



SPRING 2014

Behind the **LENS** Newsletter

State/Territory Underage
Drinking Prevention Videos Project

Keeping you informed, inspired, and up to date.

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IN YOUR WORDS

POSTCARD FROM
SOUTH CAROLINA



Michelle M. Nienhius, M.P.H.
Prevention Consultant, Department of
Alcohol and Other Drug Abuse Services
Columbia, South Carolina



South Carolina produced a 4-minute video aimed at parents, which is titled *There Are Costs to Being the Life of the Party*. Why did your team choose to produce a teen party to focus attention on underage drinking prevention?

After a few discussions with various groups that we work with in South Carolina (law enforcement partners, prevention providers, coalition members, universities, etc.), it was clear to us that the partners wanted us to create a video that could be used in various settings to get the conversation started about the issue of underage drinking in South Carolina. They requested we create a video that could appeal to several different audiences such as youth, young adults, and parents—to shed some light on what can happen when youth and alcohol come together at a party. One of the issues we wanted to convey is that there is more to “worry” about than drinking and driving when teens and young people and alcohol mix. While that is a very serious consequence to the action of underage drinking, it is not the only one people should be concerned about.

What about the production experience was particularly memorable for you?

For me, I would say the dedication of the youth volunteers, service personnel, and crew that spent almost an entire day and evening working to get all of the shots the production crew needed to ensure we had what we wanted in the end. We had people involved in this process for over 12 hours, and I do not remember anyone really complaining. It was a very good experience overall. I was also really pleased with how the production team took our ideas and helped create exactly what we were looking for in South Carolina. We wanted something that would grab people’s attention and getting them thinking and talking about the importance of preventing underage drinking.

What challenges did you encounter, and how did you overcome them?

There were not too many challenges along the way. We had a few followup conversations with the producer and CSAP to ensure that the video conveyed the message that we wanted it to and followed any guidelines required through the funder. Communication was the key to overcoming any of the barriers we encountered.

Did anything come up during the making of your video that you had not anticipated or surprised you?

No, not really. I think that we had a pretty good idea of what we were aiming for, and the producers were able to shoot the footage necessary to create a final product that reflected what the partners had described to us they wanted. We wanted to produce a video that would be useful throughout the state by many different groups. We also wanted to be sure the message was clear to the viewers—there are many consequences to underage drinking. The party may start out fun and lively, but it can end very dark and dangerous.

If you had the opportunity to create another video, what would you do differently?

At this point, I cannot think of anything we would change. Over time, as more people have the opportunity to use it at presentations, Town Hall Meetings, etc., we may receive some feedback that would change this answer.

What would you do the same?

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At this point, all of it; I really think that it came out exactly the way we envisioned it.

Is there anything else you would like to add?

Overall, this was a great process. The State of SC produced a video that can be used as an “attention grabber/conversation starter.” The goal of the video was to educate people in our state about the other consequences of underage drinking. The video needed to convey to the audience that if you are someone over the age of 21, hosting a party or providing alcohol to minors is a very dangerous risk. There are many consequences to this action—some you may be able to learn from, and some could be more permanent. Know the risks, and have the discussion before something like this happens in your home. The discussion guide that was created brought together materials from several sources that can be used by the facilitator to engage the audience in a discussion. This is very important because not only do we want to educate people on the dangers of underage drinking, but we also want people to speak out against this occurring in their own home, neighborhood, friendship circles, etc.

TIPS FROM THE PROS

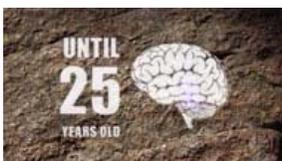


A senior producer shares insights on making a video even more effective.

“To increase viewership for your video, share links and/or DVDs of your video with as many local partners as you can think of. Parent–teacher organizations, community coalitions, church-based or secular youth groups, local businesses, doctor’s offices—all are great resources for increasing the odds that your video reaches your target audience.”

—State/Territory Videos Project Senior Producer

OVERCOMING OBSTACLES

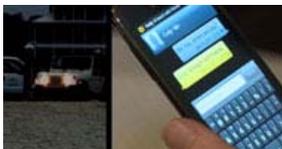


[New Hampshire video](#)

Challenge: During the editing phase, the production team felt that the New Hampshire video would benefit from some additional footage to highlight the state’s natural beauty and diverse population.

Solution: The production team searched through libraries of stock photos and previously shot footage to find appropriate images. After identifying specific shots, the production team incorporated these elements into the final [New Hampshire video](#). While it always better to get all the shots you need during field production, purchasing or repurposing stock images and footage can be a valuable tool for filling in gaps when necessary.

SPREAD THE WORD



[We Love Them to Death \(Alabama\)](#)

Here are some ways states/territories are getting the message out:

In Alabama, the state’s certified substance abuse prevention provider network and community coalitions are tapping multiple resources to increase viewership of their video. Among other outlets, [We Love Them to Death](#) has been presented at workshops, conferences, and meetings.

WHAT'S NEW



[Tennessee's Brighter Future](#)

An evaluation of the State/Territory Videos Project is in full swing! All participating states, territories, or jurisdictions with finalized videos will be contacted soon to provide feedback, through SurveyMonkey, on the following:

- Goals and objectives of the videos;
- Dissemination of and distribution efforts for the videos; and
- Technical assistance provided by the video production team in producing the videos.

In preparation for the evaluation, you are encouraged to start gathering dissemination and distribution data counts, from October 1, 2013, through March 31, 2014. Specific categories that will be assessed are the following:

- Website (agency)—number of views (or downloads);
- Website (partner)—number of views (or downloads);
- YouTube—number of views;
- Other social media (please specify)—number of views (or downloads);
- Distribution to partner organizations/coalitions—number of copies distributed;
- Mailed DVDs (excluding those mentioned above)—number of copies distributed;
- Television (including cable and local public access)—number of times that the video was broadcast or viewed;

- Town Hall Meeting/public forum presentations—number of viewers/session attendees;
- Conference presentations—number of viewers/session attendees; and
- Other (please specify and quantify).

If you have any questions about the evaluation, please e-mail Rená Agee, evaluation coordinator, at eval@stopalcoholabuse.net.

STATUS CHECK

Recently completed:

- Minnesota
- New Hampshire
- Rhode Island
- Wisconsin

Currently in postproduction:

- American Samoa
- Commonwealth of the Northern Mariana Islands
- Federated States of Micronesia
- Hawaii
- Palau
- Republic of Marshall Islands

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