

Lobby Poll

Which of the following describes how you currently use AI in your prevention work? (Select all that apply):

- Drafting or editing emails, newsletters, or reports
- Brainstorming campaign themes or social media ideas
- Summarizing long reports or meeting notes
- Generating or editing images for presentations/flyers
- Analyzing community data or trends
- I do not currently use AI for my work
- Other (make a note in the chat)



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Navigating AI in Prevention: A Practical Guide for Professionals

Part 1: The AI Prevention Toolkit: Applications and Foundations

Rebecca L. Cooney



Disclaimer



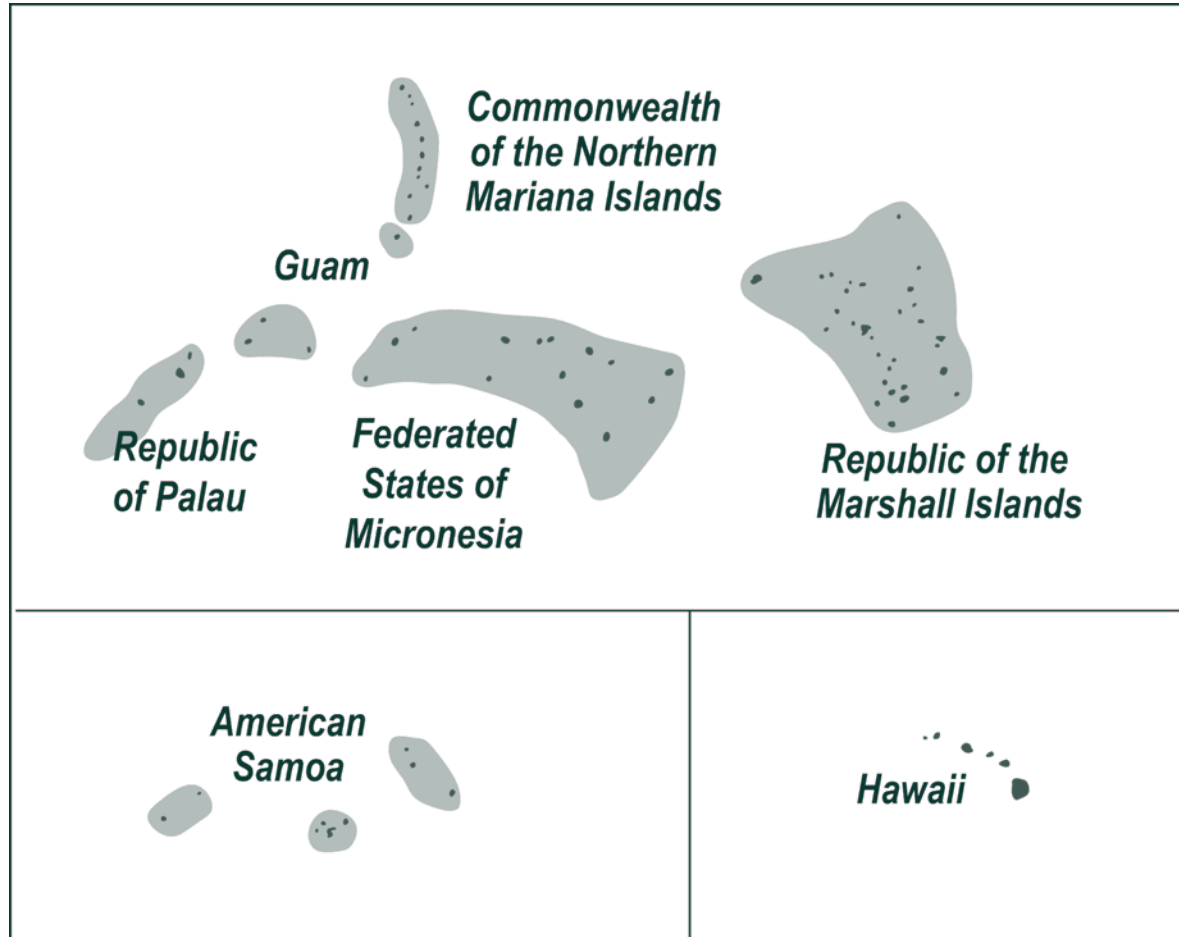
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Learning Outcomes

