



2014-15 Webinar Series

www.DoverY2Y.org

Dover, NH
Youth 2 Youth

Presenting The Samantha Skunk Program

www.DoverY2Y.org

Reaching Us Later:

Dana Mitchell

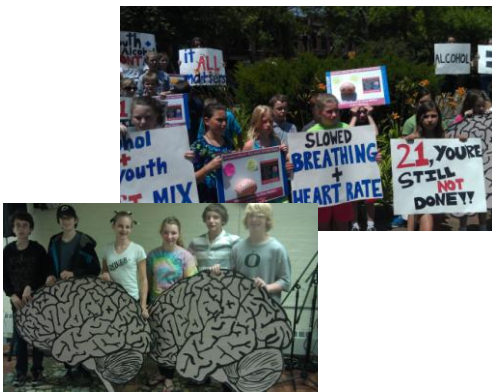
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Dover Youth to Youth



One Voice Youth Empowerment Model

KNOWLEDGE



SKILLS



ACTION



Focus Areas

- **Policy Change**
- Media
- Community Awareness
- Education

Policy Change through Legislation

The collage includes several newspaper articles: 'Students push state to fund anti-tobacco youth programs', 'Youths start campaign for safer cigarettes', and 'Youth group filing to make state do the right thing'. A photo shows a youth group holding a sign that says 'SUPPORT HB 1591'.

Legislation

Governor Signing 'Party Host' Law

A photograph showing a Governor in a suit signing a document at a desk. Several young people are standing around him, some looking at the document and others talking.

Focus Areas

- Policy Change
- **Media**
- Community Awareness
- Education

Radio & TV Public Service Ads

A photograph of a youth group in a radio studio. They are gathered around microphones and equipment, appearing to be recording or broadcasting.


Focus Areas

- Policy Change
- Media
- **Community Awareness**
- Education

Alcohol and Youth Don't Mix

Teens may look mature - but their brains are still growing and developing until age 25.

Alcohol can permanently affect a brain's development, as well as mess up the part of the brain that is responsible for judgment, impulse control and risk taking.



Alcohol can help teens make the dumbest decisions of their lives.
www.DoverYouth.com



Focus Areas

- Policy Change
- Community Awareness
 - Media
 - **Education**

Classroom Presentations



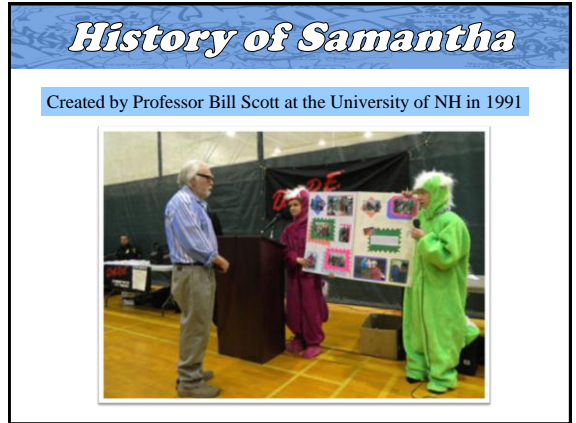
Teaching Other Students




Educate • Advocate • Lead • Serve **Youth 2 Youth**

Advocacy Training





3 Versions of Samantha

- ❑ First version was “Samantha Skunk: Smoking Stinks”
- ❑ Samantha Skunk: Rx and Medicine Safety was created in 2009
- ❑ Samantha Skunk Loves Her Os was created in 2012
- ❑ Entire Program Purchased by Dover Y2Y in 2014

Dover group buys into anti-smoking program
 Program based off book by retired UNH professor

By KIMBERLY HARRIS
 Dover — “Smoking is stinky” is the message behind a program the Dover Public Schools’ Health Department’s Youth Tobacco Use Prevention Program is using to educate students on the dangers of smoking.

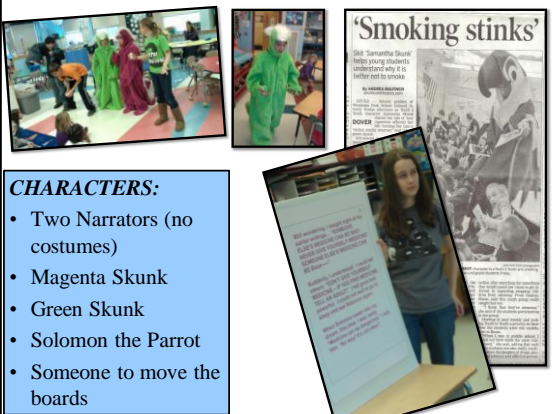
The program, which was created over three years ago by William Mitchell, a retired professor at the University of New Hampshire, is based on a book titled “Smoking Stinks” by Mitchell. The book is a simple, colorful story that teaches children the dangers of smoking and the benefits of staying smoke-free.

