

**GenIC Clearance for CDC/ATSDR
Formative Research and Tool Development**

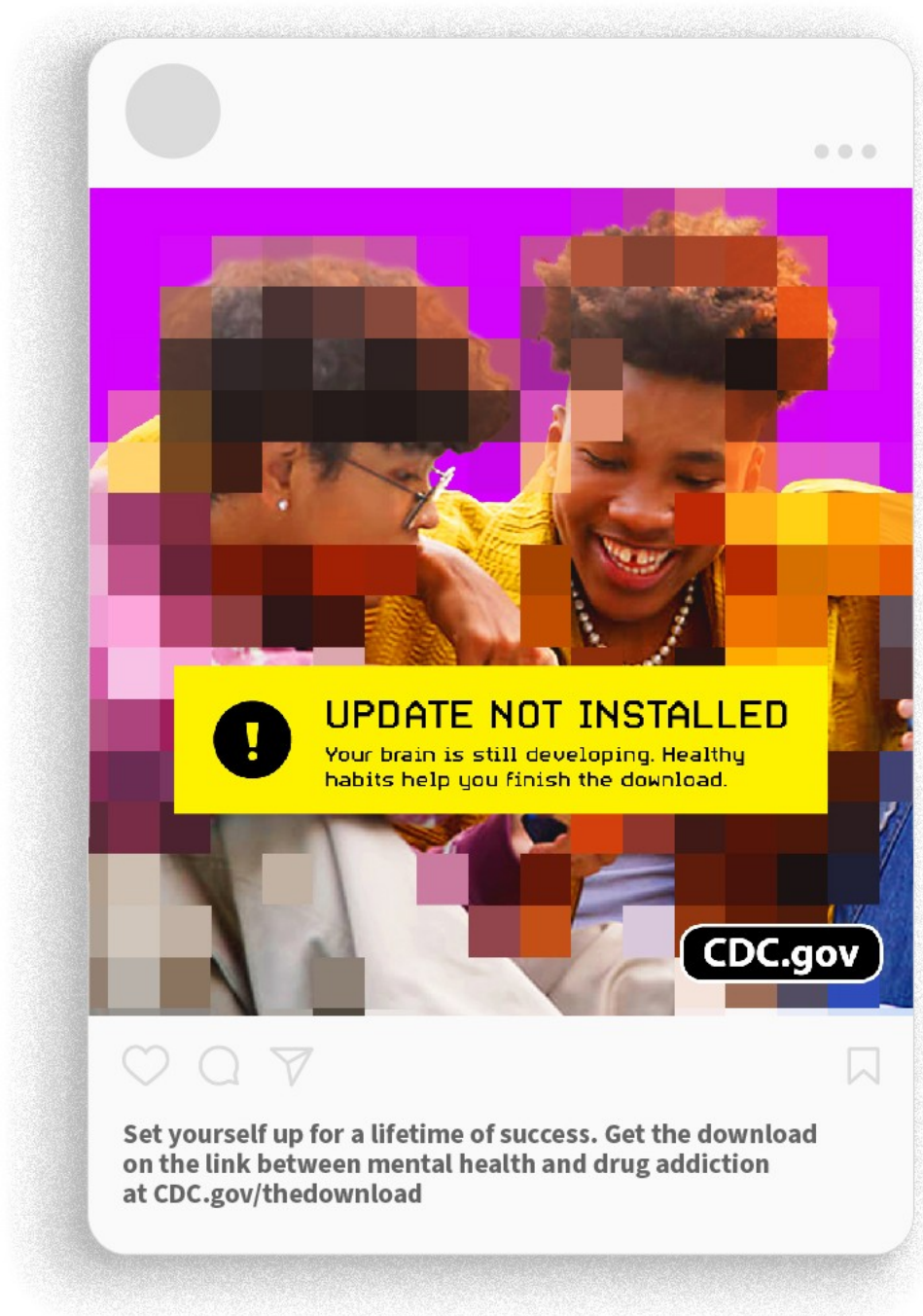
**Youth Audience Message Testing of
Substance Use Prevention Messages**

Attachment 6—Materials for Testing

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Communication Branch
Division of Overdose Prevention (DOP)
National Center for Injury Prevention and Control (NCIPC)
Centers for Disease Control and Prevention (CDC)
4770 Buford Hwy NE, MS S106
Atlanta, Georgia 30341
Phone: 770-488-5423
Email: gkn2@cdc.gov





