



Sylvestri Customization

PREVENTION BY DESIGN: A SYLVESTRI CUSTOMIZATION GUIDE

Tools and Campaigns That Help Coalitions
Recruit, Reach, and Resonate

Messaging That Connects.
Tools That Empower. Prevention That Works.



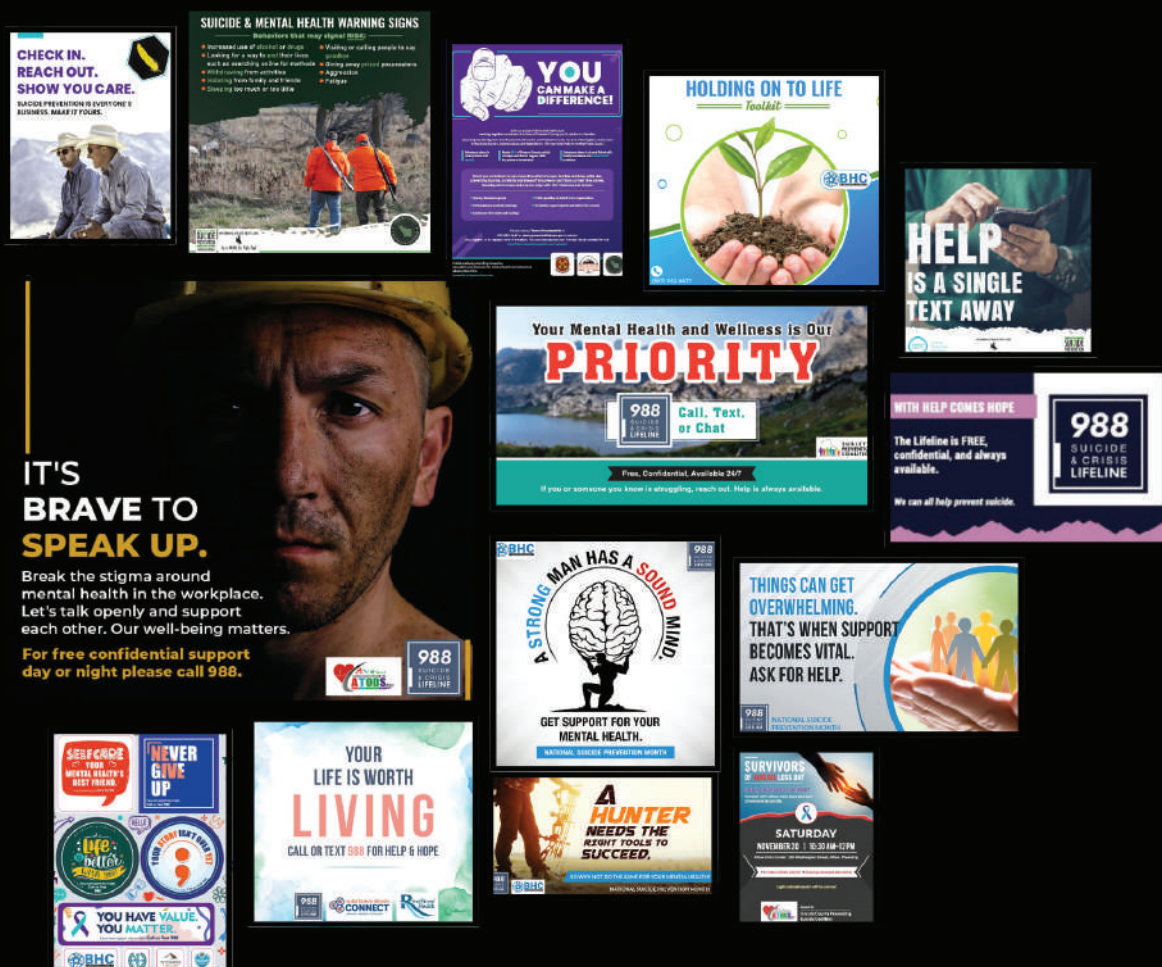
INTRODUCTION

Welcome to Your Resource for Lasting Change

As a coalition leader, you know that the work you do is critical. Whether it's addressing the mental health challenges your community faces, preventing substance abuse, or fostering a culture of positive change, your role is both demanding and rewarding. But you don't have to navigate it alone. This magazine is designed to be your practical guide, filled with real solutions for real problems.

How to Use This Magazine

Think of this magazine as your “problem/solution” toolkit. Each section is structured to help identify the challenges your coalition may face and provide actionable, effective solutions to address them.





A LETTER FROM OUR LEADERSHIP

The joy of a child's smile. The warmth of holding a newborn close. The pride on their face when they finally master something new. I have been incredibly fortunate to experience these moments with my children. They also provide a steady stream of unsolicited leadership lessons—usually while I'm trying to get everyone dressed and out the door.

As our shared commitment to community-level prevention carries us through change, uncertainty, and unexpected challenges, I often find myself reflecting on why we do this work and how we can continue moving forward with purpose.

The answer struck me one evening while tucking one of my children into bed: perhaps some of the wisdom we need can be found by embracing a child's perspective. Children, it turns out, can be remarkably effective consultants. Their fees are generally paid in snacks, and their advice rarely arrives at a convenient time, but the lessons are often worth hearing.

Here are a few that continue to resonate with me:

From preparing for kindergarten: Choose optimism over fear. I remember watching my oldest look ahead to kindergarten with genuine excitement. He wasn't worried about where he would sit, developing a contingency plan for recess, or requesting a stakeholder meeting with his future teacher. He was thinking about the friends he would make, the things he would learn, and the experiences waiting for him. He simply expected something good.

Prevention work calls for that same optimistic curiosity. When we approach new ideas and partnerships by first considering what could be possible, rather than only cataloging everything that might go wrong, the results can be transformative.

