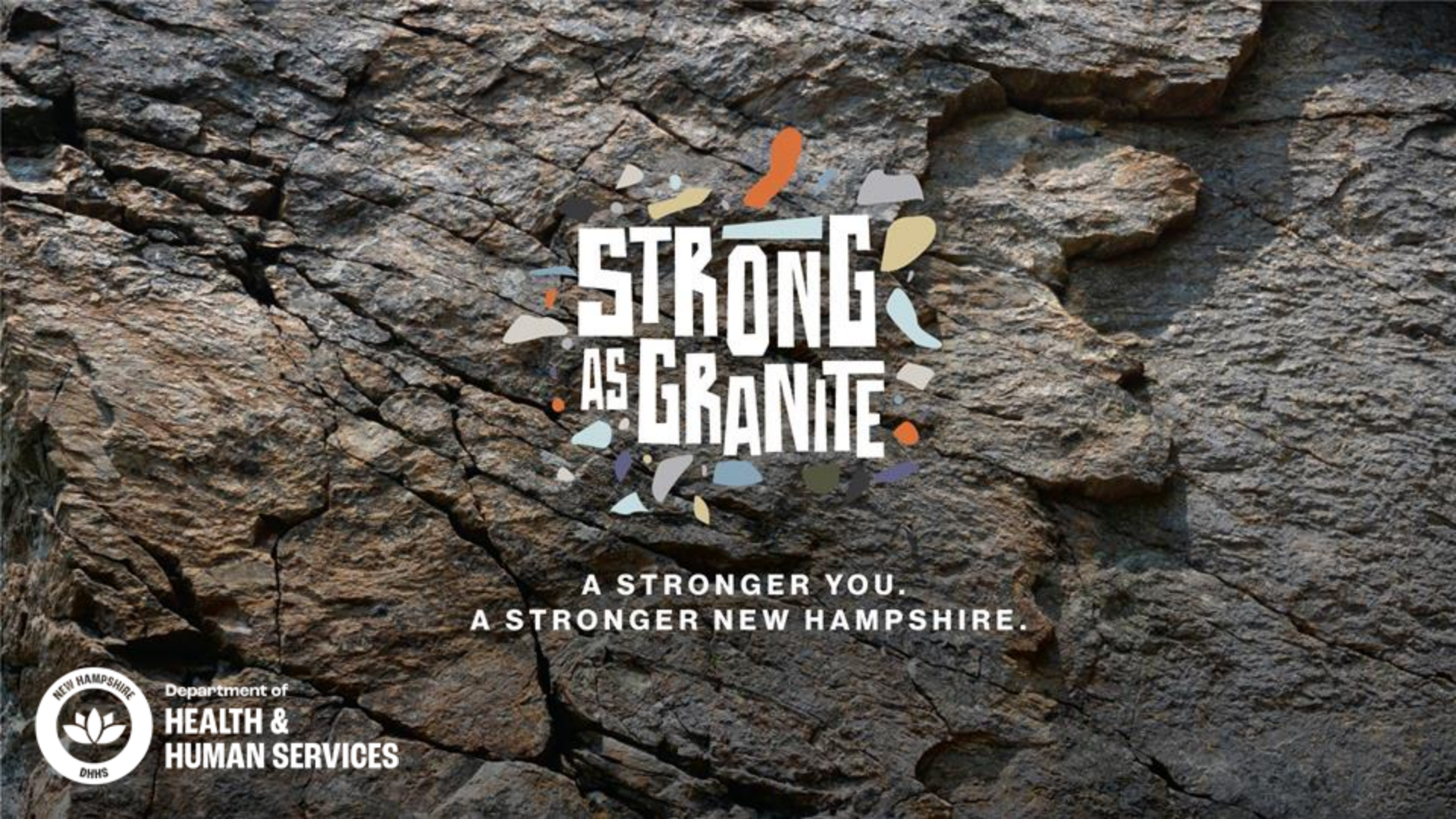
Department of
HEALTH &
HUMAN SERVICES





October 20, 2026

Strong As Granite & Unlabeled


STRONG AS GRANITE
A STRONGER YOU.
A STRONGER NEW HAMPSHIRE.
NEW HAMPSHIRE
DHHS
Department of
HEALTH &
HUMAN SERVICES







New Hampshire is known as the Granite State, with granite woven into its landscape and identity. That enduring strength reflects the resilience of its people. The Strong as Granite campaign draws on this powerful connection, celebrating the courage, determination and resilience individuals demonstrate as they navigate their own journeys with mental health and substance use challenges.







Department of HEALTH & HUMAN SERVICES

Strong as Granite accomplishes three goals:

- Raises awareness of behavioral health resources available to all Granite Staters.
- Shifts personal attitudes to make help-seeking a routine thing to do, on par with seeking medical attention.
- Shifts societal attitudes in the direction of reaping communal benefits by helping individuals in crisis.

STRONG AS GRANITE

A STRONGER YOU.
A STRONGER NEW HAMPSHIRE.

Making It Easier to Reach Out for Help







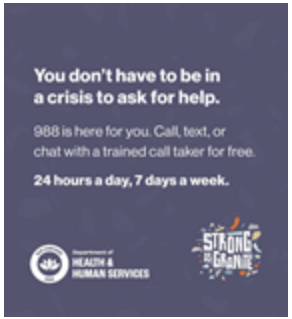


Campaign Overview

149.5M
Total Impressions

82.6M
Year 2 Impressions













Year 2 Top Platforms (Since July 2025)

Meta

23.6M
Impressions

Adults (35–64 yrs)

Where middle-age adults engage through clicking to the website, along with saving and sharing content.

New 2026

Amazon/ Prime

6.2M
Impressions

Multi-generational

Reaches households as they shop on Amazon and stream Prime.

