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PREVENTION:

MORE than a plan, it’s a PROMISE.

Together, we can reduce substance misuse, save lives and build a healthier North Dakota.

NORTH Dakota
Be Legendary.

Behavioral Health
HEALTH & HUMAN SERVICES

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INTRODUCTION

PREVENTION starts with us

Alcohol is the most misused substance in North Dakota—but it's not the only one. Tobacco, opioids, meth and vaping also put our families and communities at risk. Prevention means acting before harm happens, saving lives and building healthier futures.

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WHAT IS PREVENTION?

Acting upstream

Prevention means focusing on root causes, not just consequences. It creates communities where healthy choices come naturally and risky ones, like choosing to use alcohol, tobacco and other drugs, are less likely.

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Why prevention matters (the cost)

- Substance misuse costs North Dakota $1.4 billion each year.
- Every resident pays over $1,000 annually in hidden costs.
- These costs come from alcohol, tobacco, opioids and other drugs.

The cost of doing nothing is too high

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why alcohol matters most

- Alcohol is the most misused substance in North Dakota.
- Alcohol causes more deaths than all illegal drugs combined.
- An alcohol-related crash happens every 13 hours.
- Drinking before age 15 makes the risk of dependence four times greater.

Alcohol misuse is the biggest prevention challenge for ND

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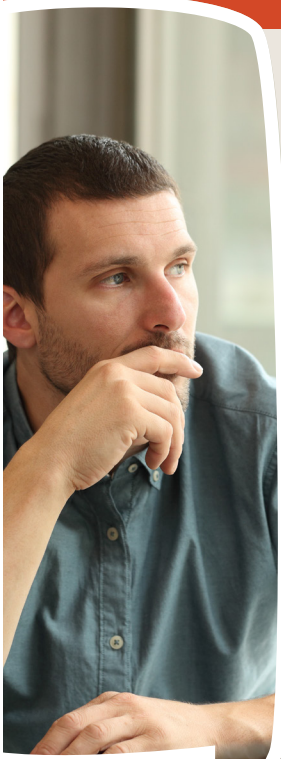

other substances matter too

THE GOOD NEWS

PREVENTION WORKS

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Tobacco use reduces quality of life and raises healthcare costs.

Opioid and meth misuse harm families and communities, and vaping puts young people at risk by harming developing brains and can lead to addiction.

Prevention helps address all of these risks, starting with alcohol—but not ending there.

Every dollar invested in prevention saves $64 down the road. Raising the drinking age to 21 cut crashes by 16%, saving 900 lives each year in the United States. Prevention programs also reduce both alcohol misuse and other drug use in communities.

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HOW PREVENTION WORKS

smart strategies. real results.

1. **COMMUNITY**
Stronger alcohol laws, impaired driving enforcement and tobacco and opioid safeguards.

2. **TRAINING**
Parents, schools, retailers and healthcare providers.

3. **COMMUNITY ACTION**
Coalitions working to prevent alcohol misuse, youth vaping and drug misuse.

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The Role of Families and Friends

- Talk early and often with your kids about alcohol, vaping and other drugs.
- Model healthy choices at home.
- Share facts, not fear.

Healthy conversations today prevent problems tomorrow

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The Role of Communities and Policy Makers

- Join prevention programs or local coalitions.
- Support events that promote healthy lifestyles.
- Advocate for policies that reduce harm from alcohol, tobacco, opioids and other substances.

Prevention takes all of us.

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PREVENTION in action

- Raising the drinking age saved lives nationwide.
- 65% of North Dakotans want stronger training for those who serve alcohol at restaurants or bars.
- Communities that invest in prevention see reductions in alcohol, tobacco and drug misuse.

Change is possible—and it works.

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Join the movement for a healthier North Dakota

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

RESOURCES

Need help? Want to learn more?

hhs.nd.gov/prevention

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