From an overtired toddler: Make room to rest and reset. Anyone who has spent time with a tired toddler knows that sometimes the best solution really is a nap. Adults may call it "powering through." Toddlers recognize it for what it is: a terrible idea.

Keeping pace with news, policy changes, community needs, and professional demands can leave us frustrated and depleted. Rest is not separate from the work—it is part of what allows us to do the work well. Sometimes we need to pause, recharge, and return with a clearer perspective. A graham cracker or two certainly doesn't hurt, either.

From welcoming our youngest: Prepare thoughtfully, but embrace the unknown. Before our youngest joined our family, we gathered supplies, rearranged schedules, and generally behaved as though enough preparation might convince a newborn to follow our carefully developed plan. She did not.

No amount of planning could fully prepare us for how life would change, but that didn't make the preparation meaningless. Our professional landscape is often much the same. We cannot predict every challenge or opportunity ahead, but we can make thoughtful use of the resources available to us now. We can strengthen relationships, build capacity, and maximize our impact today while remaining ready to adapt when tomorrow ignores the plan.

As you read through this magazine, I hope you are reminded of why we return to prevention work each day. Let's remain optimistic, care for ourselves and one another, and embrace every opportunity to make a difference. The future of our communities is shaped by the actions we take today—even if some days require a nap and a well-timed snack.

Travis Sylvester
Director of Operations
Sylvestri Customization

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Recruitment and Onboarding: A Challenge for Every Coalition Leader

The Problem: Recruitment and Onboarding Struggles

Scenario 1: Struggling to Reach and Find People

You want to empower people in your community to step up and be part of positive change. You've been actively posting on social media and attending local events, but despite your best efforts, the response has been underwhelming. People aren't finding you. And those who *do* show interest often slip through the cracks before they even get started.

It can feel discouraging. How do you build a strong coalition when it's difficult to connect with committed people? How do you motivate the ones who care but question whether they're "qualified" enough? How do you convince the people who are interested but hesitant?

Scenario 2: You've Got Recruits—Now What?

You've finally recruited some great people, but now the onboarding process is draining your time and energy. You explain the mission, share the goals, and offer support, but new members still feel lost. There's a steep learning curve in prevention, and it's easy for folks to feel unsure, disconnected, or overwhelmed.

You find yourself asking: how can we make onboarding easier, clearer, and more motivating so new members feel ready to jump in and make an impact?

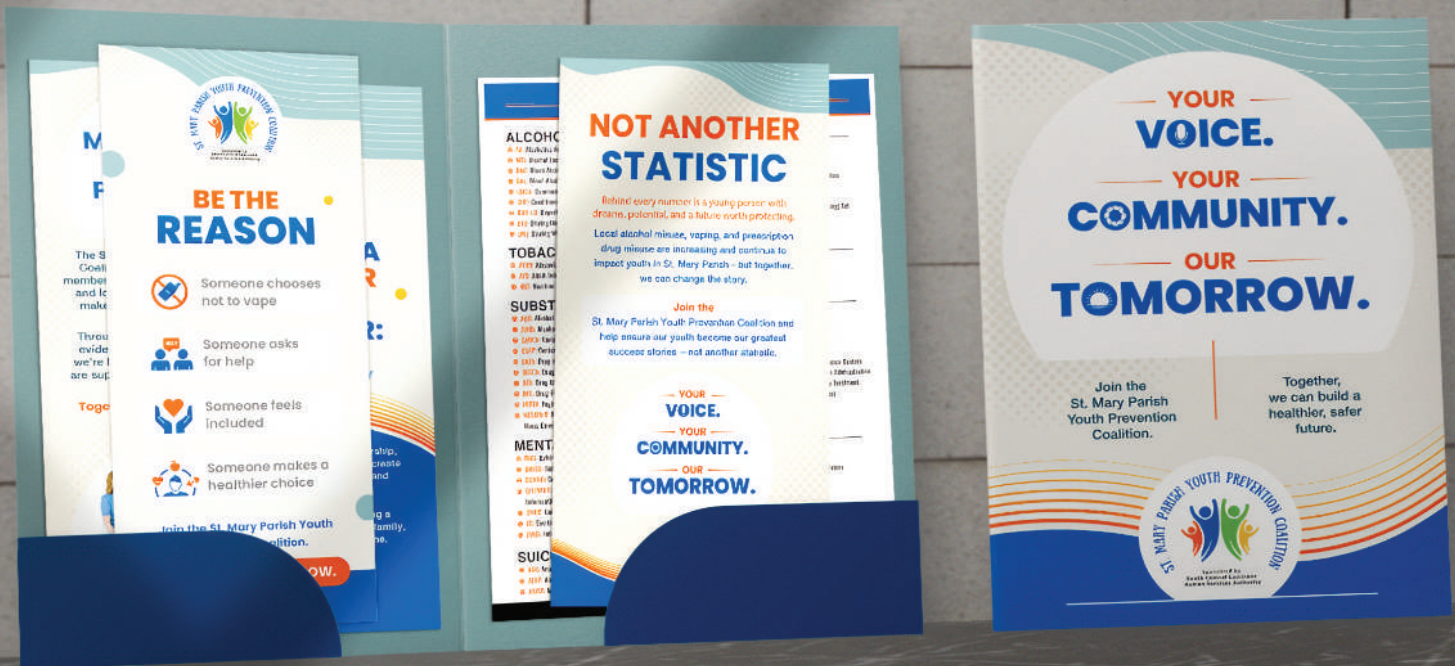
Our Approach: Support for Recruitment and Onboarding

We understand that finding, onboarding, and retaining coalition members is one of the biggest challenges coalition leaders face. That's why we've designed specialized solutions to ease this burden and help your coalition grow.

Sylvestri Customization Solutions:

Tailored Recruitment Campaigns: We create customized recruitment campaigns that highlight your coalition's mission, impact, and current ways to get involved. By using targeted messaging and outreach strategies, we help attract the right individuals who share your passion for making a difference in substance abuse prevention and mental health awareness.

