

This is Your Handout For:
Dover Youth to Youth's Webinar Series Presentation of:

What is My Message?

To be held on: Wednesday October 29th 2014 at 3 pm

Thank-you for joining us for today's training. This handout is designed to support this webinar and will be referenced during the training. The contents of this handout represent the original and proprietary work product of Dover Y2Y. Participants in this training are welcome to utilize these materials within their own organizations for non-profit, drug prevention purposes.

Other upcoming Webinars by Dover Youth to Youth

Tuesday Jan 6th 2015 at 3 pm

Presentation Skills for Youth Advocates: This webinar shows the participants how to prepare youth advocates to be effective presenters. There will be a focus on building the core elements that make up a good presentation, including: voice control, animation, and projection skills. PowerPoint and other tools used will be from **Module 2B** of the One Voice Youth Empowerment Toolkit.

Tuesday March 3rd 2015 at 3 pm

Taking on Big Alcohol: Countering their message – The alcohol industry has billions of dollars and they aren't afraid to use it to promote their products. But the prevention community and youth advocates are not powerless. This session is designed to provide tools and ideas that can be used to challenge the alcohol industry's messages to youth and the community.

Tuesday May 5th 2015 at 3 pm

Involving Youth Advocates in Policy Change: The focus of this webinar is to assist a youth group's adviser in preparing youth advocates to participate in policy change activities – including state and local legislative activities, as well as policy change efforts aimed at schools, retailers and other organizations.

Dover Youth to Youth provides a wide variety of technical assistance, support materials, and customized training services. Our contact information for more details is:

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Check out our web site at: www.DoverY2Y.org

One Voice Model of Youth Empowerment

KNOWLEDGE



SKILLS

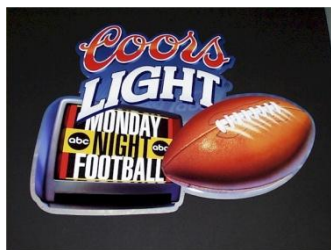


ACTION

Youth **2** Youth

Top 6 Things on Teens' Minds

- ❖ Appearance (such as weight, complexion, clothing, being in style)
- ❖ Sex (may include girlfriends/boyfriends or sexual matters in general)



- ❖ Sports (playing and/or following sports)

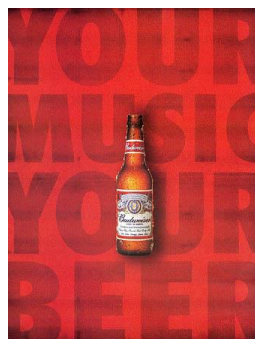


- ❖ Technology (phone, video games, computer)

- ❖ Friends (having them, who the friends are, having a group to be with, being accepted).



- ❖ Music (playing it, listening to it, going to concerts)





Key Steps in Developing Media

BROAD GOAL & OBJECTIVES:

- What are you trying to accomplish broadly? Reduce underage drinking? Get people to quit smoking?
- What objectives would move you toward that goal? For example, getting parents to lock up or control the alcohol in the house might be an objective for reducing underage drinking among middle school kids.

TARGET AUDIENCE:

- Who are you trying to influence? Who's behavior needs to change?

SPECIFIC STRATEGY:

- How will you change people's [the target's] behavior?
- Will your PSA or other media cause them to change behavior? Why?
- What is your theory or understanding of how your media message will cause the result you hope for?

DEVELOP A THEME or SETTING:

- It is the scene or background situation that the PSA occurs in.
- May not convey the message by itself.
- This is what gets people's attention or causes them to notice your media.

CREATE DRAFT:

- Enough to get started and allow others to make suggestions.

FINISH DRAFT:

- If it is a radio PSA Script – must be timed to 60 or 30 seconds.
- Assign parts for the presentation or recording.

PRACTICE, PRACTICE, PRACTICE – if it is performance media:

- And then practice some more. If you are sick of doing it – it's almost ready.

PRINT, RECORD, PERFORM, OR PRESENT YOUR MEDIA.

- Can do a rough recording at home or school, or affiliate with a radio studio.



