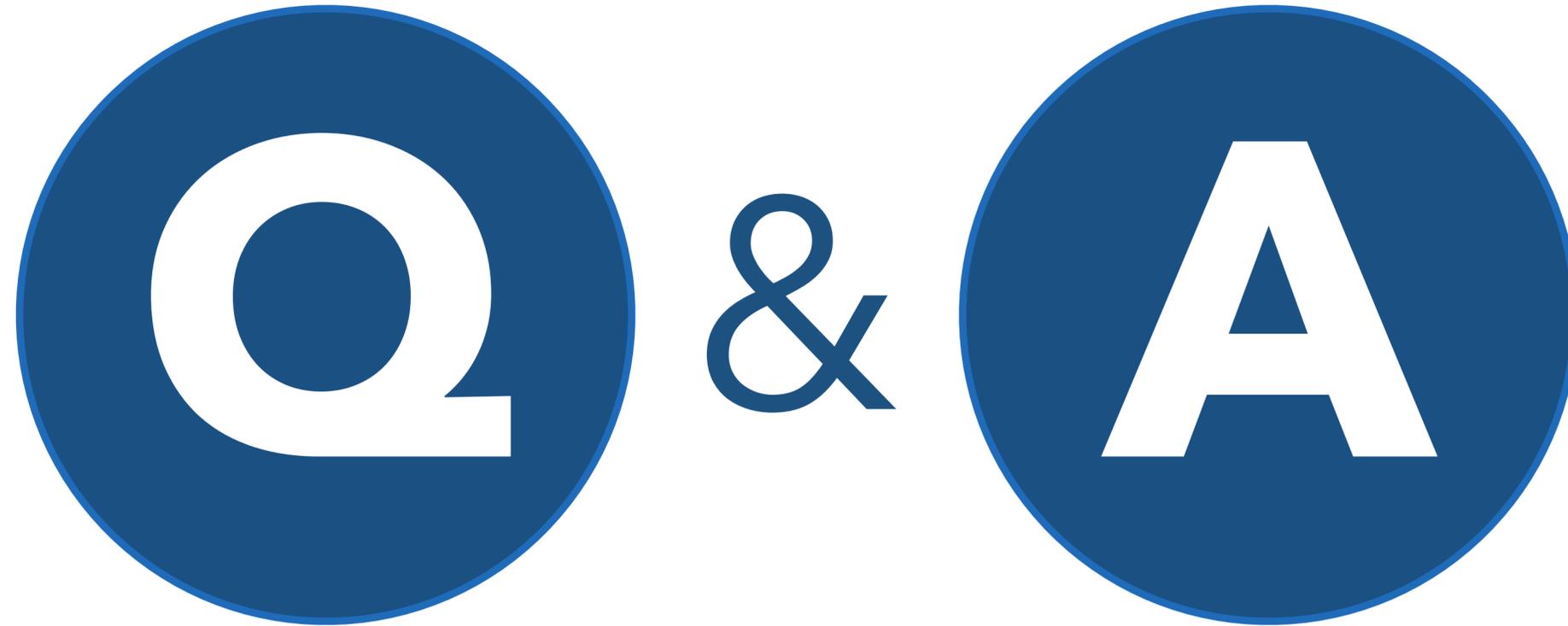
The addiction epidemic is our 21st Century burning river. What will we do about it?

Action Steps

To Customize

Insert Action Steps suitable for your community. Consult with local prevention experts, see your Instructional Manual or visit the [support page](#) for ideas.

Question and Answer





Thank You!