



BETTER WITHOUT IT

A NEW PREVENTION CAMPAIGN FOR GEN Z

HOW DO WE TALK TO GEN Z ABOUT DRUGS?

Meet Gen Z - born between the mid 1990s and the early 2000s.

They value:

- + Personal identity
- + Social responsibility
- + Inclusiveness
- + Keeping up with change

They grew up on social media and actively participate in the marketing ecosystem. They are smart, tech savvy, and know the difference between empty rhetoric and real talk.

WE EMPOWER GEN Z TO CHOOSE A SUBSTANCE-FREE LIFE

More than “just say no,” we’re about living authentically and prioritizing mental and physical well-being. Aligning with the Positive Youth Development framework, we shine a light on the many strengths, opportunities, and limitless potential that young people can explore, and encourage them to make healthy choices in life.



HOW WE CONNECT WITH GEN Z



ENTERTAIN

Amuse and attract, don't preach.



EDUCATE

Information without stigma.



EMPATHIZE

Real stories, real outcomes.



ENCOURAGE

Motivate them to "pick up a skill, forget about pills."



ENGAGE

Create opportunities for Gen Z participation.

JOIN OUR ONLINE COMMUNITY

Better Without It lives where Gen Z thrives – online.

Find us on



@betterwithout.it

SCAN TO ACCESS
CAMPAIGN ASSETS

Share our content!



www.betterwithout.it/stakeholder-resources

LET'S WORK TOGETHER

Could Better Without It fit your prevention program objectives?

Let's talk!

For More Information : partnerships@betterwithout.it

Better Without It is a joint initiative of the Brevard Prevention Coalition, the Orange County Drug-Free Coalition, the Osceola Recovery Project, and the Seminole Prevention Coalition.

Sponsored by Central Florida Cares Health System, Inc. and the State of Florida, Department of Children and Families.