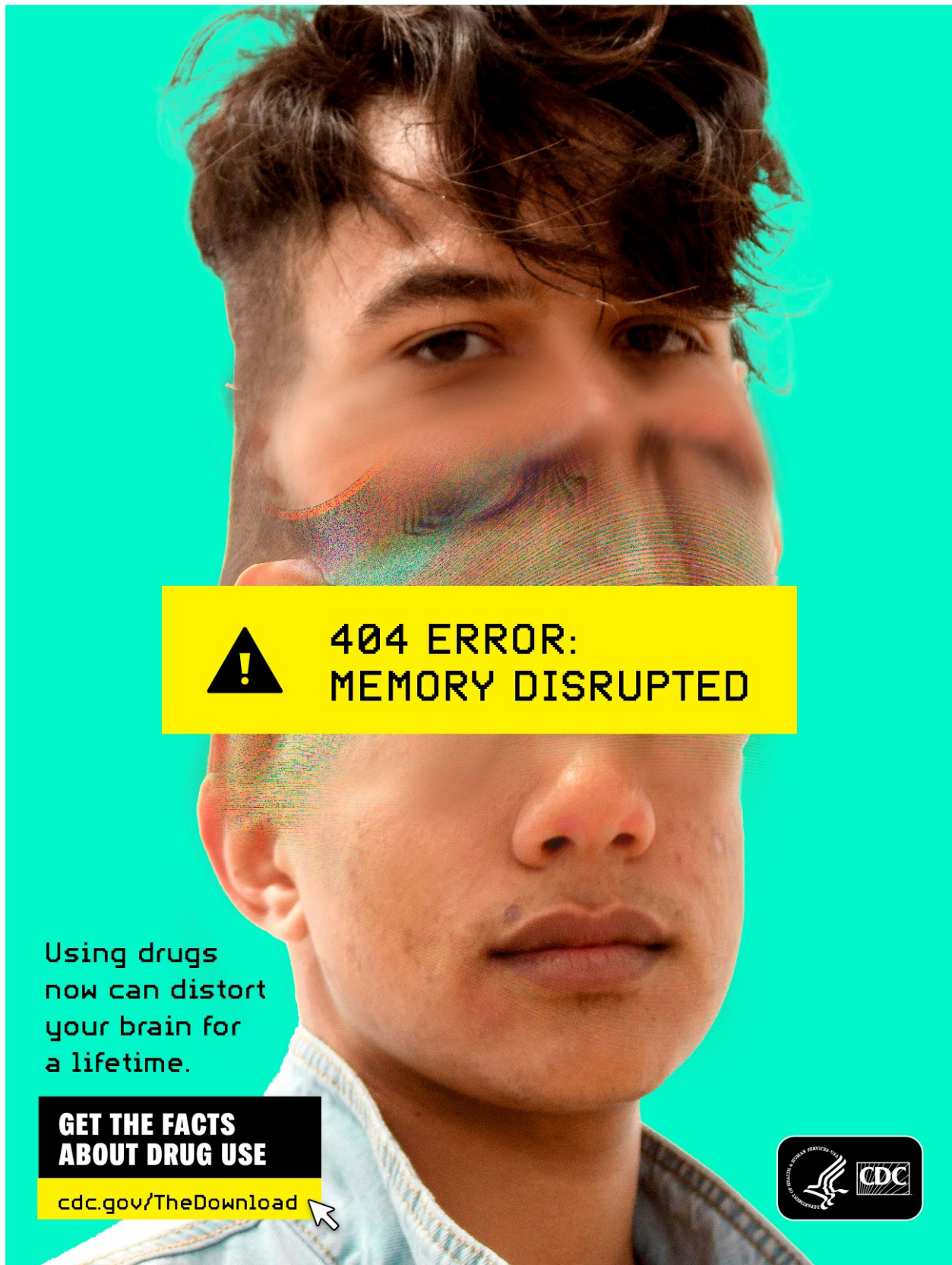
UPDATE NOT INSTALLED

Your brain is still developing. Healthy habits help you finish the download.

