

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

INTRODUCTION: HOW TO USE THIS TOOLKIT	PAGE
HOW WE GOT HERE	2
DOVER MODEL OF YOUTH EMPOWERMENT	3
HOW TO USE THIS TOOLKIT	6
CREDITS	9
CONTACTING US FOR MORE INFORMATION OR SUPPORT	10
PART 1: GETTING STARTED	
OVERVIEW	10
SUPPORT OF THE POWER STRUCTURE	11
COST ISSUES AND EXPENSES	12
SELECTING AN ADVISER	14
SUPERVISION OF THE ADVISER AND GROUP ACTIVITIES	15
TRAINING THE ADVISER	15
CREATING AN APPLICATION FORM	17
THE "PITCH": RECRUITING MEMBERS FROM STUDENT BODY	18
PREPARING FOR NEW GROUP MEETINGS	20
<i>Supporting Documents for Part 1:</i>	
<ul style="list-style-type: none">• <i>Administration Checklist</i>• <i>Recruitment Checklist</i>• <i>Sample Adviser Position Description</i>• <i>Sample Youth Membership Application</i>	
Part 2: Knowledge & Skills - Training Youth Advocates	
OVERVIEW OF TRAINING	

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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*
-

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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*
-

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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*

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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

On the Toolkit's Flash Drive for this Module:

- *Lesson Plan: History of Nicotine 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*
-

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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*
-

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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:

- *Example: Tell the Truth Palm Card*

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)

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:

- *Example: Anyone Anytime Palm Card*

On the Toolkit's Flash Drive for this Module:

- *Sample Press Release & Press Kit*
 - *Palm Card Graphics*
 - *Radio PSA Script*
 - *Extensive additional resources*
-

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

COMMUNITY AWARENESS: E-CIG AND VAPING CAMPAIGN (MODULE 3C-10)

Supporting Documents:

- *Sample Radio PSA Script*

On the Toolkit's Flash Drive for this Module:

- *Sample legislative language*
 - *Sample Press Release & Press Kit*
 - *Palm Card Graphics*
 - *Radio PSA Script*
 - *Extensive additional resources*
-

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

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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*

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*

TABLE OF CONTENTS

DOVER YOUTH TO YOUTH YOUTH EMPOWERMENT TOOLKIT

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***
 - ***Tobacco Industry Statements***
 - *Media Education Foundation: **Spin the Bottle***
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