



# From Horror Film Victim to Action Hero: Transform Materials to Empower

**April 10, 2024**

**1:00 PM – 3:00pm ET**

**Register at:**

[https://us06web.zoom.us/meeting/register/tZ0kfuitqTotHt2SCKHD7NJMpOrT7V\\_edAKe](https://us06web.zoom.us/meeting/register/tZ0kfuitqTotHt2SCKHD7NJMpOrT7V_edAKe)

While it's tempting to try to scare individuals into not misusing substances, research shows that using fear appeals can inadvertently have the opposite effect on some teens – and some adults. This training explores the dangers of using scare tactics and provides concrete steps to empower your audience to be the hero of their own story.

For FPC members, prevention specialists, educators, & others who inspire drug-free youth:

- ▶ The danger of using fear appeals
- ▶ Guidelines for effective drug prevention messaging
- ▶ Checklist for creating empowering materials
- ▶ Examples of positive posters, PSAs, digital ads & fact sheets
- ▶ How YOU can be the trusted sage, fairy godmother or wise old man in their story



Barbara de Nekker has presented at national conferences on youth advocacy, the social norms approach, and coalition development. She has 20 years of experience in drug prevention including as a Community Health Specialist at a county health department in Illinois, Director of Youth Activism at Truth Initiative in Washington D.C., and currently as Executive Director of Community – The Anti-Drug Coalition (CTAD) in the suburbs of Chicago.



To learn more about the Fairfax Prevention Coalition, please contact Lori Naveda at [Lori.Naveda@fairfaxcounty.gov](mailto:Lori.Naveda@fairfaxcounty.gov)

[www.fairfaxpreventioncoalition.com](http://www.fairfaxpreventioncoalition.com)

