Prevention on the Brain:
Developing Brain-Friendly Prevention Messages for Youth

Sheila Nelson, MPH, MSW
Program Manager, Adolescent Health and Injury Prevention
Maine Center for Disease Control and Prevention, DHHS
this is your brain on drugs.
Prevention Pitfall #1

The Myth of the Invulnerability Myth
TAKING RISK

There's a fine line between taking a calculated risk and doing something dumb.
Prevention Pitfall #2
There is No Such Thing as Too Much Information
(Yes, There is)

I MAY NOT HAVE SUPERPOWERS
BUT I'M BETTER THAN YOU AT STATISTICS
Thinner, lighter design.
So much more than before.
And so much less, too.
Prevention Pitfall #3: We Know Why You Do That Thing You Do
2 Ways to Avoid Peer Pressure

- Develop a positive self-image
- Learn to say ‘NO’
Tip #1: Less Brain, More Gut
Express all the feels.
Tip #2: Don’t Forget About Rewards (Rewarding for *Them*, Not Us)
Tip #3: Put a Pin In It
Tip #4:

Practice

practice