- Explain basic AI concepts and mechanisms using plain language that requires no prior technical expertise
- Evaluate the potential benefits and limitations of various AI tools for prevention program planning and content creation
- Identify specific workflows where AI can enhance efficiency in health communication without compromising accuracy or the necessary human element



Demystifying AI: Foundations

- Artificial Intelligence (AI) is a broad field of computer science aimed at building systems capable of performing tasks that typically require human intelligence
- Generative AI is a subset of AI that can create new content, including text, imagery, and audio, based on the patterns it learned from existing data

AI is a tool for augmentation, **not replacement**

It assists the professional, but the professional provides the final judgment

Large Language Models (LLMs) Explained

- Large language models (LLMs) (like ChatGPT or Claude) are trained on massive datasets to predict and generate human-like language
- These models excel at summarizing, drafting, translating, and brainstorming ideas for community outreach

Think of an LLM as a highly **advanced predictive text assistant** that has read a significant portion of the internet

Discussion

Think about your typical work week in prevention. What is one repetitive **clerical** or **creative task** that takes up too much of your time?

Note answers in the chat

AI Tools I Use



Google AI Studio

- Web-based platform for Google's AI models (like Gemini)
- Easily experiment with prompts to generate text, code, and more.
- Suits beginners (no-code exploration) and developer prototyping.
- Supports multi-modal inputs (text, images)



Google Gemini and “Gems”

- A multimodal AI assistant developed by Google AI
- Functions as an advanced chatbot, understanding various data types
- Handles text, images, audio, and video inputs and outputs
- “Gems” are AI co-pilots and help with key message guidelines ready for recurring use



Adobe Firefly

- A family of generative AI models by Adobe for creative tasks.
- Enables creation of images, video, audio, and vector graphics.
- Can use as a standalone app and integrated within Creative Cloud.
- Designed to be commercially safe, trained on licensed/public domain content.



Canva

Free option but recommend Canva Pro or Canva for Teams.

Nonprofits can also apply for free access to premium features.

Templates for social media, print pubs, landing pages, swag, signage, etc. Access to stock photos, video, audio, graphics.
Web-based; app available



The Prevention Toolkit: Program Planning

- **Brainstorming and Ideation:** Quickly generate campaign slogans, event themes, or innovative outreach strategies
- **Logic Models and Frameworks:** Use AI to draft initial versions of program goals, objectives, and short-term outcomes
- **Strategic Outlining:** Developing agendas for community coalitions or staff training sessions based on specific goals

The Prevention Toolkit: Content Creation

- **Social Media Scaling:** Turn one key prevention message into five platform-specific variations (e.g., Instagram, Facebook, X)
- **Drafting Outreach Materials:** Generate the first draft of program updates or "spotlight" stories to overcome "blank page syndrome"
- **Tailoring Content:** Simplify a complex health report by rewriting it at a 6th-grade reading level for community audiences

Case Study #1: Rapid Response Outreach

Scenario: A prevention specialist in Arizona needs to pivot an opioid awareness campaign to address a localized spike in 48 hours

The Challenge: The specialist needs 5 distinct social media variations:

1. Educational (facts/data)
2. Supportive (resources/help-line)
3. Call to Action (event attendance)
4. Youth-focused (relatable tone)
5. Parent-focused (guidance/signs)

The AI Input: The specialist feeds the agency's approved fact sheet into an AI tool and prompts it to generate these five variations

Case Study #1: The Human Touch Review

- **Strategic Communication Filter:** The specialist reviews the AI output to ensure every caption remains stigma-free
- **Cultural Nuance:** The specialist adjusts the language to ensure it resonates with Arizona's communities and regional values
- **Final Polish:** The AI provided the speed (5 drafts in seconds); the professional provides the cultural safety and accuracy

Case Study #1: Streamlining Design with Canva

- Use **Canva Brand Kits** to pre-load agency logos, color palettes, and fonts, ensuring every AI-generated message stays on-brand automatically
- Apply the **five AI-generated captions** (educational, youth-focused, etc.) to pre-approved social media templates to maintain a professional, cohesive look across the campaign
- Utilize **AI design features** to instantly convert a single Instagram post into a flyer, a Facebook banner, or a presentation slide for a community meeting
- A full, multi-channel rapid response campaign moved **from an approved fact sheet to ready-to-post** in a fraction of the traditional production time



