

The Cost of Substance Misuse & Addiction

The misuse of alcohol, tobacco, and other drugs costs the U.S. more than \$740 billion annually due to crime, lost work productivity, and health care. By contrast, nationwide implementation of school-based, effective prevention programs could have saved the U.S. \$99.8 billion by directly offsetting these costs.²

Ultimately, investments in prevention are investments in the people of a community, especially its young people. Like other investments, they can pay off in dividends when they're implemented wisely.



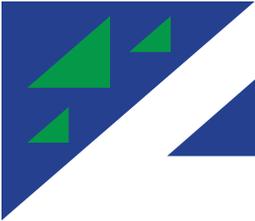
Unlike other investments, the dividends of prevention can be measured in lives saved.

The Saving Power of Prevention

Investing in prevention is a direct investment in a community's quality of life. To envision how that investment might impact your community, imagine a community that has:

- A healthy and productive workforce
- Low rates of crime
- Fewer instances of lung cancer
- Better infant health
- Fewer overdoses
- Safer roads
- Higher achieving students
- Fewer children in foster care
- And an overall higher quality of life

Prevention doesn't just save money; it saves lives.



Prevention Makes Cents

Invest in Prevention Today

Substance misuse is costly to people, families, and communities. But with the right investments in prevention, we can reduce these costs, improve our qualities of life, make our communities healthier, and provide for the safety of our children.

Prevention is the most effective strategy for addressing addiction³, but it only works when everyone buys into it. We at Prevention Action Alliance support efforts by philanthropic, business, and government leaders to support our families and communities with sustainable investments in life-saving prevention.

We call on you to ask yourself, “What can I do for prevention?”. If you need help, get ideas or join Prevention Action Alliance at preventionactionalliance.org/join.



About Us

Prevention Action Alliance is a 501(c)3 nonprofit in Columbus, Ohio that is dedicated to leading healthy communities in the prevention of substance misuse and the promotion of mental health wellness.

Learn more about Prevention Action Alliance at preventionactionalliance.org.

Prevention
Action Alliance

1. “Trends & Statistics.” National Institute on Drug Abuse. <https://www.drugabuse.gov/related-topics/trends-statistics>.

2. “Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis.” Substance Abuse and Mental Health Services Administration. <https://store.samhsa.gov/system/files/sma07-4298.pdf>.

3. “Drugs, Brains, and Behavior: The Science of Addiction.” National Institute on Drug Abuse. <https://www.drugabuse.gov/publications/drugs-brains-behavior-science-addiction/preventing-drug-misuse-addiction-best-strategy>.