Coalition Recruitment Packet: We provide a customized, comprehensive toolkit to support and streamline your recruitment and onboarding process. Inside, you'll find:



- **Recruiting Guide:** Proven strategies and tools to help you identify and engage potential coalition members.
- **Onboarding Materials:** A step-by-step process to ensure a smooth transition for new members, helping them feel welcomed and informed.
- **Community Assessment Guide:** A framework for evaluating your community's needs and aligning recruitment efforts with your goals.
- **Prevention Acronym Sheet:** A guide that simplifies complex terminology, making it accessible to everyone and empowering more individuals to get involved.

Event Attendance: When Good Planning Isn't Enough

The Problem: Carefully Planned, Poorly Attended

Scenario: You Planned It All, But They Didn't Come.

You've invested time, resources, and heart into creating a community event that can make a difference. You've thought of everything—free food, child care, engaging speakers, and a welcoming atmosphere. But when the day arrives, it's the same few faces who always show up.

You find yourself asking:

Why aren't more people showing up?

Is the community even **interested**?

What else can we possibly do to **bring people in**?

It's not a lack of effort; it's a disconnect between where your audience is and where you're trying to reach them.

Our Approach: Rethinking Engagement and Reach

We believe community connection doesn't always start with an invitation; it starts with understanding. That's why we help coalitions shift their approach from "bringing people in" to "meeting people where they're already at."

Go Where Your People Are

We help you identify where your community naturally gathers - whether that's local parks, sports games, farmers markets, schools, or digital spaces. Instead of asking people to come to you, we help you show up where they already are, building trust through visibility and presence.

Hybrid Engagement Strategies

Our hybrid approach blends in-person connection with digital follow-up to extend your campaign's reach before, during, and after the event.

- **Pre-Event Buzz:** Digital content that builds anticipation.
- **On-Site Experience:** Interactive elements that make events memorable.
- **Post-Event Engagement:** Continued outreach that keeps your message fresh and your mission visible.

Sylvestri Customization Solutions:



Social Media Campaigns

We develop targeted social media strategies that expand your event's reach, connect with the right audiences, and keep your mission visible. It's not just about likes; it's about momentum.

Mocktails & MEMORIES.

You Don't Need a Buzz to Be the Life of the Party.

Break Up with Nicotine

ZYN BYE!

YOUR MENTAL HEALTH = YOUR SUPER POWER

Did you know? Learning about mental health can make you a superhero. Let's learn together.

MORE THAN GRIT

REAL MEN TALK ABOUT REAL THINGS.

Reach out for support. Call or text the Lifeline at 988.

A BAD DAY ≠ EXPERIENCING

Not every hard experience is trauma. Trauma is a wound that stays with you. It changes how you see the world or feel about yourself. Check your emotions and relationships over time. Take the stressor by the reins. Ask about trauma therapy today.

DON'T LET LIQUID COURAGE LEAD TO STEEL COLLISIONS

CATCH A RIDE, NOT A CRASH

It's okay to feel this way.

I'm here to listen.

Telling about mental health doesn't make you weak—it makes you real.

OPEN UP: TOGETHER WE THRIVE

WORK hard. PLAY hard. CHOICES YOU WON'T REGRET

READY TO TAKE THE DRY JANUARY CHALLENGE?

Go alcohol-free or cut back this January. See the difference in your energy, sleep, and focus!

LEARN MORE: www.dryjanuarychallenge.com

FILL YOUR PLATE

NOT YOUR GLASS THIS THANKSGIVING.

Binge drinking can increase illness after the holidays. Make this Thanksgiving something to remember for all the right reasons.

DO PAS

Don't

A SWEET START WITH A BITTER END.

TAPE SLOTS WITH FLAVORED BUT TRAP WITH NICOITINE.

For help and more on this, call 1-800-368-6788 or visit www.zyn.com

1 cigarette equivalent nicotine drug, 0 mg tar, 0 mg nicotine.

RAWLINS OUTLAW'S STUDENT ELECTION

THEY GOT A VOTE

YOUR VOICE MATTERS

988 and 211 are your direct connections to local help and resources, available 24/7 and completely free!

Help us improve our outreach and awareness by taking a brief survey about your experience and knowledge.

SCAN HERE TO START THE SURVEY!

bit.ly/yourvoicematters

NOT JUST A MINER ISSUE

SUPPORT AND HELP AVAILABLE

www.miningsupportmt.org

START THE CONVERSATION, STOP THE CONSEQUENCES.

YOUR VOICE SHAPES THEIR CHOICE.

Shape the Montana That Shape Their Future.

Break Up WITH YOUR SCREEN

The Real World Misses You

Don't Leave the Real World Waiting

From PRESCRIPTIONS To POISON.

MISUSE OPENS THE DOOR FOR HEROIN TO STEP IN.

THINK TWICE BEFORE YOU ROLL THE DICE

4 out of 5 people who use heroin began by misusing prescription meds.

A CUP OF CREATIVITY BEATS A CUP OF ALCOHOL.

CHOOSE A JOB THAT SUSTAINS YOU

During adolescence, the brain is particularly vulnerable to the adverse effects of alcohol.

PAINKILLERS OR RISK BRINGERS?

MISUSE OPIOIDS AND RELIEF TURNS INTO RUIN.

THINK TWICE BEFORE YOU ROLL THE DICE

2 out of 3 drug overdose deaths in 2018 involved an opioid.

A SINGLE STEP LEAD TO THE

Handle Prescriptions with

Some Pains Don't Have A Way

2 out of 3 drug overdose deaths in 2018 involved an opioid.

TRY OUT Different Ways TO FEEL BETTER WHEN THINGS GET TOUGH.

OPEN UP: TOGETHER WE THRIVE

MIXING DRUGS AND DRIVING IS LIKE PLAYING WITH FIRE.