Administrative Efficiency: Data Synthesis

- Distill 50+ page community needs assessments into 1-page summaries for local policymakers
- Use AI to scan community survey feedback and highlight the top 3 emerging concerns regarding substance misuse
- Automate the first draft of complex research summaries to be shared with community members using plain language principles

The professional uploads a PDF of the assessment and **prompts the tool to:**

"Summarize the top three substance misuse trends for Clark County and provide three evidence-based recommendations for local council members in plain language"

Case Study #2: Administrative Efficiency and the PTTC Needs Assessment 2025, Region 7

- **The Source Material:** A 12-page technical report covering demographics, training needs, and systemic barriers across HHS Region 7
- **The AI Goal:** Rapidly extract specific data points to create a "Regional Snapshot" for a leadership briefing
- **Key Data Points for AI Extraction:**
 - **Top Training Priority:** Integrated mental health and substance use prevention strategies (85.97% usefulness rating)
 - **Target Substance:** Alcohol remains the most targeted substance for prevention efforts (126 respondents)
 - **Primary Barrier:** Time and staffing, specifically heavy workloads and high turnover
 - **The Efficiency Win:** AI can cross-reference these priorities against the "work setting" data (mostly community-based organizations) in seconds to suggest a tailored training schedule



> [Link to full report](#)

Case Study #2: Administrative Efficiency and the PTTC Needs Assessment 2025, Region 7

Case Study: AI Input for the PTTC Data Digest

- **Regional Context:** A Prevention Specialist from Region 7 needs to present findings from the 2025 Mid-America Needs Assessment to a local coalition. The coalition is currently feeling overwhelmed by technical epidemiological data and 60-page reports
- **The Workflow (The Prompt):** The specialist uploads the full report and enters the following prompt: *"I am uploading the 2025 Mid-America Needs Assessment. Based on the data, please identify the top three training needs for rural professionals and rewrite them as plain-language 'Calls to Action' for a community flyer."*
- **The AI Output:**
 1. **"Bridge the Gap":** Let's integrate mental health support into our current drug prevention programs
 2. **"Focus on Alcohol":** Our data shows alcohol is still the primary concern in our neighborhoods
 3. **"Youth Voices":** We need to increase how we engage young people as peer leaders

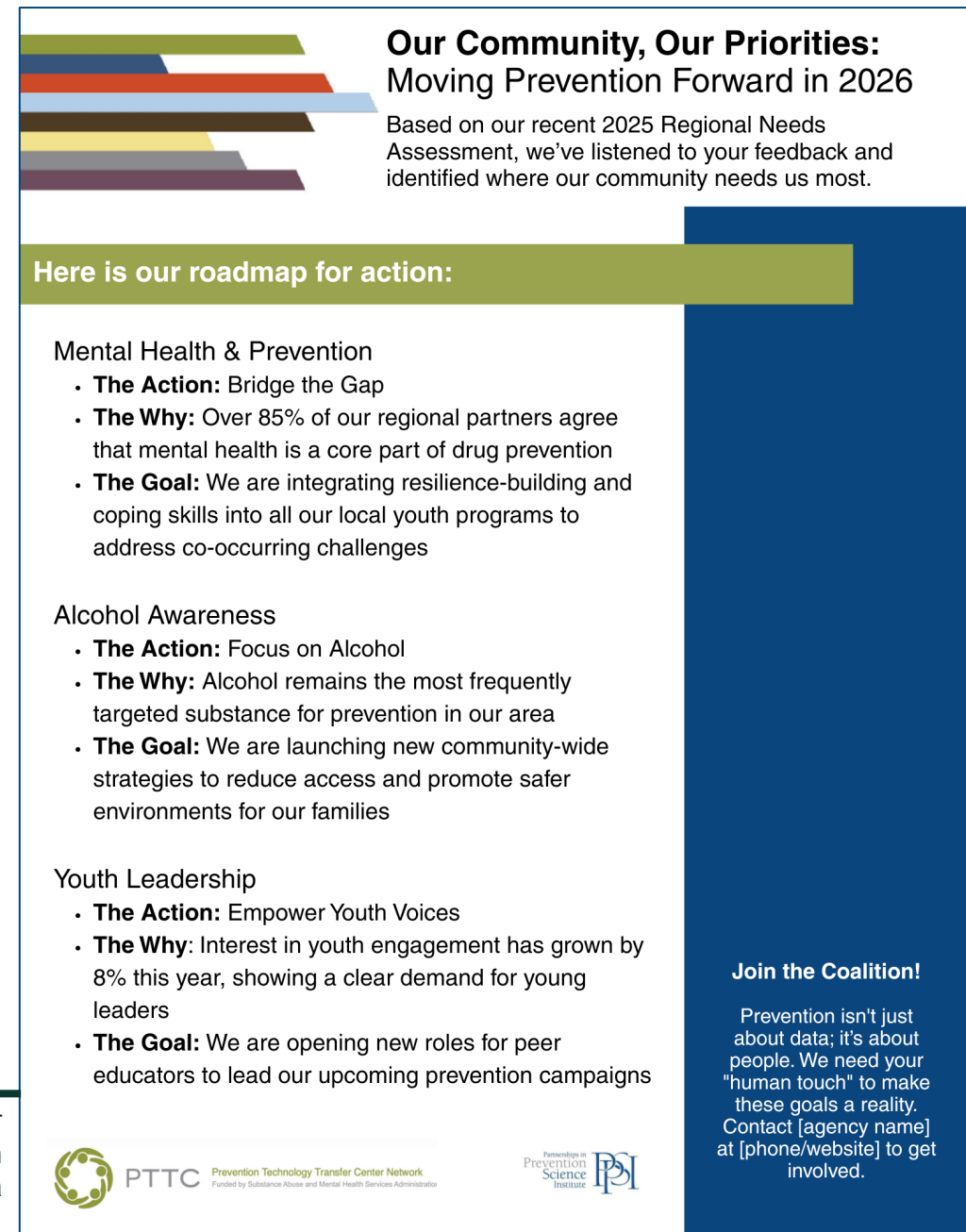
Result: Complex epidemiological data is transformed from a dense technical document into a community-ready engagement tool in seconds

