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OVERVIEW OF TRAINING	

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ALCOHOL INFORMATION AND BACKGROUND (MODULE 2A-1)

Supporting Documents:

- *Handout: The 8 Things the Alcohol Industry Doesn't Want You to Think About*

On the Toolkit's Flash Drive for this Module:

- *Handout: 8 Things (detailed version)*
 - *Other supporting material*
 - *See Also: Supporting alcohol-related DVDs in Appendix G*
-

DEVELOPING SKILLS: PRESENTATION SKILLS (MODULE 2B)

Supporting Documents:

- *Handout: Presentation Skills*

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Presentation Skills 101*
 - *PowerPoint for presentation*
 - *Handout: Presentation Skills*
 - *Exercise: Boring Material Exercise*
 - *Exercise: Short Presentation*
 - *Other supporting material*
-

DEVELOPING SKILLS: MEDIA PRODUCTION (MODULE 2C)

Supporting Documents:

- *Handout: 8 Steps for Developing Media*

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Media Development*
 - *PowerPoint for lesson plan*
 - *Handout: 8 Steps for Developing Media*
 - *Handout: 4 Strategies in Media Messages*
 - *Handout: Features of Counter-Advertising PSAs*
 - *Radio PSA Scripts*
 - *Selected Radio PSAs as mp3 audio files*
 - *Other supporting materials*
-

DEVELOPING SKILLS: WORKING WITH THE PRESS

(MODULE 2D)

Supporting Documents:

- *Handout: 6 Types of Questions to Prepare for*
-

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On the Toolkit's Flash Drive for this Module:

- *Lesson Plan & PowerPoint: Working with the Press*
- *Handout: 6 Types of Questions to Prepare for*
- *Samples of Media Advisories*
- *Samples of Press Releases for prevention events*
- *Other supporting materials*

DEVELOPING SKILLS: ACTIVISM SKILLS (MODULE 2E)

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Activism 101 & 102*
- *PowerPoint for presentation*
- *Samples of Palm Cards from activism events*
- *Sample: Brain Campaign chants*
- *Video Examples: actual activities at activism events*
- *Other supporting materials*

DEVELOPING SKILLS: POLICY CHANGE (MODULE 2F)

Supporting Documents:

- *Handout: Tips for Testifying at a Public Hearing*

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Advocacy and Policy Change*
- *PowerPoint for presentation*
- *Handout: Tips for Testifying at a Public Hearing*
- *Case Study: Smoke Free Henry Law Park ordinance (video of testimony, written testimony, visuals used, handouts)*
- *Examples: Video Clips of Policy Change initiatives*
- *Other supporting handouts & materials*

DEVELOPING KNOWLEDGE: POP CULTURE INFLUENCES (MODULE 2G)

Supporting Documents:

- *Handout: Negative Pop Culture Messages*

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Pop Culture Influences*
 - *PowerPoint for presentation*
 - *Handout: Negative Pop Culture Messages*
 - *Video Clips: Examples of Pop Culture influences in movies, TV shows, advertising, music, kids' media*
 - *Other supporting materials*
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PART 3: TAKING ACTION

OVERVIEW OF TAKING ACTION

PRESENTING: "8 THINGS ABOUT ALCOHOL" (MODULE 3A-1)

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: 8 Things About Alcohol that the Alcohol Industry doesn't want You to Think About*
- *PowerPoint for presentation*
- *Handout: 8 Things About Alcohol*
- *Video Clips: Needed to conduct the presentation*
- *Other supporting materials*

PRESENTING: ADVERTISING & MEDIA INFLUENCES (MODULE 3A-2)

Supporting Documents:

- *Handout: 6 Things on Kids' Minds*

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Advertising & Media Influences*
- *PowerPoint for presentation*
- *Handout: 6 Things on Kids' Minds*
- *Handout: Negative Pop Culture Messages*
- *Video clips for the presentation*
- *Other supporting materials*

PRESENTING: FREEZE ACTION THEATER (MODULE 3A-3)

Supporting Documents:

