



2025

PreventEd Media Kit

We're leading the conversation on alcohol and drugs.

Mission Statement

PreventEd works to reduce or prevent the harms of alcohol and other drug use through education, intervention and advocacy.

History

Founded in 1965, PreventEd began as a regional chapter of the National Council on Alcoholism. Originally focusing on the stigma surrounding alcohol use disorder and recovery, our mission has expanded to help those using alcohol as well as other drugs. Our central focus in programming is in-school prevention education, which started in 1980 with the hiring of “The Princess of Prevention,” Harriet Kopolow. In the 45 years since, we’ve utilized community strategy, advocacy, and public health campaigns to develop a number of programs to support our vision of a community free of alcohol and other drug related problems. In 2020, we officially rebranded from NCADA to PreventEd, narrowing in on our primary prevention and education efforts in Eastern Missouri.

Target Audiences and Demographics

TARGET AUDIENCES

- Parents with kids who are K-12 and/or in College
- People who need services and friends and family of people who need services
- Government agencies, policy members and community members
- Schools, Educators, and Trainers
- Non-profit partners

DEMOGRAPHICS

Primarily based in Eastern Missouri

Branding & Reporting Guidelines

Substance use can be a complex, if not controversial, topic, and media professionals cannot be expected to be content experts in all things. At PreventEd, we are trained to know and understand the subtleties and sensitivities that come with translating health information to the general public. The responsibility rests on us to enable and equip the media to get the message right.

PreventEd has developed recommended guidelines for reporting on overdoses. Substance use disorder should, to the greatest extent possible, be discussed as a public health issue and not an individual failing. Informed reporting can reduce harm and possibly do good by reinforcing messages that treatment works, recovery is possible, and most importantly, that hope and human connection are powerful tools for prevention.

Branding & Reporting Guidelines

REPORTING SUGGESTIONS

- Photos/Video
 - Avoid use of triggering substance use-related imagery (i.e., cooking drugs in a spoon)
 - Avoid B-roll of a stereotypical scene (impoverished neighborhood, etc.)
 - **DO NOT USE PHOTOS OR VIDEOS OF THE OVERDOSE.**
- Speak with a substance use or public health professional, versus a first responder or law enforcement officer.
- Report on overdoses and substance use disorder as a public health issue.
- If you suspect someone is experiencing an overdose, call 911 immediately.
- Offer Hope
 - Treatment works. Recovery is possible. Overdoses don't have to be fatal.

THE IMPORTANCE OF PERSON-FIRST LANGUAGE

Some words carry negative connotations. Calling someone an “addict” or an “alcoholic,” defines that person by a behavior, and downplays their humanity. These labels imply a permanency to the condition, leaving no room for change. Substance use disorder is a chronic disease. As such, it's better to use words that reinforce the medical nature of the condition.

[Learn more about person-first language here.](#)

PreventEd Brand Kit

TYPOGRAPHY + FONTS

headline font

Henriette Heavy

Available at:
typejockeys.com

**Lorem ipsum dolor
sit amet consectetur
adipiscing.**

subhead font

Pinup

Available at:
boldmonday.com

**Lorem ipsum dolor sit amet
consectetur adipiscing.**

body text font

Henriette Medium

Available at:
typejockeys.com

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ultrices consectetur ex vitae commodo. Morbi auctor convallis rhoncus. Donec blandit dapibus venenatis. Nulla facilisi. Pellentesque consequat, dolor a hendrerit ullamcorper, lacus libero maximus leo, at gravida diam ipsum et risus. Aliquam auctor sollicitudin augue ac mollis. Quisque quis metus id ante iaculis scelerisque. Donec fermentum mauris neque, nec ultrices ex fringilla non. Suspendisse nec nunc quis ipsum imperdiet egestas. Nulla in consequat sem, posuere varius mauris.

PreventEd Brand Kit

OFFICIAL TAGLINE



Leading the conversation on alcohol
& other drugs

PreventEd Brand Kit

BRAND COLORS

Navy Blue	CMYK 97, 74, 49, 48	RGB 4, 47, 68	PANTONE U 289 U	PANTONE C 533 C
Teal	CMYK 75, 1, 47, 0	RGB 16, 182, 161	PANTONE U 7465 U	PANTONE C 7465 C
Bright Blue	CMYK 85, 50, 0, 0	RGB 27, 117, 188	PANTONE U 285 U	PANTONE C 2727 C

secondary

Pink	CMYK 0, 99, 49, 0	RGB 237, 26, 92	PANTONE U 185 U	PANTONE C 192 C
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PreventEd Logo Usage

Refer to the examples below for guidance.



PRIMARY LOGO

Use the full-color PreventEd logo on a white background.