IT'S NOT IF, BUT WHEN IT WILL BURN.

EVERY CHOICE BRANDS YOUR FUTURE. MAKE IT COUNT.

THE BOTTLE HAS A LABEL FOR A REASON.

Aside by what's Prescribed.

2 out of 3 drug overdose deaths in 2018 involved an opioid.

Don't Let Pills Decide Your Pain.

Meeting Them Where They're At: On-Site Prevention at Events

We've created a new model for outreach, one that turns a tailgate into a teachable moment and breaks down stigma. We create interactive experiences, customizable to fit the spirit/theme of your event, whether it's Homecoming, a rivalry game, or another celebration. Attendees compete in engaging games while learning about mental health, substance use prevention, and available resources.

Instead of lectures, students engage with hands-on activities that make learning feel less like school and more like connection. Parents don't just observe—they participate, ask questions, and leave feeling empowered to keep the conversations going at home.



Hand Signs

Homecoming and school sporting events are prime opportunities to engage both parents and students in fun, interactive ways. Customized hand signs help you reach families where they already are - cheering in the stands at high-energy sports games. These double-sided signs rally school spirit on one side and share important information on the other, like mental health tips, substance use facts, and prevention resources. More than just eye-catching, they can inform and spark real conversations about the issues that matter most.

Positive Social Norming: Shifting the Story, Changing Behavior

The Problem: Substance Use Misperceptions That Fuel Risk

Young people are influenced by what they think their peers are doing, even when those beliefs are wrong. Many teens overestimate how many of their classmates are drinking, vaping, or using substances. And when they believe “everyone else is doing it,” they’re more likely to follow suit.

You hear it in passing:

“Everybody drinks at parties.”

“No one actually waits ‘til 21.”

“It’s just vaping—it’s not a big deal.”

But the reality? Most teens in your community aren’t engaging in risky behaviors. The problem is, young people don’t know that. And if we don’t correct the narrative, this misperception becomes a self-fulfilling prophecy.

Coalition leaders are left wondering:

- How do we highlight the good choices teens are actually making?
- How can we create a culture where doing the right thing feels normal—not rare?

Our Approach: Promote the Truth, Elevate the Positive

We help coalitions flip the script—from fear-based messaging to empowering, fact-based storytelling. Positive social norming changes what’s seen as typical, encouraging healthier choices through accurate, peer-influenced messaging.

Data-Driven Campaigns

We use real data from your community—like student surveys or school reports—to highlight the actual norms, not the perceived ones. Then we turn those numbers into eye-catching, relatable content that celebrates healthy behavior.

Student-Led and Student-Focused Messaging

Our campaigns speak teen-to-teen. We work directly with young people to create positive, aspirational messages that make healthy decisions feel normal, not nerdy—messages like:

- “4 out of 5 students in your school choose not to drink.”
- “Most teens in our county are **vape-free**—are you?”

Posters, Social Media Graphics, and School Displays

We create bold, eye-catching messaging that resonates with students. These materials are designed to be woven into students’ everyday surroundings, such as hallways, classrooms, sporting events, and social media.

Sylvestri Customization Solutions:



Student Event Banners

We partner with school clubs, sports teams, and student groups to design bold, eye-catching banners that bring your community together. Whether it’s elementary students learning about healthy choices, athletes signing a pledge banner for a substance-free lifestyle, or a local rodeo club supporting one another in challenging times, these banners are more than just decoration - they’re a powerful statement. Displayed at schools, local event venues, and elsewhere in communities, they highlight student dedication to a healthier future.



Prom Campaigns

Our prom campaigns present creative ways to promote safety while students celebrate responsibly. We offer custom banners, water bottle labels, corsage/boutonniere cards, and prom picture backdrops (shown above) that feature your safety messaging. These materials keep safety top of mind, ensuring students enjoy prom while making responsible choices.

School Displays and Messaging

We offer a program that provides customized, student focus-group tested educational media to help foster informed and healthy choices among teens. You select the topics that best meet the needs of your student body, we design the content, and it's delivered via a Google Drive folder for easy integration into school devices—at no cost to the district for any setup, installation, or use on school systems. This initiative ensures positive messaging reaches every student daily, promoting prevention and engagement with minimal effort from school staff.



Beyond the School Walls: Correcting Misconceptions Across Your Whole Community

While many of our social norming campaigns are built with students in mind, we also partner with coalitions to challenge harmful misperceptions and stigma around mental health and substance use wherever adults gather, from job sites and farms to local bars. By weaving messaging directly into community traditions and local pride (as seen in our outdoor safety coaster series and agriculture-focused Ask in Earnest graphic), we craft respectful campaigns that reduce stigma, encourage sober choices, and spark honest conversation across the entire community.



Substances: The Trends Keep Changing—How Do You Keep Up?

The Problem: Evolving Risks, Overwhelmed Communities

Alcohol, opioids, vaping— what’s trending keeps shifting, and each wave brings new concerns. Community leaders are doing their best to educate and prevent, but with limited time and constantly changing information, it’s hard to keep pace.

Scenario: You’re Chasing the Next Crisis

You just finished your alcohol awareness campaign, and now your community is facing a surge in vaping. Then come reports of opioid misuse or fake pills laced with fentanyl. Every time you get your arms around one issue, another one surfaces.

You’re left juggling questions like:

- Where do we focus **first**?
- How do we talk about serious **risks** without overwhelming people—or ourselves?
- How do we keep our community informed when the facts are **always changing**?

Our Approach: Stay Focused, Stay Ahead

We know how overwhelming it can feel to stay on top of substance trends while still doing your day-to-day work. That’s why we help coalitions streamline their messaging, stay current, and respond with clarity—without burning out.

Substance-Specific Education Materials

Whether it’s underage drinking, youth vaping, or counterfeit opioids, we create easy-to-understand materials that break down each issue and offer real steps communities can take.