CDC.gov



Set yourself up for a lifetime of success. Get the download on the link between mental health and drug addiction at [CDC.gov/thedownload](https://www.cdc.gov/thedownload)



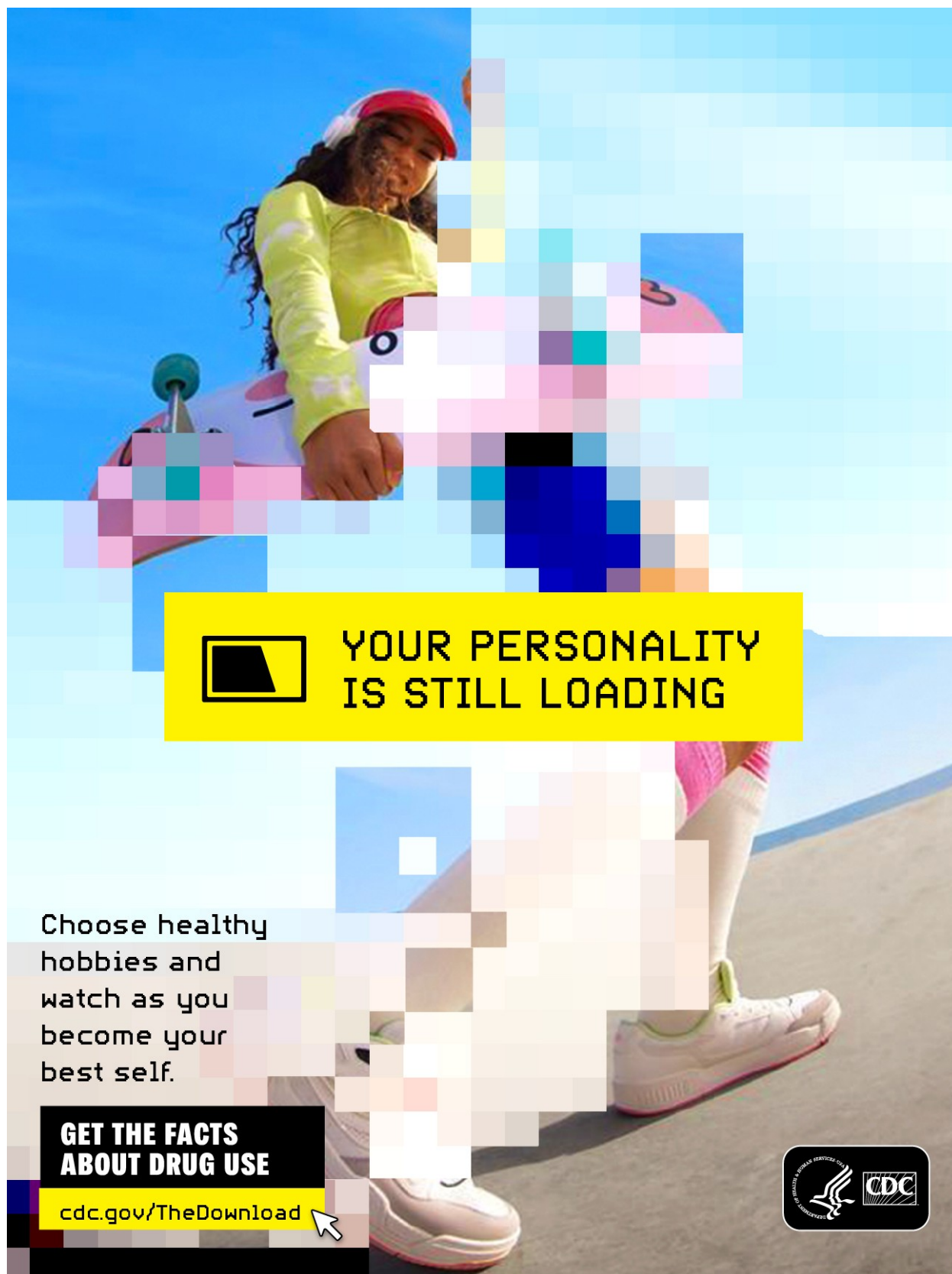
 **404 ERROR:
MEMORY DISRUPTED**

Using drugs
now can distort
your brain for
a lifetime.

