



## 2023 Elevator Pitch – Promote Community Wellness

### ONE-MINUTE FOR FORMAL SETTINGS (NETWORKING MEETINGS WHERE EACH BUSINESS SPEAKS)

I am “Your Name” from One Johns Creek. We are a coalition of organizations and concerned citizens focused on community wellness. Our primary goal is to improve mental health and reduce substance misuse by the youth in Johns Creek.

Did you know that 90% of adults who abuse alcohol or drugs started using when they were under 18? Johns Creek may seem outwardly like a utopian community, but underneath the surface, there’s a lot of pain and pressure, that can lead to addiction.

Each of you can play a role in this initiative. The more people we have on board, the more we can truly affect change in Johns Creek and North Fulton. I’d love to talk with you about how you can join this movement. I also have some information to share with you (pass out info graphic card). {Close with “Your Name,” One Johns Creek.}

### PITCH TO ANSWER THE QUESTION “WHAT IS ONE JOHNS CREEK?” IN A ONE ON ONE CONVERSATION

*This needs to be more organic and tailored to the individual conversation and setting, but here are some basic talking points that people can use:*

One Johns Creek is a coalition of organizations and concerned citizens focused on community wellness, and our primary goal is to improve mental health and reduce youth substance misuse in Johns Creek.

Did you know that 90% of adults who are suffering from an addiction started when they we’re under 18? (person says “WOW, I didn’t know that!”)

It’s not really that surprising if you think about it. Johns Creek is a highly competitive community that values achievement above everything. That can be stressful for any kid, especially those who haven’t learned how to be resilient.

We tend to see two scenario’s with the kids who are struggling with the stress and pressure of performance that end up using drugs or alcohol to cope:

1. Their parents recognize that something is wrong and take them for professional help. Often, the automatic fix is to medicate them, which can lead to substance misuse.
2. They have easy access to self-medicate by using someone else’s prescription or purchasing illegal drugs or alcohol.

Either way creates a perfect storm, and the collateral damage is our children’s futures. That’s what One Johns Creek is working to fix.

# ONE JOHNS CREEK

REDUCING YOUTH DRUG USE & PROMOTING COMMUNITY WELLNESS

At One Johns Creek, we have citizens and organizations coming together to address this from a lot of different angles.

- We're raising awareness about the problem
- We're in the schools promoting mental wellness and giving students concrete, healthy coping mechanisms to overcome stress
- We're working at the local government level to put community wide programs in place to reduce access to drugs and provide better supports for individuals experiencing substance misuse disorder
- We're working on a paradigm shift that will create parity between mental health and physical health. We'd like a community that doesn't stigmatize people when they're suffering mentally. Going to the doctor for a mental illness should be the same as going to the doctor when you have the flu or a broken arm!

How can you help, you ask? First of all, you're helping just by talking to me and learning a little bit. But we need everyone on board if we want to truly affect change, and you can get on board in little or big ways.

Two ways to make the ask:

1. I want to share this infographic with you, and on the back of it are all the ways that you can join One Johns Creek. Please look it over and then reach out and get plugged in somehow!
2. We are specifically looking for (whatever the pressing need is). That would involve (give details about the commitment). I have a sign up sheet if you're interested, just give us your info and we'll follow up with more details (give them OJC support business card)