Alcohol

Social host laws,
underage drinking
myths, parental
guidance tools

Vaping

What’s in a vape,
how to talk to teens,
the latest flavors and
devices

Opioids

Spotting counterfeit
pills, safe disposal,
harm reduction,
naloxone awareness

Rapid Response Campaigns

When new trends emerge, we help you respond quickly. From social media blasts to pop-up awareness campaigns, we deliver focused messaging that helps your community understand the issue and take action—fast.

Sylvestri Customization Solutions:

Alcohol Toolkit

A convenient, all-in-one solution to ensure safe and responsible community events. It includes ready-to-use promotional materials, streamlined compliance tools, and resources to promote responsible alcohol consumption and prevent underage drinking. With everything from ID checking guides to event staff buttons to policy templates and signage, this toolkit prepares event organizers to meet local regulations while fostering a proactive, safe environment. Whether you're educating stakeholders or managing event logistics, our toolkit helps make community events safer and more successful.

Data-Backed Messaging That Sticks

We use local data and national research to drive your messaging so you're not just guessing what matters—you're showing your community what is happening and how they can make a difference.



When the Game Slows Down: Preventing Opioid Misuse After Sports Injuries

This campaign focuses on the critical post-injury period in athletics, when opioids are often prescribed and the risk of misuse increases. This campaign aims to keep athletes, coaches, and parents and guardians informed and proactive, providing essential information on safe storage and responsible use to help protect young athletes during recovery.

WHEN THE GAME SLOWS DOWN

BE READY TO CHANGE PACE.

- Only take medication as prescribed by a doctor.
- Ensure proper rehab of the injury.
- Support mental and emotional health.

Clearing the Air on Youth Vaping

Our vaping prevention resources help parents, educators, and communities stay ahead of fast-changing trends. Through targeted social media campaigns and easy-to-share print materials like rack cards, we break down the latest vaping terms, devices, and behaviors that are common among teens. Designed to spark informed conversations and support early intervention, these tools equip adults with the knowledge they need to recognize signs of use and talk with youth about the risks.



Relevance: If It Doesn't Connect, It Doesn't Stick

The Problem: Messages That Miss the Mark

You're working hard to raise awareness, shift behaviors, and engage your community. But too often, your efforts are met with silence. The materials are solid. The cause is urgent. But the response? Minimal.

Scenario: The Message Isn't Landing

You've shared flyers, posted on social media, even hosted events, but people scroll past, tune out, or don't show up. You hear things like:

"That's not really for me."

"That doesn't apply to our community."

"We've heard this before."

The truth is, people are busy and distracted. And if your message doesn't speak directly to their lives, their values, and their experiences, it's easy to ignore.

You're left asking:

- How do we make prevention feel personal and relevant?

How can we spark real interest in the people we're trying to reach?

Our Approach: Make It Matter to Them

We believe relevance is the bridge between information and action. That's why we help coalitions create messaging that resonates—culturally, emotionally, and contextually. When people feel seen in your message, they start to lean in.

Community-Centered Messaging

We help you move from generic to genuine. That means designing messages that reflect your community's language, values, and real-life situations—not just generic prevention facts. Whether it's youth, parents, or faith leaders, we help you speak their language.

Culturally and Locally Relevant Content

We craft materials that reflect the unique makeup of your community—whether that's by region, ethnicity, age group, or cultural values. It's not one-size-fits-all—it's your size, your style.

Targeted Campaigns by Audience

Different groups need different messages. We develop segmented campaigns that hit the right note with each audience—from teens who crave authenticity to parents who need practical tools to community leaders who want to take action.

Content That Looks and Feels Current

Outdated designs or stiff language can make your message feel out of touch. We create sleek, modern visuals and bite-sized messaging that feel fresh—because how something looks is just as important as what it says.

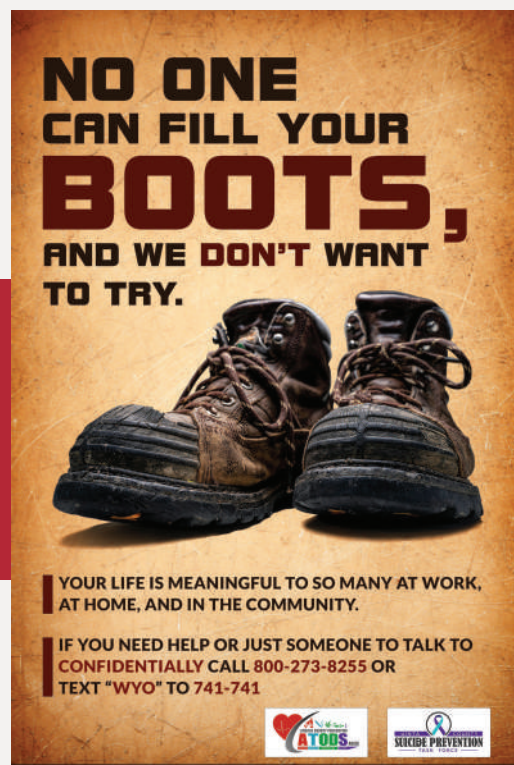
Focus Groups for Honest Feedback

We gather real-world insights through focus groups, ensuring our messages resonate with the people you want to reach.

Sylvestri Customization Solutions:

Our Approach in Action:

Examples of Community-Focused Messaging and Culturally Relevant Content



We facilitate student-led media workshops that empower youth to create impactful public health messages while building resilience and promoting healthy decision-making. By providing a platform for students to share personal experiences and develop media skills, these workshops engage students in meaningful ways, allowing them to positively influence their peers and take an active role in shaping their community.

