**SAMPLE REAL TALKS WISCONSIN NEWS RELEASE FOR PARTNER ORGANIZATION**

*[****NOTE:*** *The formatting, style, and language this template provides is a guide. Be sure to insert your information in sections with brackets. For best results, copy and paste this news release in an email and attach a copy when you send it to a media outlet.]*

(Place on organization letterhead if available)

For immediate release

[MONTH] [DAY], [YEAR]  
Contact: [NAME OF SPOKESPERSON]

[SPOKEPERSON’S PHONE NUMBER]

[SPOKEPERSON’S EMAIL ADDRESS]

HEADLINE: New effort to prevent and reduce substance use. Have real talks.

SUB-HEADLINE: [INSERT NAME OF ORGANIZATION] joins statewide effort to build healthy communities

[INSERT NAME OF ORGANIZATION] is partnering with two state agencies—the Department of Health Services and Department of Justice—on Real Talks Wisconsin, a new campaign to prevent and reduce substance use in [NAME OF COMMUNITIES OR COUNTIES]. This effort encourages open, honest, and caring conversations about drugs.

“Although substance use is common in [NAME OF COMMUNITIES OR COUNTIES], it is often not talked about or gets dismissed because of feelings of shame or wrongdoing,” said NAME AND TITLE OF ORGANIZATION LEADER OR SPOKESPERSON]. “This stigma can prevent people from seeking help. Support, stigma-free environments focused on hope and healing are possible across our area. How? By having real talks.”

Substance use often involves a mix of drugs. That’s why Real Talks Wisconsin isn’t focused on a specific substance. This effort is built around strategies that can be used to prevent or reduce any type of drug use.

Real talks are based on asking open-ended questions, having empathy, and helping to problem solve.

The initial phase of Real Talks Wisconsin is a series of webpages with the facts on substance use in Wisconsin, conversation tips, and information on actions individuals and communities can take to be well. Future phases will include video guides on how to have real talks and printed materials that will be shared at public events.

Visit RealTalksWI.org for more information.

(Last updated: October 2022)