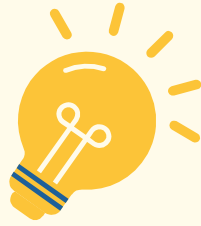


QUICK TIPS FOR IMPLEMENTING DRUG-FREE INITIATIVES



Start simple, start small.

The key is to make learning interactive and relevant while maintaining the serious nature of the message.



KEY TAKEAWAYS



Ensure your initiative is tailored to the interests and capabilities of your target audience.



Feedback from participants can help improve and shape future sessions or initiatives.



Amplify the drug-free message by sharing your efforts and outcomes, and documenting them.

Posters and Social Media Posts

- Use bold and impactful headlines to convey messages.
- Place posters at locations with high traffic or where people would often stop (e.g. lift lobbies).
- Use infographics to present information in an easily digestible manner.
- Add QR codes that link to additional resources or interactive content.

Talks, Sharings and Workshops

- Draw on the resources available on the CNB website for accurate information to support your key messages.
- Adapt the content and your delivery to suit your audience's ability to understand.
- Make the content relevant and relatable to your audience.

Post-Event Social Media Posts

- Share posts after engagement events on social media to extend your reach and spark even more conversations within communities.

