

**PREVENTION, EDUCATION & MEDIA COMMITTEE**  
**SEPTEMBER 5, 2017**

The Prevention, Education and Media Committee met on July 27, 2017 at the University of Alabama in Tuscaloosa. There, we visited and had a frank and open discussion with students, administrators and staff at the Campus Recovery Center and MPACT programs at UA. They have a national reputation for success, so we wanted to explore what they do, in hopes that we could create some best-practices for university prevention and rehabilitation programs.

The Committee continues to brainstorm and discuss the need for \*both\* specific and generic messaging; we are currently building the framework for "Live the Label" - a slogan and message for people who are prescribed pain pills, but not yet in active addiction. The committee has purchased the domain name [www.livethelabel.org](http://www.livethelabel.org), with the idea being to build a prevention and initial "whoa, I might have a problem" resource for non-addicts.

We will continue to expand our messaging strategy to include addicts, family members, sports coaches and other peer groups who have the chance to influence addicts and potential addicts.

---

Josh Johnson  
WSFA.com