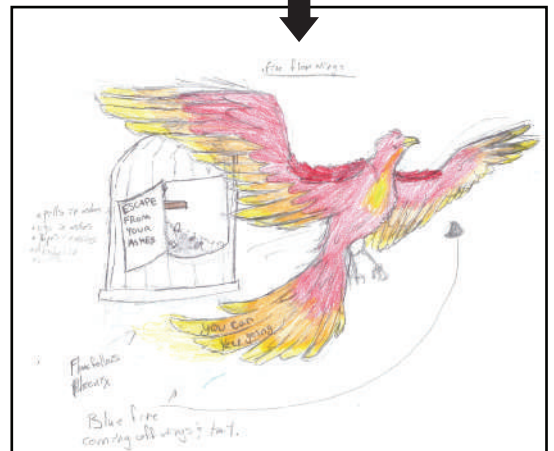
Understanding the Audience

The program explores where students encounter media and how they engage with it, helping guide the creation of content for the right channels.

Students work on developing creative messages through art, design, and storytelling, regardless of their artistic experience or ability.

Campaign materials are tested and refined based on feedback to ensure they are effective and impactful.

The final media pieces are shared through various platforms, such as social media, posters, and other outreach methods to engage both students and the larger community.



P-15



Sticker Sheets

Designed for kids and teens, our engaging sticker sheets offer a fun and functional way to introduce mental health, substance use, and prevention topics. These vibrant stickers serve as a creative tool for families to spark important conversations. With intentional messaging, they subtly communicate prevention tips, helping raise awareness and encourage dialogue about making healthy choices.

Parent Awareness: When Good Intentions Aren't Enough

The Problem: The “Not My Kid” Mentality

You know underage drinking, vaping, and substance use are real threats, but many parents just don't see it. Some aren't aware of the trends. Others assume “my kid would never do that.” And without understanding the risks, parents are less likely to take action.

Scenario: Parents Don't Know What They Don't Know

You've worked hard to raise awareness in your community. You've hosted forums, shared resources, and brought in experts. Still, when you talk to parents, you hear the same things:

“That's not really an issue **here**.”

“My kid knows **better**.”

“We've **talked** about it—we're good.”

The truth? Parents do care. They just don't know what to watch for, what to say, or when to step in. And without the right information, prevention falls through the cracks.

Our Approach: Equip Parents with the Right Tools

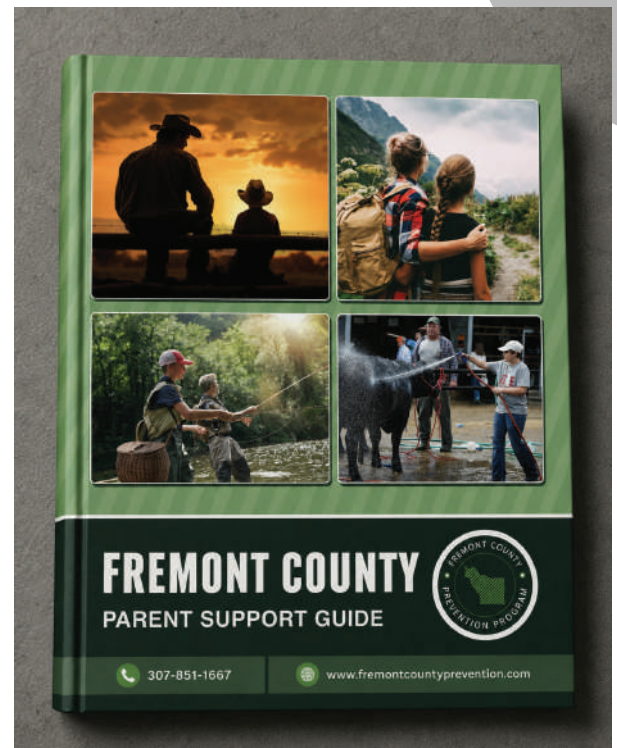
We believe awareness leads to action—but only when information feels personal, timely, and easy to understand. That's why we create resources that meet parents where they are and help them see the bigger picture.



Sylvestri Customization Solutions:

Parent Guidebooks & Packets

We offer two types of parent materials designed to support families in preventing underage drinking, vaping, substance misuse, and mental health challenges. The main difference is the format: our Parent Guidebooks are clear, easy-to-read booklets filled with conversation starters, facts, and prevention tips to help parents take proactive steps at home. In contrast, our Parent Packets come in a sleek folder format, organizing information in a smart and easy-to-use layout that covers current substance trends, local resources, and early warning signs—making them perfect for easy distribution at schools.



Digital Campaigns for Parents

We customize engaging, parent-focused digital content that grabs attention and builds awareness. From social media posts to short videos, our campaigns cut through the noise by using clear messaging, relatable visuals, and timely topics that speak directly to parents.



Graduation Yard Signs

We offer a unique way to spread prevention messages during high-visibility moments. Our personalized yard signs celebrate graduating seniors, with a powerful reminder on the flip side for parents to keep alcohol out of minors' hands. These signs not only celebrate the hard work of teens but also encourage families to set clear boundaries and 'guardrails' around alcohol.

Community Norming: Creating a Culture That Supports Prevention

The Problem: A Culture That Sends Mixed Messages

You're trying to prevent substance misuse, promote healthy behaviors, and engage families, but around you, the messages are inconsistent. Parents host parties where underage drinking is brushed off. Community events serve alcohol freely. Conversations about vaping or marijuana are casual or even dismissive.

Scenario: The Culture Isn't Matching the Mission

You're working hard to build a prevention-focused community. But when kids see adults modeling unhealthy behaviors, or hear that "it's not a big deal," your message gets drowned out.

You've probably asked yourself:

How do we **promote** prevention when our culture **normalizes** use?

How do we **shift attitudes** at the community level—not just individual by individual?

What does it take to actually change the **norm**?