Mitchell said that the program is based on the idea that children are more likely to listen to a story than a lecture. The program is designed to be used in classrooms and is available for purchase by schools and community groups.

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Samantha Skunk: Smoking Stinks

- *“Smoking Stinks” is the core message... attaching a very simple social disapproval message.*
- *Learns to appreciate the uniqueness of her magenta color.*
- *Samantha helps “others learn this message”.*



CHARACTERS:

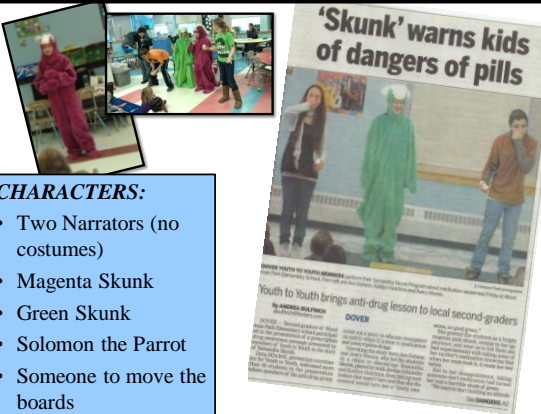
- Two Narrators (no costumes)
- Magenta Skunk
- Green Skunk
- Solomon the Parrot
- Someone to move the boards

Samantha Skunk: Rx & Medicine Safety



Samantha Skunk: Rx & Medicine Safety

- *Don't take medicine unless a parent or other responsible adult says it's OK.*
- *Someone else's medicine might be bad for you.*
- *If you find a pill or medicine - tell an adult.*
- *Don't touch it - taste it - or eat it.*



CHARACTERS:

- Two Narrators (no costumes)
- Magenta Skunk
- Green Skunk
- Solomon the Parrot
- Someone to move the boards

Samantha Skunk Loves Her Os




Samantha Skunk Loves Her Os

- *Refers to SMOKING anything*
- *Core Messages are more sophisticated than "Smoking Stinks" version*



Samantha Skunk Loves Her Os


- *Os = Oxygen*
- *Your muscles use Os to exercise*
- *Smoking ANYTHING makes it harder to get Os to your muscles.*
- *That slows you down*



Samantha Skunk Loves Her Os

CHARACTERS: 7

- Two Narrators
- Magenta Skunk
- Green Skunk
- Solomon the Parrot
- Penny Penguin
- Pat Panda
- + Someone to move the boards

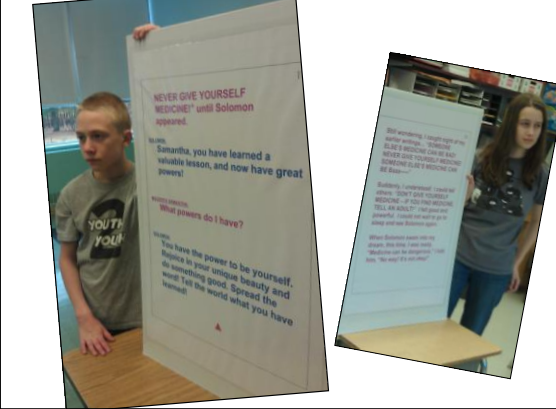



Oxygen winners

Love Your O's' antismoking campaign a big hit with students

By ANDREA BULFONIN
abulfonin@timesherald.com

...inspired by their great idea...
...inspired by their great idea...
...inspired by their great idea...





NEVER GIVE YOURSELF MEDICINE* until Solomon appears!

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Two Main Benefits

- ❖ *Great message for younger audiences brought by older role models.*
- ~and~
- ❖ *Has huge value as a tool for training young presenters.*

Presentation Skills

The Y2Y System for Teaching Presentation Skills & Public Speaking

Presentation Skills

Getting the Right Sound

- **Volume Control**
- **Speed Control**
- **Animation of Voice**
- **Animation of Body**

Presentation Skills

1. Volume Control

- **If the audience can't hear you... they can't receive your message.**
- **Fill the room – Project your voice!**
- **Speaking from diaphragm vs. throat**

Volume Control

At first I did not like being different but my mother told me to be proud of myself and someday I would do something very important.

Presentation Skills

2. Speed Control

- **You can speak faster than your audience can comprehend**
- **If you speak too quickly your audience will tune you out**

Speed Control

Oxygen - or Os - are what you breathe. Os are in the air all around us – and they are very important. You use it when you think, play outside, and when you exercise. When you play or exercise hard you need more Os... so you automatically breathe faster when you exercise.

