

ADDICTION PREVENTION STRATEGIES

Messages that parents, doctors, teachers, the media and others in the community send to children and teens about the dangers of tobacco/nicotine, alcohol and other drug abuse can be extremely influential in helping to prevent addiction and reduce substance abuse.

SCHOOL AND COMMUNITY-BASED ADDICTION PREVENTION PROGRAMS CAN HELP CHILDREN, TEENS AND ADOLESCENTS:

- Resist social pressures to engage in substance use
- Strengthen self-esteem
- Improve decision-making and communication skills
- Manage stress and anxiety

Other prevention strategies include:

- Increasing taxes on tobacco and alcohol products to reduce use, particularly among young people
- Reducing the availability of excess prescription medications
- Restricting advertising of addictive substances, particularly to young people
- Restricting marketing of addictive substances in ways that appeal to youth