- *Sample: FAT scenario: "Pop Quiz"*
- *DVD in Appendix G (in plastic sleeve)*

On the Toolkit's Flash Drive for this Module:

- *Instruction and scripts for 4 FAT scenarios*
- *Video for: "Beer Commercial" scenario*

PRESENTING: SHORT THEATRICAL SKITS (MODULE 3A-4)

Supporting Documents:

- *Example: "Party Hardy Party Line" script*

On the Toolkit's Flash Drive for this Module:

- *Text file of all skit scripts*
- *Selected audio sound effects*
- *Examples of selected skits performed on video*

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PRESENTING: HISTORY OF TOBACCO LIES (MODULE 3A-5)

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: History of Tobacco Lies*
 - *PowerPoint for HOL presentation*
 - *Video: Old TV ads*
 - *Video: Tobacco Bosses before Congress*
 - *Other supporting materials*
-

PRESENTING: THE SAMANTHA SKUNK LESSONS (MODULE 3A-6)

Smoking Stinks Presentation
Rx & Medicine Safety Presentation
Samantha Skunk Loves her Os (lung health, exercise, smoking)

On the Toolkit's Flash Drive for this Module:

- *Video clips of segments of Samantha Skunk presentations*
-

CREATING RADIO PSAS (MODULE 3B-1)

Supporting Documents:

- *Sample Radio PSA Script:*

On the Toolkit's Flash Drive for this Module:

- *More than 75 Radio PSA scripts as Word files (in App. D)*
 - *Radio PSA audio mp3 files (in Appendix E)*
 - *Other supporting materials*
-

CREATING VIDEO PSAS (MODULE 3B-2)

On the Toolkit's Flash Drive for this Module:

- *Sample video PSAs (Appendix G)*
-

COMMUNITY AWARENESS: STICKER SHOCK (MODULE 3C-1)

Supporting Documents:

- *Lesson Plan: Preparing students to conduct Sticker Shock*

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: Preparing students to conduct Sticker Shock*
 - *Sample stickers as PDF and jpg files*
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COMMUNITY AWARENESS: GEAR EXCHANGE *(MODULE 3C-2)*

Supporting Documents:

- *Sample: Flyer announcing Gear Exchange*

On the Toolkit's Flash Drive for this Module:

- *Sample Event Flyers*
 - *Sample Press Release for Gear Exchange*
-

COMMUNITY AWARENESS: FRIDGE CAMPAIGN/PROJECT *(MODULE 3C-3)*

On the Toolkit's Flash Drive for this Module:

- *Samples of: Fridge Campaign Press Release*
 - *Examples of: Fridge radio PSAs as mp3 files*
 - *Examples of: Fridge Video PSAs*
 - *Example of: Fridge Sticker Shock Sticker as pdf file*
 - *Sample: Fridge Palm Card as MS Publisher file and jpg*
 - *Other supporting materials*
-

COMMUNITY AWARENESS: THE BRAIN CAMPAIGN *(MODULE 3C-4)*

On the Toolkit's Flash Drive for this Module:

- *Example of: Press Release & Media Notification*
 - *Sample: "Brain-themed" radio PSAs*
 - *Sample: Brain Campaign Sticker Shock sticker*
 - *Sample: Brain Campaign Palm Card*
 - *Example: Brain Campaign Chants*
 - *Handout: 8 Effects on the Brain from Underage Drinking*
 - *Other program materials*
-

COMMUNITY AWARENESS: LOVE YOUR OS CAMPAIGN *(MODULE 3C-5)*

Supporting Documents:

- *Sample: Flyer announcing Door Decorating Contest*

On the Toolkit's Flash Drive for this Module:

- *Art File: Love Your Os logo & artwork design*
 - *Sample: Flyer announcing Door Decorating Contest*
 - *Sample: Media Advisory and Press Release*
 - *Handout: Instructions for Love Your Os poster/art contest*
 - *Examples: Purchase info for prizes and awards*
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COMMUNITY AWARENESS: ZOMBIE DEMONSTRATION

(MODULE 3C-6)

Supporting Documents:

- *Example: Zombie Palm Card*

On the Toolkit's Flash Drive for this Module:

- *Sample: Press Release & Media Notification*
 - *Example: Zombie Palm Card as PDF file*
 - *Sample Chants as text documents*
 - *Video of Chants by students at a Zombie event*
-

COMMUNITY AWARENESS: TELL THE TRUTH CAMPAIGN

(MODULE 3C-7)

Supporting Documents:

- *Fidelity Checklist*

On the Toolkit's Flash Drive for this Module:

- *Example of Press Release & Press Kit*
 - *Palm Card Graphics*
 - *Radio PSA Script*
 - *Campaign Training Materials*
-

COMMUNITY AWARENESS: RETAIL RESPONSIBILITY

(MODULE 3C-8)

Supporting Documents:

- *Fidelity Checklist*

On the Toolkit's Flash Drive for this Module:

- *Handout: Steps for completing a retail responsibility project*
 - *PowerPoint: Training for Retail Responsibility*
 - *Sample Letters to Stores*
 - *Sample Press Release*
-

COMMUNITY AWARENESS: ANYONE ANYTIME CAMPAIGN

(MODULE 3C-9)

Supporting Documents:

- *Fidelity Checklist*

On the Toolkit's Flash Drive for this Module:

- *Sample Press Release & Press Kit*
 - *Palm Card Graphics*
 - *Radio PSA Script*
 - *Extensive additional resources*
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SCHOOL AWARENESS: LOGO LAMPOON CONTEST

(MODULE 3D-1)

Supporting Documents:

- *Example: Logo Lampoon Contest announcement flyer*

On the Toolkit's Flash Drive for this Module:

- *Sample: Logo Lampoon Press Release*
- *Example: Flyer for Logo Award event*
- *Sample: Logo notification letter for finalists*
- *Examples of art work submitted in the past*

SCHOOL AWARENESS: GOT INFO?

(MODULE 3D-2)

On the Toolkit's Flash Drive for this Module:

- *Sample Posters & Table Tents as both PDFs and MS Publisher files*

SCHOOL AWARENESS: PLASTER THE WALLS (MODULE 3D-3)

On the Toolkit's Flash Drive for this Module:

- *Examples of posters used*

PART 4: PROGRAM EVALUATION

EVIDENCE-BASED STATUS

PROGRAM EVALUATION OVERVIEW

MONITORING & FEEDBACK

PROGRAM FIDELITY

OUTCOME EVALUATION

On the Toolkit's Flash Drive for this Module:

- *Evaluation reports for years 1-3*
- *Fidelity Checklists for each Module*
- *Participant Pre-Test and Post-Test survey forms*
- *Monthly Activity Log and Attendance Sheet*
- *Evaluation Checklists*
- *Parent Feedback Survey*

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APPENDIX

APPENDIX A: REFERENCES AND RESOURCES

APPENDIX B: TEAMBUILDING AND ICE BREAKER GAMES

On the Toolkit's Flash Drive:

- *Instructions for a variety of ice breakers and team-builders*

APPENDIX C: TRAINING OPPORTUNITIES

APPENDIX D: PSA & SKIT SCRIPTS

On the Toolkit's Flash Drive:

- *MS Word text files of scripts of over 70 PSAs created by Dover Youth to Youth*
- *MS Word text files of all of Dover Youth to Youth's original theatrical skits*

APPENDIX E: RADIO PSA MP3 AUDIO FILES

On the Toolkit's Flash Drive:

- *Audio files of over 70 alcohol, tobacco, & other drug radio public service announcements created by Dover Youth to Youth*

APPENDIX F: PSA & SKIT VIDEO FILES

On the Toolkit's Flash Drive:

- *Video files of selected skits being performed*
- *Original Video Public Service Announcements*

APPENDIX G: COMMERCIAL DVDs PROVIDED WITH THE TOOLKIT

DVDs included with the toolkit:

- *ABC News 20/20: **Women and Alcohol***
- *ABC News 20/20: re: Alcohol and Sexual Assault*
- ***Tobacco Industry Statements***
- *Media Education Foundation: **Spin the Bottle***