Case Study #2: Administrative Efficiency and the PTTC Needs Assessment 2025, Region 7

Case Study: AI Input for the PTTC Data Digest and the “Digital Dignity Verification”

- **Human Oversight:** The specialist must ensure the AI didn't miss the nuance that Region 7 respondents have lower interest in "Introductory" courses because they are a more seasoned workforce (42% have 6+ years of experience)
- **Fact-Checking:** Verifying that the "+16% increase in demand for school-based programs" is accurately attributed to the year 1 vs. year 2 comparison
- **The Final Polish:** Ensuring the summary respects the professional certifications held by 31% of the regional workforce

Sample flyer created with Canva



**Our Community, Our Priorities:
Moving Prevention Forward in 2026**

Based on our recent 2025 Regional Needs Assessment, we've listened to your feedback and identified where our community needs us most.

Here is our roadmap for action:

Mental Health & Prevention

- **The Action:** Bridge the Gap
- **The Why:** Over 85% of our regional partners agree that mental health is a core part of drug prevention
- **The Goal:** We are integrating resilience-building and coping skills into all our local youth programs to address co-occurring challenges

Alcohol Awareness


- **The Action:** Focus on Alcohol
- **The Why:** Alcohol remains the most frequently targeted substance for prevention in our area
- **The Goal:** We are launching new community-wide strategies to reduce access and promote safer environments for our families


Youth Leadership

- **The Action:** Empower Youth Voices
- **The Why:** Interest in youth engagement has grown by 8% this year, showing a clear demand for young leaders
- **The Goal:** We are opening new roles for peer educators to lead our upcoming prevention campaigns

Join the Coalition!

Prevention isn't just about data; it's about people. We need your "human touch" to make these goals a reality. Contact [agency name] at [phone/website] to get involved.

 **PTTC** Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

 **PSI** Partnerships in Prevention Science Institute

Discussion

Looking at these examples (creating social media posts vs. flyer), which workflow feels most "ready" for AI in your organization? Which one feels like it carries the most risk for your community?

Note answers in the chat

Moving Insights To Action

- We have used AI to find the "signal in the noise" of our data (administrative efficiency)
- But prevention doesn't happen in a spreadsheet; it happens in the community
- How do we take one data digest and scale it into a consistent, multi-channel message that reaches parents, youth, and policymakers simultaneously?