Several Media Message Strategies

- **HEALTH MESSAGE:** When using a health based strategy, the media conveys a message that if you smoke then it will hurt (or perhaps kill) you. This strategy assumes that when informed of the risks, people will make a rational choice to avoid the behavior that creates the risk. In other words – will choose not to drink and drive for example. This is a very common strategy but doesn't work on all people.
- **Social Norming Message:** Social Norming messages attempts to redefine what is “normal” in the hope that the target group feels less pressure to engage in a negative behavior or more likely to engage in a positive way. For example, media that educates the target group that most people don't binge drink may result in less of that activity because there may be an increased perception that the behavior is not typical or accepted or “normal”.
- **SOCIAL DISAPPROVAL (or Social Approval) MESSAGE:** Public service media that uses a social disapproval message is emphasizes the immediate social consequences (*smelly breath* or *“you look stupid puking at a party”*) of certain behavior as opposed to specific health consequences. A social approval-style message conveys that you will be looked upon in a positive way for not drinking – such as portraying “being in control of yourself” as a positive attribute.
- **COUNTERADVERTISING:** When employing this strategy, you are saying to the target audience that some entity is trying to take advantage of you or trick you. An example of a manipulation message would be: *the alcohol industry never mentions the addictive properties of its product in the ads. They simply want your money.*



Common Traits of Counter-Advertising Messages

When you make Counter-Advertising Media and Messages – they tend to emphasize:

- Industry use of misleading, deceptive or untruthful advertising.
- Failure to warn about the risks & consequences of using their product.
- More interested in making \$\$\$\$ than the actual consequences on us of using their product.
- Targeting kids & teens as customers and/or using images and messages that are highly attractive to teens.

Cool?

TITLE: Cool?

CREATED BY: Dover Coalition For Youth

DATE: November 2001

FORMAT: 60-second radio PSA

TARGET: Parents/Adults

SUBJECT: Attitudes toward alcohol

[Scene: Parents at table in kitchen ... student comes in and asks parents about having a party for graduation.]

Youth: Hey mom, dad, with graduation coming up this spring, I wanted to ask you what you thought about me and my friends having a party in the back yard.

MOM: That might be OK.

Youth: And I was kinda wondering if you would buy a keg for us to have at the party

DAD: I don't know...

Youth: You could take everyone's car keys. Everyone would actually be safer... they are going to drink anyway, you know that!

At least this way you would know where everyone was... and you would know they weren't drinking and driving.

MOM: What do you think Dear?

DAD: I need to think about this ... maybe...

Youth: Ohh come on... I GUARANTEE there won't be any problems and you'd be the *COOLEST* parents in the world.

NAR #1: Let us give you something to think about....

#2: How cool would it be if a drunken student fell and injured himself?

#3: How cool would it be if a fight broke out?

#4: How cool would it be if there was a date rape?

#5: How cool would it be if a partier died from alcohol poisoning?

#6: How cool would it be if an angry parent filed a lawsuit against you?

TAG: Presented by [*your group's name here*].

15 Words

TITLE: *15 words*

CREATED BY: Advocacy Team of Dover Youth to Youth

DATE: October 2006

FORMAT: PSA

TARGET: Alcohol Industry Manipulation

SFX: (Music fades out...)

ANCHOR 1: Hello folks! Your listening to radio station WY2Y.

ANCHOR 2: And now it's time for our question of the day...

ANCH 1: ... you can win \$10,000 if you are the first caller to answer today's question correctly.

ANCHR: 2 What do the following words have in common?

Voice 2: Date Rape

Voice 3: Falls

Voice 4: Violence

Voice 5: Liver Disease

Voice 6: Accidents

Voice 7: Unwanted Pregnancy

Voice 8: Depression

Voice 9: Alcohol Poisoning

Voice 10: Suicide

Voice 11: STD's

Voice 12: and Addiction

ANCHOR 1: Well – I guess the time is up and no one has answered today's question correctly. Joe, please tell us what the answer is?

ANCHOR 2: They are all words that you have never heard in a beer or alcohol commercial.

ANCHOR 1: Really???? Why wouldn't they warn us of those risks?

NARR 1: The Beer and alcohol companies spend billions of dollars a year on TV and other advertising... but have you *ever* heard them use the word addiction – or any of these other words?

NARR 2: We're warning you about the consequences of alcohol abuse because the alcohol industry refuses to. They're probably, well, just too busy counting their money.

TAG: Presented by [*your group's name here*].

Dover Youth to Youth PSA DEVELOPMENT ASSIGNMENT

TEAM # _____

INSTRUCTIONS:

- **Your team must produce a 30-60 second PSA script. Below you will be provided with varying information on the GOAL, STRATEGY, SETTING and/or TARGET AUDIENCE.**
- **In your PSA, you must utilize the information provided but use of imagination is also strongly encouraged within those parameters.**

PROJECT TITLE: *THE MAD SCIENTIST*

BROAD GOAL OR TOPIC: Underage drinking.

CORE MESSAGE OR STRATEGY: Counter-Advertising

TARGET AUDIENCE: Teens or pre-teens primarily

SETTING: Your PSA will be designed around the theme of an evil or mad scientist creating a monster or some other related theme which could revolve around an evil scientist, monster or haunted house type of theme.