Our Approach: Shape the Environment, Shift the Expectations

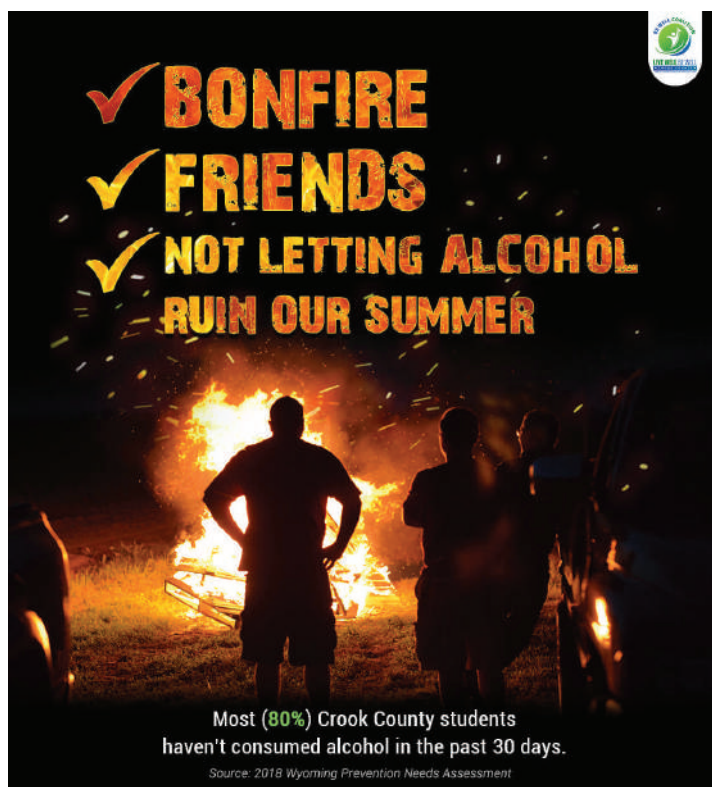
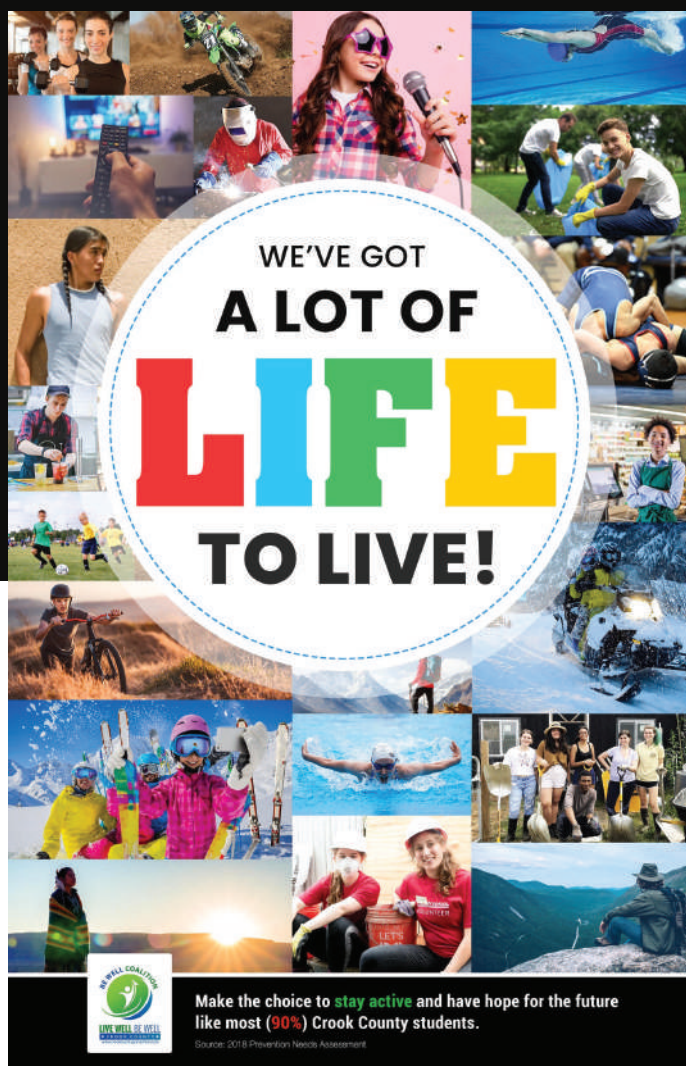
We believe real change happens when prevention becomes part of a community's identity. That's why we help coalitions build strategies that go beyond awareness—strategies that reshape what's seen as normal, expected, and acceptable in your town, school, or region.

Values-Based Messaging

We help you connect prevention to the values your community already cares about—like protecting youth, building strong families, and supporting local success. When people see prevention as part of who they are, they're more likely to embrace and share it.

Shifting Social Acceptability

We help you build campaigns and materials that challenge harmful norms, like adults allowing underage drinking at parties or minimizing youth vaping. Our strategies aim to make healthy choices not just “good,” but expected.



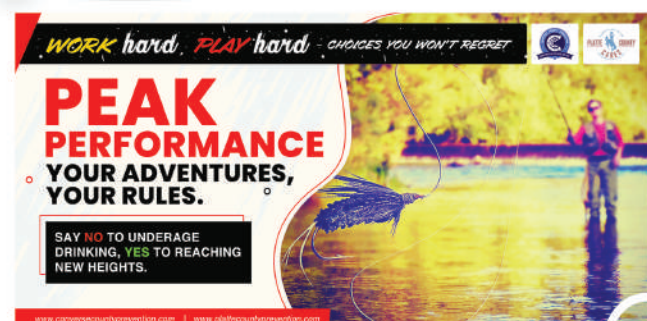
Sylvestri Customization Solutions:

Hospital Discharge Folders

By partnering with local hospitals, we integrate mental health support and substance use prevention tips directly into intake and discharge folders. This ensures that patients leave with essential resources at critical moments—when they're seeking care. Hospitals are trusted spaces, making them ideal partners for shifting community norms and promoting healthy, informed decisions. This proactive approach helps normalize prevention conversations, empowering individuals to prioritize their health and well-being.