The Strategy:

We move from Synthesis (summarizing what we know) to campaigning (communicating what we need people to do)

The Prevention Toolkit: Strategic Campaign Development

- **Campaign Ideation:** Use AI to generate 10-15 creative campaign themes based on specific regional data, such as stats on substance use disorder
- **Public Relations Materials:** Draft press releases for local media outlets or letter to the editor templates for community advocates
- **Email Marketing:** Segment your audience (e.g., parents vs. educators) and draft a tailored email series that addresses their specific concerns or "time drain" barriers
- **Web Content:** Create SEO-friendly blog posts or FAQ pages that address common misinformation and stigma around substance misuse

Example: The Integrated Strategic Campaign Workflow

	Step 1: The Foundation (Data-to-Strategy)	Step 2: Message Architecture (Tone & Theme)	Step 3: Multi-Channel Expansion (The "Heavy Lift")	Step 4: Visual Integration (Canva Workflow)	Step 5: The "Digital Dignity" Audit (Final Polish)
Action	Upload your regional needs assessment or research report	Provide the AI with your brand kit or agency mission statement to set the guardrails	Input the chosen slogan and theme into the AI to scale across platforms	Move the AI-generated text into design templates	Review the entire campaign package for accuracy and ethics
AI Task	Prompt the AI to identify the top priority substances and priority populations	Generate 10 potential campaign slogans and three core pillar messages that are stigma-free and supportive	Simultaneously draft a press release, a series of five social media captions, a 30-second PSA script, and a parent-facing email	Use "magic resize" features in Canva to instantly turn one graphic into multiple formats (Instagram posts, Facebook banners, flyers)	Prompt the AI to <i>"Check this text to ensure it is appropriate for rural populations" or "Simplify this to a 6th-grade reading level"</i>
Human Goal	Confirm the strategy aligns with current grant requirements and community needs	Select the theme that best resonates with the specific cultural nuances of the Pacific Southwest or Region 9	Ensure the strategic communications filter is applied so that every output sounds authentic, not automated	Use agency brand kits (logos/colors) to maintain professional consistency and trust	Final sign-off by a subject matter expert to ensure absolute data integrity and community respect

Case Study #3: The Multi-Channel Awareness Campaign

- **Regional Context:** A community organizer in Nevada is tasked with launching a "Safe Summer" campaign focusing on underage drinking, a top priority noted in regional assessments
- **The Challenge:** The organizer needs a cohesive "package" including a campaign slogan, a 30-second public service announcement (PSA) script, a parent-facing email, and a website landing page - all within one week

The AI Assist (The Drafting Phase):

- **Slogan:** "Small Talks, Big Impact: Keeping Nevada's Youth Safe This Summer"
- **Email:** A supportive, non-judgmental message to parents offering "5 Tips for Talking to Your Teen"
- **Web:** A simple landing page outline with local resource links for families living in rural areas

Case Study #3: Ensuring Consistency and Cultural Safety

- **The Strategic Filter:** The professional reviews all materials to ensure best practices in standards of communication - ensuring the tone is empathetic and reduces stigma rather than using fear-based tactics
- **Language and Literacy:** The professional prompts the AI to "Rewrite the landing page content at a 6th-grade reading level" for broader community reach
- **Regional Customization:** Adjusting the PSA script to mention local landmarks or community events specific to Nevada to increase the trust factor and avoid an automated feel

Case Study #3: What it might look like

Building on Step 3 of our workflow (**Multi-Channel Expansion**), here is the specific drafted text for a "Safe Summer" campaign focusing on underage drinking, a high priority identified in regional assessments.

Campaign Theme: "Small Talks, Big Impact"

The 30-Second PSA Script

[Audio/Visual Cue: Sounds of a summer barbecue, low music, and laughter]

- **Narrator:** Summer in the Silver State is about making memories that last a lifetime
- **Narrator:** But did you know that for our youth, the most important part of a 'Safe Summer' starts at home?
- **Narrator:** Research shows that parents are the biggest influence on a teen's decision regarding alcohol.
- **Narrator:** You don't need a formal presentation—just a few minutes
- **Narrator:** Small talks about your expectations can have a big impact on their future
- **Narrator:** Visit [Agency Website] for tips on starting the conversation
- **Narrator:** Keeping Nevada's youth safe, one conversation at a time

Parent-Facing Email (Supportive Tone)

Subject: 5 Tips for a Safe and Connected Summer

Body:

Dear Parent/Guardian,

As school lets out and the summer heat rolls in, we know your schedule is packed. At [Agency Name], we also know that you want the best for your teen's health and safety. Our recent community data shows that alcohol remains a primary concern for families in our region. To support you, we've put together a quick guide: "5 Tips for Talking to Your Teen About Summer Safety."