**GET THE FACTS
ABOUT DRUG USE**

cdc.gov/TheDownload 





 **YOUR PERSONALITY
IS STILL LOADING**

Choose healthy
hobbies and
watch as you
become your
best self.

**GET THE FACTS
ABOUT DRUG USE**

cdc.gov/TheDownload 





UPDATE NOT INSTALLED

Your brain is still developing. Healthy habits help you finish the download.

CDC.gov



 **MALWARE DETECTED**

Drug use can corrupt your internal hard drive, increasing your risk of addiction.

CDC.gov





LEVEL UP
is GONNA BE SICK

Good mental health is key to the plot.
Learn about the link between
drug use and mental health at

 [CDC.gov / levelup](https://www.cdc.gov/levelup)

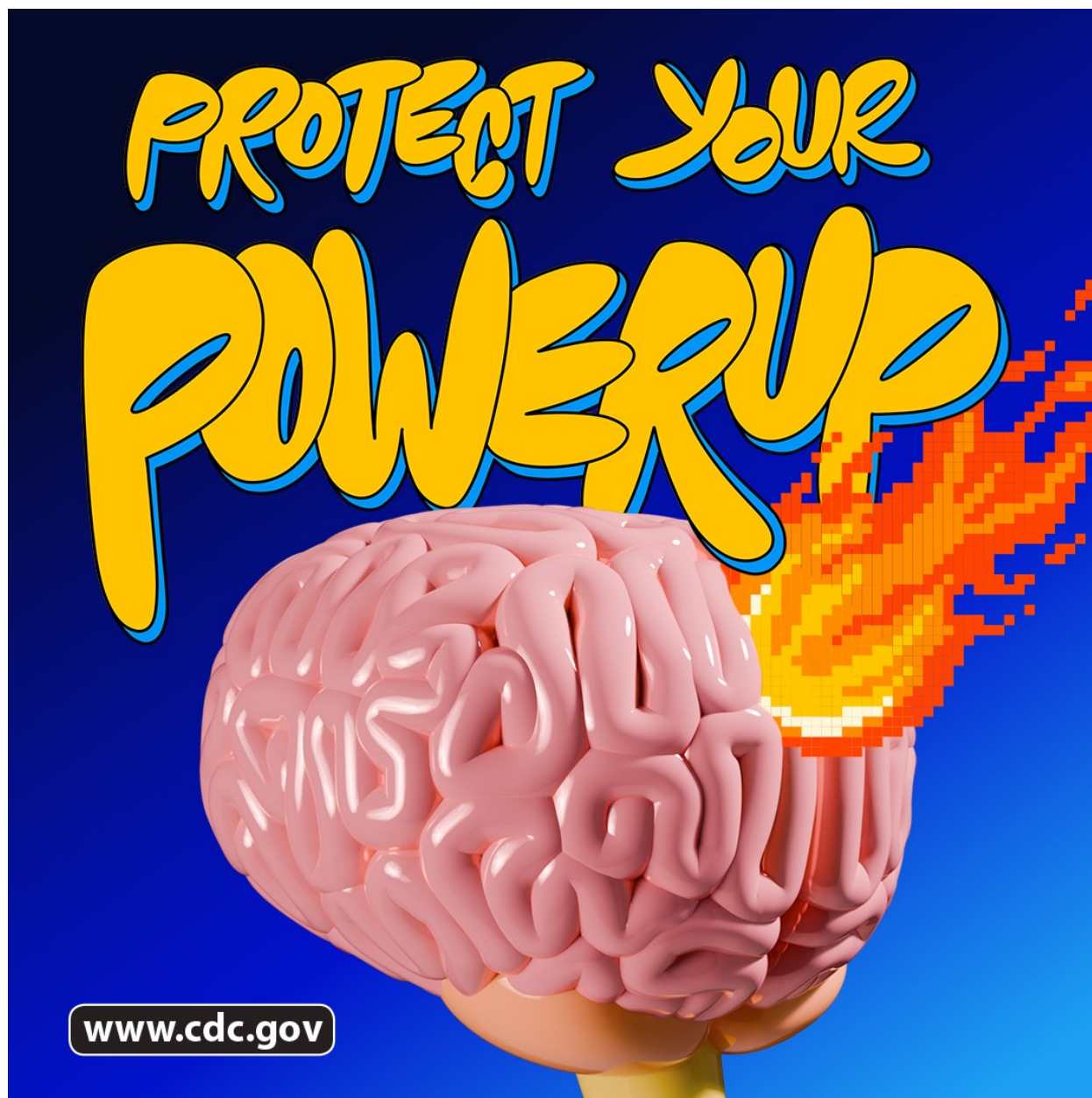


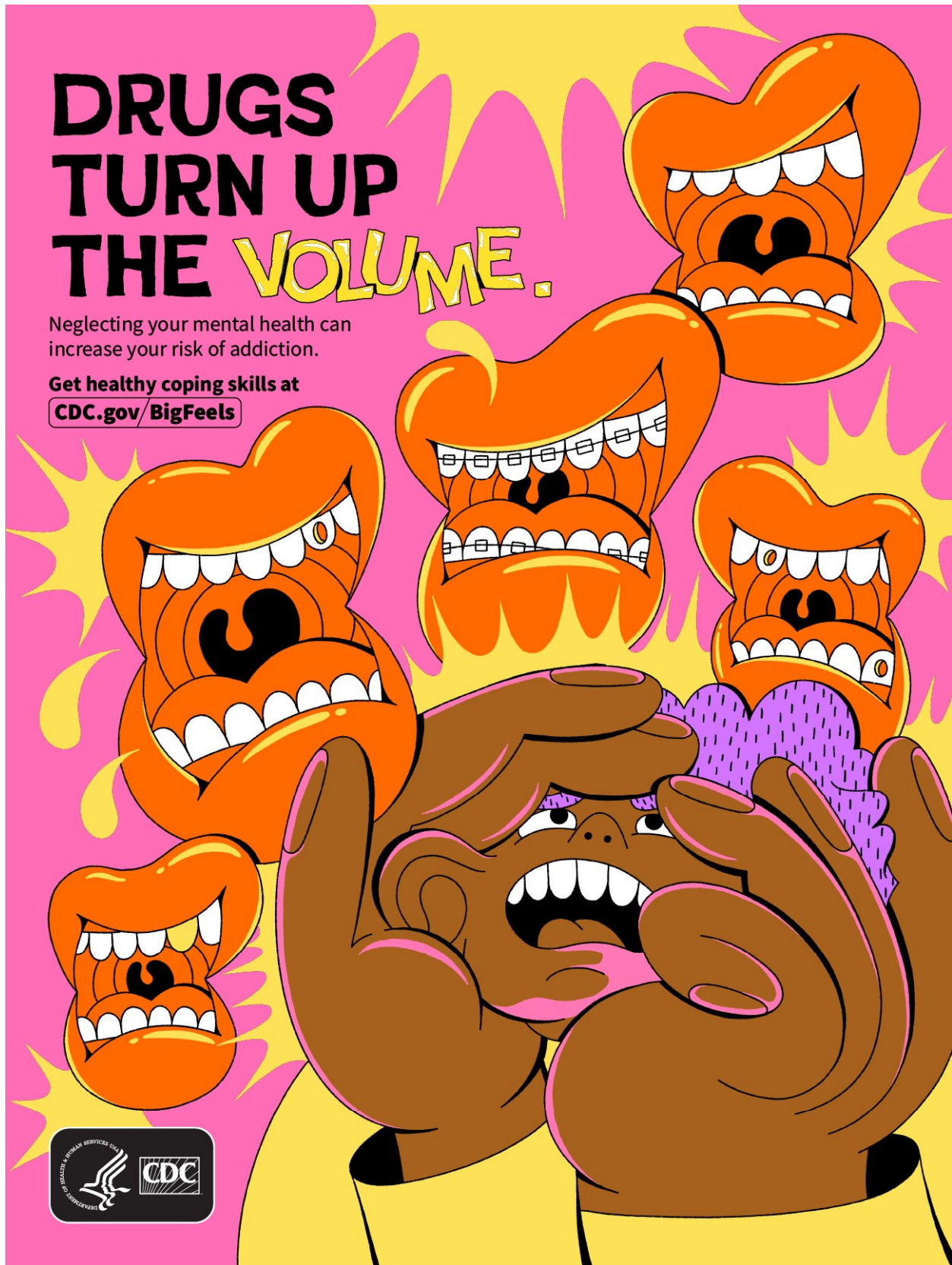
BE THE MAIN CHARACTER

Don't let drugs steal your level up.
Get tips on healthy habits at
[CDC.gov / levelup](https://www.cdc.gov/levelup)

DEPARTMENT OF HEALTH & HUMAN SERVICES
CDC







IT'S **OKAY** TO NOT BE **OKAY.**

Nearly half of all adolescents experience a mental health disorder.

