

Division of Mental Health and Addiction Services
Risk Messaging Regarding Alcohol, Marijuana, and Illicit Substance Use and Misuse for Youth and Their Parents
Date of Final Award – October 25, 2022

Name of Program: Risk Messaging Regarding Alcohol, Marijuana, and Illicit Substance Use and Misuse for Youth and Their Parents

Purpose:

This Request for Proposal (RFP) was issued by the New Jersey Department of Human Services (DHS), Division of Mental Health and Addiction Services (DMHAS), for prevention services for youth in New Jersey and their parents using risk messaging to address alcohol, cannabis and illicit substance use/misuse. Public health risk communication involves the systematic dissemination of information to diverse audiences (e.g., individuals, communities, and institutions) facilitating their informed, independent decision making about the existence, nature, and/or severity of risks and hazards affecting health, safety, and the environment. This initiative intends to increase knowledge of risk messaging service providers regarding public health and prevention communication strategies, thereby addressing issues that impede access to and compromise the quality of prevention and related services for diverse and underserved youth. Utilizing multiple modes of messaging, such as Facebook, YouTube, and other social media and innovative approaches, this initiative aims to develop a youth development approach that focuses on young people’s assets (capacities, strengths) and not solely on their deficits (negative behaviors, problems). This approach requires a shift away from a crisis mentality that concentrates on stopping problems, to one that implements strategies designed to increase young people’s exposure to positive and constructive relationships and activities that promote healthy and responsible choices. Funding for services is provided by the Federal Substance Abuse Prevention and Treatment (SAPT) Block Grant supplement and the American Rescue Plan Act of 2021 from the Substance Abuse and Mental Health Services Administration (SAMHSA). DMHAS made one award in the total amount of \$1,000,000.

Agency Name	CEO/ Executive Director	Amount Funded*	Region of Services
New Jersey Prevention Network	Diane Litterer, CEO	\$1,000,000	Statewide

**Actual amount may differ depending upon final contractual negotiation.*