These aren't lectures - they are small, stigma-free ways to stay connected and set clear boundaries while maintaining a supportive relationship.

[Button: Download the 1-Page Guide]

Thank you for everything you do to keep our community healthy.

Case Study #3: What it might look like

Building on Step 3 of our workflow (**Multi-Channel Expansion**), here is the specific drafted text for a "Safe Summer" campaign focusing on underage drinking, a high priority identified in regional assessments.

Campaign Theme: "Small Talks, Big Impact"

Caption (IG):

Summer vibes > Summer risks.

🌻 Your future is worth the wait. Whether you're at the lake or a backyard hang, stay focused on what matters most. Looking for peer leadership opportunities?

Join our Youth Vanguard this summer and help us lead the way in Clark County!

🗨️ #SafeSummerNV #YouthVoices
#PreventionWorks



Discussion

We've looked at rapid response, data synthesis, and full campaign building. Which of these feels like it would have the biggest impact on your organization's ability to serve your community?

Note answers in the chat

Summary: Benefits vs. Limitations

- **Immediate Benefits:** Increased efficiency, scalability of messaging, and a significant reduction in administrative burden
- **Critical Limitations:** AI lacks lived experience, may produce inaccurate or inappropriate outputs, and can produce factual errors
- **The Golden Rule:** Use AI for the heavy lift (the draft/summary), but use your professional expertise for the "final polish" (the soul/accuracy)

Upcoming Focus

Session 2: Navigating AI Ethics: Decision-Making and Community Guardrails

We will move from how to use the tools to *when* it is ethical to use them, focusing on privacy, appropriateness, and digital dignity

Final Takeaways and Implementation

- **Core Philosophy:** AI is a co-pilot, not an auto-pilot. Professionals provide the final judgment, cultural safety, and human touch.
- **Strategic Tools:** Leverage Google Gemini for multimodal tasks, Adobe Firefly for commercially safe visuals, and Canva for rapid scaling of campaign assets.
- **The Prompting Model:** Use the Role + Task + Context + Constraints formula to generate specific, high-quality prevention content.
- **Verification is Mandatory:** Always perform a three-point check for Fact-Checking (accuracy), Stigma (empathy), and Clarity (reading level).
- **48-Hour Pilot:** Identify one "time drain" today and apply the verification checklist to your first AI-assisted project.



The AI Prevention Toolkit: Applications and Foundations

Series: Navigating AI in Prevention: A Practical Guide for Professionals

Session Overview: This session was designed to demystify artificial intelligence for prevention professionals, translating complex technology into "plain language" concepts. We explored the current landscape of AI tools and their immediate application in program planning and content creation. Participants learned to identify where AI can enhance efficiency without sacrificing the human touch necessary for effective health communication. This document is designed to bridge the gap between the session's conceptual foundations and immediate, actionable implementation.

I. Core Concept Summary

- **The AI Philosophy:** AI is a co-pilot, not an auto-pilot. It assists with the "heavy lift" of drafting and summarizing, while the professional provides the final judgment and cultural safety.
- **Generative AI:** Systems capable of creating new text, imagery, and audio based on patterns learned from existing data.
- **Large Language Models (LLMs):** Advanced assistants (like ChatGPT, Claude, or Google Gemini) trained to predict and generate human-like language.
- **Evidence-Based Efficacy:** Research indicates AI-selected messages can outperform traditional controls in real-time public health campaigns by increasing personal relevance and actionability.

II. Strategic Tool Overview

Tool	Core Prevention Use Case
Google Gemini & "Gems"	Multimodal assistant understanding text, images, and video; "Gems" package recurring prompts for agency-wide use.
Google AI Studio	A web-based platform for experimenting with AI models; ideal for multi-modal prototyping and developer-level precision.
Adobe Firefly	Creating commercially safe, high-quality images and vector graphics for campaign visuals.
Canva	Instantly converting one graphic (e.g., an Instagram post) into multiple formats like flyers or banners.

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Q&A



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Let's connect.



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The AI Prevention Toolkit: Applications and Foundations

Session 2: Navigating AI Ethics: Decision-Making and Community Guardrails

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Thank you!



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