Healthy coping habits can lower your risk for drug addiction.

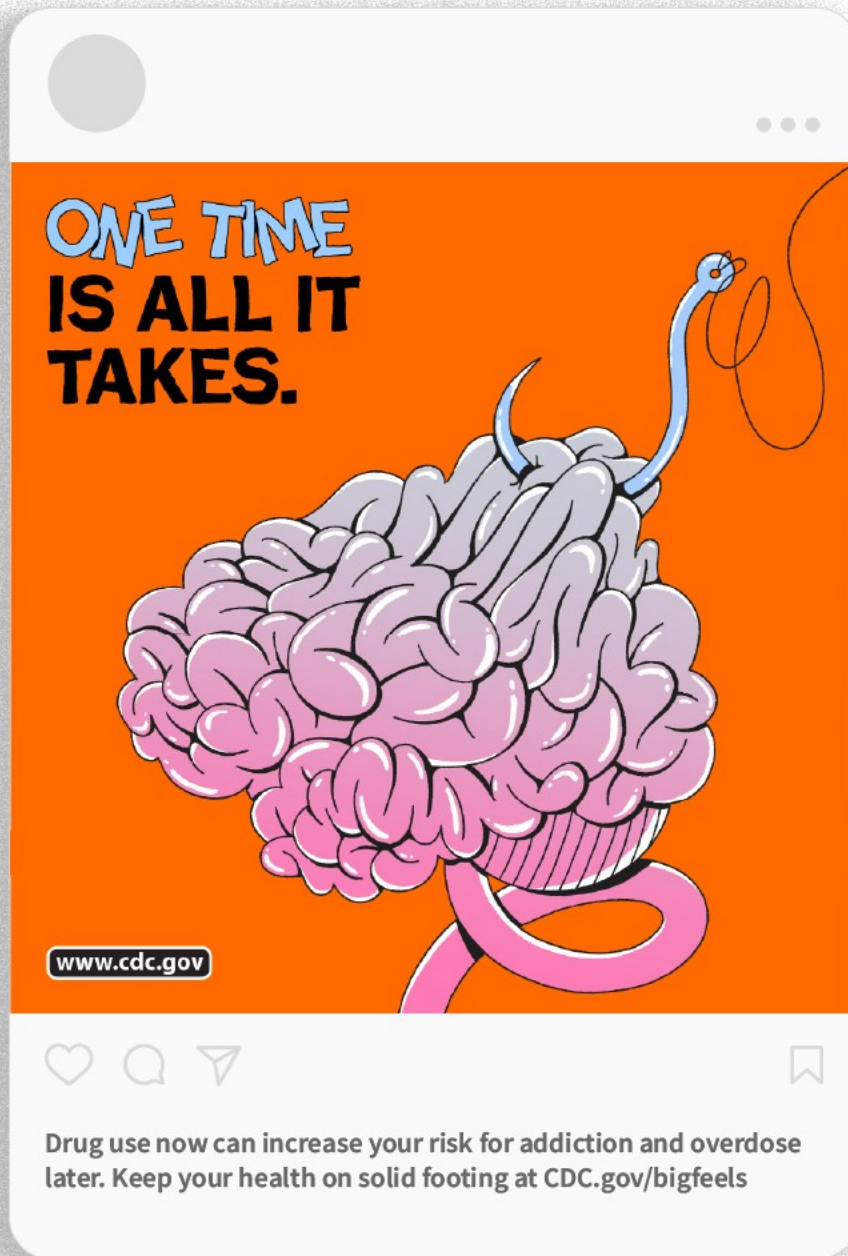
Work out the kinks at

CDC.gov/BigFeels











CORRECT THE AESTHETIC.

www.cdc.gov

♡ 💬 ↵ 📌

The drug use you see on social media is a lot different in reality. Look behind the feed to see the real impact of drug use on your mental and physical health at CDC.gov/bigfeels