Presentation Skills

3. Animation of Voice

Five Techniques:

- **Spacing/Pauses**
- **Emphasize Words**
- **Vary Speed**
- **Stretch Words**
- **Vary Pitch**

Presentation Skills

Pauses / Spacing:

- Helps with speed control
- The length of a pause can vary

Try this with *Spacing*:

Too many skunks [1/2] still think that taking someone else's medicine can be fun, [1/2] grown up [1/2] and smart. [full beat] They do not know [dramatic pause] how sick [full] it will make them.

Try this with *Spacing*:

Too many skunks [1/2] still think that taking someone else's medicine can be fun, [1/2] grown up [1/2] and smart. [full beat] They do not know [dramatic pause] how sick [full] it will make them.

Try this with *Spacing*:

I wasn't the fastest skunk but I liked to run and to race my friends.

Presentation Skills

Emphasizing Words:

- Helps to *convey the meaning* of what you are trying to say
- Makes what you say *more interesting* to listen to

Emphasis Demonstrated

When I woke up, I began to write: SOMEONE ELSE'S MEDICINE CAN BE BAD FOR YOU.

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Try this with Emphasis: Choose your own words

**If you find medicine,
tell an adult!**

Presentation Skills

Vary Speed:

- Start slow and speed up...
- Or, start faster and slow down at the end for emphasis.

Demonstrate *Varying Speed:* *Slow first line, fast 2nd line*

**If you find medicine –
tell an adult!**

Try Varying Your Speed: Fast for first line, slow 2nd line

**If you find medicine –
tell an adult!**

Presentation Skills

Stretching Words:

- slows you down,
- changes the pace,
- makes what you say interesting

Stretching Demonstrated:

Samantha, you tried smoking to have friends... did it bring you more friends?

Try Stretching some words:

I got so dizzy,
I felt sick.

Presentation Skills

Varying Pitch:

- Gives the speech a theatrical flavor
- Prevents monotone

Presentation Skills

Raising the Pitch:

*Oh my gosh,
today is my birthday and
I'm having a party!*

Presentation Skills

Lowering Pitch:

*My cat ran in the street and
got hit by a car.*

Raise Your Pitch: Green Text

When I woke up I looked
into the mirror... but I
was still that nasty, no-
good green.

Lower Your Pitch: Green Text

When I woke up I looked into the mirror... **but I was still that nasty, no-good green.**

Putting It All Together:

Before long, a large, beautiful bird appeared and spoke to me. His colors were as dazzling as a rainbow.

Presentation Skills

Animating Your Body:

- Use balance and smoooothness
- Keep your feet under you – shoulder width
- Avoid distracting or repetitive nervous movements or actions
- Movements should reinforce your point – pointing to a visual for example

Using Your Body:

I cried myself to sleep again and again. Why did I take that medicine? Why?

Evaluation Info

- *Samantha Skunk has not been evaluated for its impact on the audience...*
- *However, Dover Y2Y's One Voice Model of Youth Empowerment has been evaluated extensively...*

Evaluation Info

- *This includes:*
 - *Specific evaluation of the impact of participation on the Youth Advocates...*
 - *And particular focus on the impact on speaking skills development in our participants.*

How to Get Started

- *Only available through us.*
- *One time purchase. Rental is an option.*
- *We will provide support to get you started.*
- *We will provide you with the PowerPoint we used today.*

Pricing

Single set of Rx or Smoking Stinks

- *\$1,300*

Single set of Samantha Loves Her Os

- *\$1,500*

Pricing

If you own one version, you can add a 2nd version by purchasing just the storyboards for the added version (\$235)

If adding Os, have to buy boards and the 2 extra costumes (\$400)

Complete package of all 3 versions: \$2,000

Samantha Skunk Resources:

For more info on materials and implementation:

603-516-3274 or go to
SamanthaSkunk.com

www.SamanthaSkunk.com



Closing Out Today:

Our other resources

- Site visits here
- On-site training
- Custom webinars
- The Toolkit



Closing Out Today:



- Next webinar:

Tuesday May 5th 2015 at 3:00 pm

*Involving Youth
Advocates in
Policy Change*

How we can be a resource:

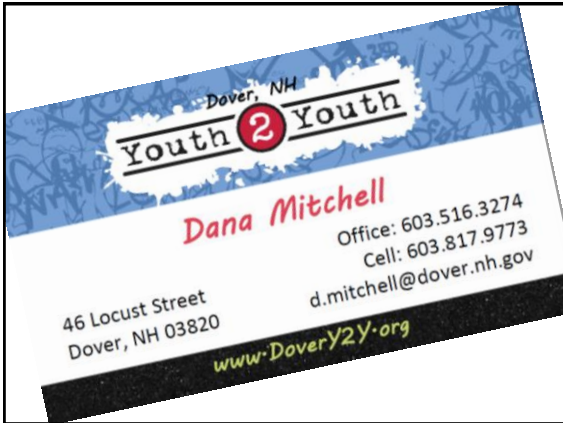
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Presenting The Samantha Skunk Program

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Summer Program