New 2026

Snapchat

3.9M
Impressions

Teens (13-17 yrs)

Reaches teens where they message friends every day.

Content shows between stories and on main message screen.

Google

1.2M
Impressions

Multi-generational

Reaching households specifically searching for NH resources, along with showing ads across local websites in NH.

New 2026

Twitch

375K
Impressions

Teens/ Young Adults

Display ads reaching youth on the platform where they spend the most time during one session: gaming and live streams.

Most Seen Posts

Since Social Media Launch (July 2025)

#1 most seen	#2 most seen	#3 most seen	#4 most seen
			
3.6M	**3.1M**	**3.0M**	**1.5M**
impressions	impressions	impressions	impressions
Meta 3.6M	Meta 2.4M | Snapchat 670K	Meta 3.0M	Meta 530K | Snapchat 995K



Unlabeled: Connection Through Prevention

Following youth insights to create prevention messages that invite, rather than interrupt, the conversation

NEW HAMPSHIRE DHHS

Department of HEALTH & HUMAN SERVICES

initium HEALTH

Products Don’t Announce Themselves

Counterfeit pills, kratom extracts, high-potency THC, nitrous oxide, and other widely available, dangerous substances all reach youth looking familiar, legal, or harmless.

Substance Exposure is Built Into the Scroll

Drug content finds young people who aren’t looking for it, most often on the platforms they use everyday.

Prevention Messages Don’t Always Land

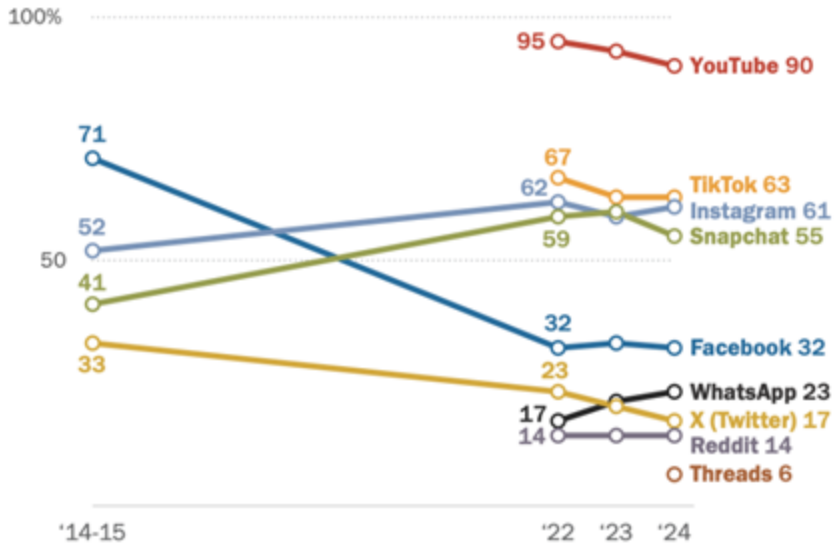
4 in 10 Greater Manchester students report being unable to recall seeing any prevention messaging.

Landscape Overview

YouTube, TikTok, Instagram and Snapchat top the list for teens



% of U.S. teens ages 13 to 17 who say they ever use the following apps or sites



Note: Those who did not give an answer are not shown.
Source: Survey of U.S. teens conducted Sept. 18-Oct. 10, 2024.
"Teens, Social Media and Technology 2024"

PEW RESEARCH CENTER

Social Media as a Drug Marketplace

Seeing the highest encounter on Snapchat, providing the opportunity to meet teens where they are at.

29%
of teens surveyed had seen drug ads on social media, 83% of those encountered them without searching

10%
of teens have purchased drugs directly through social media

17x
higher odds of purchasing drugs among teens exposed to social media drug ads

Where Teens Encounter Drug Ads







Sources: Social Media Victims Law Center, 2026, U.S., teens ages 13-15 | PMC/NIH (PMC12495684), 2025, U.K., ages 13-18

One Size Doesn’t Fit All



A multi-platform strategy helps us reach teens across different interests, behaviors, and lifestyles.

Instagram
Link clicks with young adults

Facebook
Saves, shares, comments among trusted messengers

Instagram and Facebook drive engagement, while Snapchat, Amazon, Prime, and Twitch drive reach among audiences not on social.

Snapchat
Reach with teens

Amazon/ Prime
Reach with adults/ young adults

Twitch
Reach among teens and young adults


WHAT GETS SHARED ISN'T ALWAYS SAFE.
Get the facts on fentanyl.
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Campaign Overview (Since July 2026)

15.9M+
Total Impressions

10.5M+
Social Media Impressions

5.3M+
Out of Home and Digital Impressions

26.3K+
Total Website Views









Social Media Campaign Overview

Snapchat

4.2M+
Impressions

Youth Focused Platform

Reaches teenagers (13-17 year olds) where they're messaging friends multiple times a day.

Instagram

5M+
Impressions

Young Adult Focused Platform

Engages young adults (18-24 year olds) clicking out to the website.

Facebook

1M+
Impressions

Young Adults and Adults

Reaches young adults (28-24 year olds) and engages adults (who already follow the DHHS FB page).

Twitch

207.9K+
Impressions

Youth Focused Platform

Display ads reaching youth on the platform where they spend the most time during one session; gaming and live streams.

Which messages are reaching the most people?

Since Social Media Launch (July 2026)

#1 most seen



3.2M

impressions

Meta 2.4M | Snapchat 731K

#2 most seen



2.1M

impressions

Meta 1.7M | Snapchat 321K

#3 most seen



2.0M

impressions

Meta 476K | Snapchat 1.5M

#4 most seen



789K

impressions

Meta 438K | Snapchat 351K