INVERTED PRIMARY LOGO

Other than white, our logo must only be on a navy colored background. The logo must appear in white with the multicolored icon.



ONE-COLOR LOGO

If you are using any other background color aside from navy, you must use the full white logo.

PreventEd Name Formatting and Usage



When referencing our PreventEd name in body copy without a logo, use the formatting shown in the examples below.

PreventEd

Prevent+Ed

PREVENT+ED



DO NOT format our name like the examples below. “ED” should never be capitalized.

PreventED

Prevent+ED

PREVENT+Ed

PREVENTEd

What Sets Us Apart

We use proactive approaches to stop or prevent harm from substance misuse before it happens.

There is no one-size-fits-all approach to recovery. That's why we focus on meeting people where they're at, assessing clients and referring them to the treatment that works best for them.

We utilize evidence-informed and researched-based information to understand substance use disorder as a treatable disease. By reducing stigma through education and resource provision, we make it easier for those struggling to seek help.

When parents and caregivers are empowered to have honest, compassionate conversations, the connections they build with children and teens become a strong foundation for making healthy choices.

Program and Resource Overview

SCHOOL-BASED EDUCATION

We offer school-based education for grades K-12 to inspire transformation at every stage of life through knowledge that reshapes attitudes and behaviors towards substances. In our elementary school programs, we teach life skills, like how to be a good friend, manage uncomfortable feelings, and solve problems peacefully. Our lessons are fun, engaging, and age appropriate.

Our lessons for middle schoolers are designed to navigate the challenging terrain that they face daily. By providing valuable insights and practical tools, we empower them to make informed decisions in the realms of peer influence, goal-setting, and responsible choices.

When students reach high school, health teachers often call on us to deliver scientific, fact-based drug information for their classes. We don't preach, judge, or exaggerate; instead we equip teenagers with the knowledge so that they can make informed choices.

OTHER EDUCATION PROGRAMS

We also offer professional development, youth leadership, and early intervention programs. Our professional development series ensures mental health and substance use professionals are equipped to make a difference. Youth leave our leadership programs as Prevention Advocates — using their skills to learn from the past, and the future, make good decisions, and also share this impact with their friends and social circles. For teens who may be misusing substances, our early intervention program, GuidEd, offers comprehensive evaluations, educational workshops, and counseling for young people up to age 19 and their families.

Prevention Resources

ASSESSMENTS & REFERRALS

PreventEd counselors work with clients to determine what means of support is most appropriate for their individual circumstances and situation. PreventEd counselors can assist family members, individuals seeking treatment resources, and people looking for ongoing recovery resources.

PEER SUPPORT

Peer Support services can effectively extend the reach of treatment beyond the clinical setting into the everyday environment of those seeking a successful, sustained recovery process. Certified Peer Specialists are people who have been successful in the recovery process who help others experiencing similar situations. Through shared understanding, respect, and mutual empowerment, peer support workers help people become and stay engaged in the recovery process and reduce the likelihood of recurrence.

NARCAN

PreventEd and People's Health Center have partnered to install more than 75 NaloxBoxes in two of the areas hit hardest by opioid overdoses in Eastern Missouri—St. Louis City and North St. Louis County. PreventEd also has four naloxone distribution machines across St. Louis, carrying free Narcan, fentanyl test strips, dettera bags, and more to prevent and reverse accidental opioid overdoses.

Testimonials

“

This program [GuidEd] was very helpful. My son is taking more accountability and responsibility at home. The program classes, plus the time away from school, has made a difference in his attitude.

- PARENT OF 17-YEAR-OLD

“

I really liked it. It was very informative and I definitely learned more about the brain and how it's affected by substances. I'm definitely going to apply what I've learned in my everyday life.

- ADOLESCENT

“

The facilitators for the caregiver program were excellent. I really learned a lot about the challenges my teen is facing with substances in society and peer exposure. The key lesson is the brain development impact that substances have on our kids' brains. I am more educated and so is my teen, and we discuss the reasons why it is smart to not use and the continued stance I have on usage. My teen stated this week, 'I want to go to medical school, or work in medical field, I can't afford to waste any brain cells, I need all the brain development I can get!'

- PARENT OF 16-YEAR-OLD

“

I have seen students using the vocabulary, acknowledging peer pressure, and being willing to problem-solve with peer conflicts.

- TEACHER

Our Partnerships

[Jefferson County Community Mental Health Fund Board](#)

[Lincoln County Resource Board](#)

[The Community and Children's Resource Board of St. Charles County](#)

[St. Louis County Children's Service Fund](#)

[Franklin County Community Resource Board](#)

[Missouri Department of Mental Health](#)

[United Way of Greater St. Louis](#)

[St. Louis Mental Health Board](#)

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