

P.I.E. Checklist for Effective Drug Prevention Materials

Use this checklist to increase effectiveness of your drug prevention activities and materials without inadvertently having the opposite effect. This checklist is supported by research as described in the 2023 CADCA Forum session “From Horror Film Victim to Action Hero: Transform Materials to Empower.”

Purpose/description of media/activity: _____

Created by: _____ Date: _____

Approved by: _____ Date: _____

Is the activity or material POSITIVE? Does it...?

- Yes No N/A Describe benefits of healthy choices
- Yes No N/A Exaggerate positive behavior and/or highlight those making healthy choices
- Yes No N/A Depict healthy behavior/choices in images or the activity
- Yes No N/A Avoid role-modeling unhealthy products/behaviors in images or the activity

Is the activity or material INCLUSIVE? Does it...?

- Yes No N/A Reflect demographics of the community
- Yes No N/A Use neutral pronouns such as they, them and their
- Yes No N/A Show compassion to those who may use alcohol, marijuana or other drugs
- Yes No N/A Offer translation needed by the audience

Is the activity or material EMPOWERING? Does it...?

- Yes No N/A Offer a resource, skill or clear action step
- Yes No N/A Avoid telling audience what to do or saying “no”
- Yes No N/A Replace absolutes (*always, everyone, bad, need, should*) with empowering word choices (*usually, most, unhealthy, want, can*)
- Yes No N/A Stay fact-based
- Yes No N/A Cite sources

For printed material or visual display:

Is the media CLEAR, CONCISE and READABLE? Does it have... ?

- Yes No N/A Clear focal point
- Yes No N/A Bullets, sub-headings or bolded text to break up big blocks of text
- Yes No N/A Text that is left-aligned when it is more than 3-4 lines long
- Yes No N/A No more than 3 different fonts
- Yes No N/A Who, What, Where, When and Why
- Yes No N/A Logos of coalition & applicable funders/partners
- Yes No N/A Correct contact information
- Yes No N/A Required funding information

If answered “no” to any of the above, please justify/explain:



Checklist compiled by Community – The Anti-Drug Coalition

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