What is Prevention?

Prevention means acting before harm occurs.

Prevention. It's a big word with lots of meaning. In our case, it's simply this:

A proactive approach that targets the root cause of substance misuse before it harms us.

Instead of focusing only on consequences, prevention builds environments that make healthy choices easier and more natural for everyone.

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Join the movement for a healthier North Dakota

Prevention is possible. Together, we can save lives, reduce substance misuse and strengthen our communities.

Find out more about prevention

hhs.nd.gov/prevention

REFERENCES

Excessive Drinking is Draining the U.S. Economy (cdc.gov)
National Institute on Alcohol Abuse and Alcoholism - Alcohol and the Adolescent Brain
National Survey on Drug Use and Health, North Dakota 2021-2022 Estimates
North Dakota Crash Report, 2023
North Dakota Youth Risk Behavior Survey (YRBS), 2023

> **Prevention: more than a plan, it's a promise.**

It starts with us

Together, we can reduce substance misuse, save lives and create a healthier future for North Dakota.

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Why Prevention matters

The cost of doing nothing is too high.

- Substance misuse costs North Dakota $1.4 billion each year.
- Alcohol is the most misused substance in our state, causing more deaths than all illegal drugs combined.
- An alcohol-related crash happens every 13 hours in North Dakota.
- Those who begin drinking before age 15 are four times more likely to develop dependence.

How it works

Smart strategies. Real results.

Studies show prevention works best when applied at the community level. Three effective strategies include:

Strong Policies
Raising alcohol prices, enforcing impaired driving laws and keeping alcohol out of kids' hands.

Awareness and Education
Helping servers, retailers, parents and communities recognize risk and encourage healthy choices.

Community Initiatives
Local coalitions, schools and organizations working together to support healthier norms.

Together, these efforts create lasting change.

Prevention in action

Prevention saves lives.

- Raising the drinking age to 21 decreased alcohol-related crashes in the U.S. by 16%, saving 900 lives each year.
- Community readiness surveys show 65% of North Dakotans want stronger training for those who serve alcohol at restaurants or bars.

Your Role in Prevention

Change starts with us.

Prevention is a community effort. Here's how you can help:

- Support and participate in local prevention programs.
- Encourage responsible choices in your family and community.
- Share facts, not fear, and spread awareness about the impact of prevention.
- Advocate for policies that promote safety and well-being.

When each of us takes part, we create a stronger, healthier North Dakota for generations to come.