Work Hard, Play Hard Campaign: Prevention Campaigns for Every Season

This campaign blends celebration with safety, promoting responsible outdoor recreation through eye-catching visuals and values-driven messaging. It's not about limiting the fun—it's about keeping it smart, safe, and inclusive. By integrating into the summer culture, the campaign shows up at community events, lake access points, trails, and festivals, ensuring prevention is visible where people are already having a good time. And it doesn't stop with summer: this campaign can be customized for any season or activity, including fall hunting season, winter ice fishing, snowmobiling events, and springtime trail use, keeping your prevention messaging visible, relevant, and effective all year long.



Let's Build Stronger, Healthier Communities—Together

As coalition leaders, you are at the heart of change in your community. You're not just tackling the challenges of today but paving the way for a brighter, healthier future. While the road to progress can be challenging, the strategies and resources shared in this magazine are just the beginning of the support we can offer.

At Sylvestri Customization, our goal is to empower you with customized tools and guidance that help your community flourish. We believe in the power of collaboration, and together, we can shift mindsets, break barriers, and create environments where healthy choices are the norm.

We're Here to Help – Let's Chat!

We'd love to partner with you in creating lasting change. Whether you're looking for tailored solutions, expert advice, or just a conversation about how we can support your community's goals, we're here to help.

Contact Us Today:

	602-456-1480
	info@sylvestricustomization.com
	www.sylvestricustomization.com

Scan the QR code below to visit our website and request a sample box of some of our latest projects!



BHC



**FROM
RX TO RUIN**

**BREAK AWAY FROM OPIOID
MISUSE BEFORE IT BREAKS YOU.**

4 out of 5 people who use heroin began by misusing prescription meds.

Source: <https://www.mass.gov/service-details/key-facts-about-opioids>



Families

that talk about the dangers of substance use achieve their goals.

3 out of 5 Big Horn County students have talked to their parents about the dangers of alcohol, tobacco, and drug use.

**SOME THINGS
JUST DON'T
FIT ON A SCREEN.**



Don't lose sight of what's real.

**TOO MUCH
PRESSURE?**

DON'T RISK A BLOWOUT.



LIFE GETS HEAVY. SHARE THE LOAD.

If you need support, call or TEXT the Lifeline at 988.

988

**POPPING PILLS
WON'T PATCH PROBLEMS.
YOUR LIFE IS
WORTH MORE
THAN A PILL.
ABIDE BY WHAT'S
PRESCRIBED.**



2 out of 3 drug overdose deaths in 2018 involved an opioid.

BHC

Source: <https://www.cdc.gov/opioids/data/index.html>

Your body is not a

**CHEMISTRY
EXPERIMENT.**

Reject the risky concoctions of counterfeit drugs.

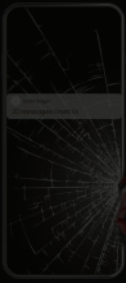
Fentanyl is being mixed into counterfeit pills and other drugs, putting you at risk of overdose. 52.7% of all overdose deaths involve fentanyl.



BHC

Source: <https://www.mass.gov/service-details/key-facts-about-opioids>

**DRIVING
BUZZED IS
LIKE TEXTING
YOUR EX:
A BAD IDEA.**



CATCH A RIDE, NOT A CRASH.

**RED, A
BOO**

**A DATE WITH
BOYS IN BLUE**

CATCH A RIDE, NOT A CHARGE.

SYLVESTRI SC CUSTOMIZATION

ER THINGS TO DO

**VAPING,
ALCOHOL,
AND DRUGS
AREN'T IN OUR PLANS**

**SO GOD MADE A
FARMER**



**AND THEY CHOSE TO CALL YELLOWSTONE VALLEY
HOME**

AND WE CHOOSE TO SUPPORT OUR NEIGHBORS.

**FIX THE ENGINE,
DON'T HIDE THE NOISE:
YOUR MENTAL HEALTH
DESERVES A TUNE-UP.**



**REACH OUT FOR SUPPORT, CALL,
OR TEXT THE LIFELINE AT 988.**

1 **988**

988

FROM RX TO RUIN.

Break Away from Opioid Misuse Before It Breaks You.

4 out of 5 people who use heroin began by misusing prescription meds.



BHC

Source: <https://www.mass.gov/service-details/key-facts-about-opioids>

**RUNNING
ON EMPTY
IS RISKY.**



LIFE GETS HEAVY. SHARE THE LOAD.

If you need support, call or TEXT the Lifeline at 988.

988

**REVENTION
LIFT POINT**



**A CIGARETTE IS A
CIGARETTE NO MATTER HOW YOU SMOKE IT.**

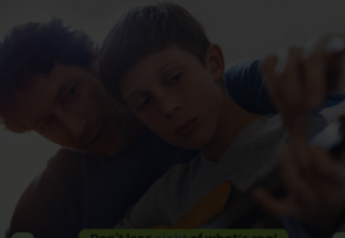
AVOID UNDERAGE VAPING.

In 2015, 99.0% of e-cigarettes produced and distributed in the U.S. included 99.0% of nicotine, 99.0% of tar, and 99.0% of nicotine.

Source: <https://www.fda.gov/tobacco-products>

**TRADE PIXELS
FOR PRESENCE.**

**THIS FATHER'S DAY,
UPGRADE YOUR CONNECTION.**



Don't lose sight of what's real.

BHC

**YOUR BODY IS NOT A
CHEMISTRY
EXPERIMENT.**

REJECT THE RISKY CONCOCTIONS OF COUNTERFEIT DRUGS.

Fentanyl is being mixed into counterfeit pills and other drugs, putting you at risk of overdose. 52.7% of all overdose deaths involve fentanyl.



BHC