



## Office of Alcoholism and Substance Abuse Services

GOVERNOR ANDREW M. CUOMO

COMMISSIONER ARLENE GONZÁLEZ-SÁNCHEZ

FOR IMMEDIATE RELEASE:

May 13, 2019

### NYS OASAS LAUNCHES CAMPAIGN TO HELP TEENS AND YOUNG ADULTS GET OUT OF DIFFICULT SITUATIONS INVOLVING ALCOHOL AND DRUGS

“Develop a Plan” Campaign Encourages Teens and Young Adults to Have a Strategy to Avoid Situations Involving Drugs and Alcohol

Launch of Campaign Coincides with National Prevention Week

The New York State Office of Alcoholism and Substance Abuse Services (OASAS) today announced the launch of the “Develop a Plan” campaign, which encourages adults to develop a plan with teens and young adults to get out of dangerous situations involving drugs or alcohol. It also encourages adults to talk to young people about not using alcohol and drugs, since peer pressure can be challenging and being prepared with a plan can help. The launch of the campaign coincides with prom and graduation season, as well as National Prevention Week.

“This campaign builds on our efforts to raise awareness about alcohol and drug use among our young people,” said Lieutenant Governor Kathy Hochul, Co-Chair of the NYS Heroin and Opioid Task Force. “We want to make sure teenagers make the right decisions and have the information and resources they need to ensure their health and safety. The ‘Develop a Plan’ campaign is one of many steps we’re taking to educate young people as part of our overall goal to tackle an addiction crisis that is impacting communities across the state.”

“Alcohol and drugs can have numerous negative consequences for young people, and it is important for them to know these dangers and have a strategy on how to get out of a difficult situation where alcohol and drugs may be present,” OASAS Commissioner Arlene González-Sánchez said. “This campaign will help keep young people safe. Being proactive and discussing the risks surrounding substance use and developing a plan are important ways for adults to take an active role in prevention efforts.”

The “Develop a Plan” campaign includes radio spots in English and Spanish that will be played statewide throughout the spring and summer, as well as posters and social media content.

Campaign materials can be found [here](#).

National Prevention Week is an annual observance organized by the Substance Abuse and Mental Health Services Administration (SAMHSA), which is dedicated to increasing public awareness of and action around mental health and substance use disorders. This year's National Prevention Week runs from May 12 through 18. Each day features its own theme:

Monday, May 13: Preventing Prescription and Opioid Drug Misuse

Tuesday, May 14: Preventing Underage Drinking and Alcohol Misuse

Wednesday, May 15: Preventing Illicit Drug Use and Youth Marijuana Use

Thursday, May 16: Preventing Youth Tobacco Use

Friday, May 17: Preventing Suicide

More information on SAMHSA's National Prevention Week is available [here](#).

New Yorkers struggling with an addiction, or whose loved ones are struggling, can find help and hope by calling the state's toll-free, 24-hour, 7-day-a-week HOPEline at 1-877-8-HOPENY (1-877-846-7369) or by texting HOPENY (Short Code 467369). For more information about problem gambling visit <https://www.oasas.ny.gov/gambling/index.cfm>.

Available addiction treatment including crisis/detox, inpatient, community residence, or outpatient care can be found using the NYS OASAS Treatment Availability Dashboard at [FindAddictionTreatment.ny.gov](https://www.oasas.ny.gov/FindAddictionTreatment) or through the NYS OASAS website. Visit [CombatAddiction.ny.gov](https://www.oasas.ny.gov/CombatAddiction) to learn more about the warning signs of addiction, review information on how to get help, and access resources on how to facilitate conversations with loved ones and communities about addiction.

For tools to use in talking to a young person about preventing alcohol or drug use, visit the state's [Talk2Prevent](#) website

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