



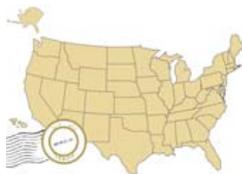
Behind the LENS Newsletter

State/Territory Underage Drinking Prevention Videos Project

Keeping you informed, inspired, and up to date.

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IN YOUR WORDS



The State/Territories Videos Project will be wrapping up this September, with 87 videos produced for 48 states, 5 territories, 3 jurisdictions, the District of Columbia, and the Substance Abuse and Mental Health Services Administration's (SAMHSA) Native American Center for Excellence. Be sure to check the SAMHSA YouTube channel for the newest additions to underage drinking prevention videos. At this time, the Underage Drinking Prevention Education Initiatives (UADPEI) team thanks everyone who has participated in this exciting initiative over the past 5 years.

This will be 15th and final issue of *Behind the Lens*. We are curious to hear your thoughts about this quarterly e-newsletter. What have you liked? What could have been better? Did you find it worthwhile? Also, what other types of videos or video support would you find valuable in the next 3 years? We invite you to provide feedback to info@stopalcoholabuse.gov.

We also want to use this issue to look back at some of the lessons learned that you have shared in developing prevention messages. Here, in your words, are some of the tips based on your video production experience:

What advice would you give to someone just beginning work on a video?

"Be sure to allow lots of planning time. Developing the script, lining up all the participants, and deciding on the locations took much more time than anticipated."

—Debbie Synhorst, prevention consultant, Iowa Department of Public Health, Division of Behavioral Health (Winter 2011)

"Don't shy away from creativity just because it may take a little more work."

—Amity Chandler, Director, Drug-Free Charlotte County, Florida (Spring 2011)

"You should have clear ideas of what information you want to be covered in the script. Once you have identified the main points of your message, identify the best person(s) to deliver the message and have alternatives."

—Vicki Turner, Director, Prevention Resource Center, Helena, Montana (Summer 2011)

"Plan, plan, and then plan a little more. The more time and organization put in on the front end saves time in the long run."

—Brenda Stoneburner, specialist, Michigan Department of Community Health (Winter 2012)

"The best advice I can offer is, the more you put in the more you get out."

—Diane Litterer, M.P.A., CPS, Executive Director, New Jersey Prevention Network (Spring 2012)

"Focus on messages and stories that will be relevant over the long term."

—Marcia LaPlante, Vermont National Prevention Network member (Summer 2012)

"Convene on a regular basis to discuss the project ... [and] have a leader or point person who would organize the meetings, facilitate conversation, and help delegate tasks."

—Tim Diomede, State Epidemiological Outcomes Workgroup coordinator, contractor, Maine Office of Substance Abuse and Mental Health Services (Winter 2013)

"Understand the culture of the population you are working with—to understand their view and the general society's view about them. Don't attempt to make a video for them, but rather engage them in the process from A-Z."

INFORMATION

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TIPS FROM THE PROS



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

"Through hands-on experience from the State/Territories Videos Project and/or ideas you have gleaned from *Behind the Lens*, you are now equipped with valuable skills that many of your colleagues and constituents may lack. Take advantage of this newfound knowledge and skill to produce additional underage drinking prevention videos. In doing so, you can help extend the value of this project and continue reaching target audiences in your local area with critical underage drinking prevention messages."

—State/Territory Videos Project coordinator

OVERCOMING OBSTACLES



[Underage Drinking Is Not Worth Your Future](#)
(Commonwealth of Northern Mariana Islands)

Challenge: Videos recently produced for American Samoa, Palau, and the Republic of the Marshall Islands required shooting and editing in those nations' respective native languages. Although beneficial for the target audiences, translating proved to be a unique challenge for the video editing staff. In addition, we had to ensure that all videos met Section 508 compliance standards.

Solution: For unscripted interviews in native languages other than English, the producer asked local teams to watch the raw footage and note which sound bites they felt might be useful for the video. Then local teams provided three pieces of information for each selected sound bite: The timecode (e.g., 01:37–02:01), a transcription of the text in the native language, and an English translation. This information assisted the production team not only by identifying useful sound bites but also by providing the text necessary for creating closed captions.

SPREAD THE WORD



[It Starts With You](#)
(Rhode Island)

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

The variety of ways in which you have disseminated your videos is impressive, to say the least. Here is just a sampling of how you have spread the word:

- Distributed DVDs to schools, coalitions, and other community partners (Indiana, Montana, Oregon, Washington State);
- Broadcasted on local television (Puerto Rico, U.S. Virgin Islands);
- Organized a "premiere" event with youth, parents, and other community members (Maryland, U.S. Virgin Islands);
- Held a press conference to announce the video (Michigan);
- Shared the video at PTA meetings, Town Hall Meetings, conferences, workshops, and other events (Alabama, Guam, Maine, Michigan, Oklahoma);
- Shown a 30-second public service announcement in movie theaters (Florida);
- Received write-ups in local papers (Maryland, U.S. Virgin Islands);
- Posted on websites and social media (Kansas, Maine, Washington State);
- Created companion discussion guides (Maine, South Carolina);
- Encouraged constituents to incorporate the video in curricula as a discussion starter (Indiana, Montana, Oregon);
- Used the video as a catalyst for an entire campaign (Michigan); and
- Submitted videos for awards ... and won (Delaware)!

WHAT'S NEW



[Tennessee's Brighter Future](#)

AWARDS WON

2014

Be the Parents (Idaho)
Hermes Platinum Award

Critical Dialogue with Native Youth about Underage Drinking: Our Culture is Prevention
Communicator Award of Distinction
Hermes Honorable Mention

2013

Empowering Parents to Prevent Underage Drinking in New Jersey
Communicator Award of Excellence
Hermes Honorable Mention

Puerto Rico's *Somos Mas* Campaign Against Underage Drinking
Communicator Award of Distinction
Hermes Gold Award

When you say NO to alcohol, what are you saying YES to? (Maine)
Communicator Award of Distinction

2012
Keep Talking, Montana: You Can Prevent Underage Drinking
Communicator Award of Distinction

2011
Time to Re-Think: Teens and Drink (Delaware)
Communicator Award of Excellence

2010
Prevention Works When We Work Together (Vermont)
Legis Finalist
Television, Internet, & Video Association of DC Bronze Award

2008
Underage Drinking Prevention in Mississippi: A Collective Perspective
Legis Winner
Communicator Award of Distinction
DV (Digital Video) Winner

 **STATUS CHECK**

Recently completed:

- American Samoa
- Commonwealth of Northern Mariana Islands
- Federated States of Micronesia
- Hawaii
- Rhode Island

Currently in postproduction:

- Palau
- Republic of Marshall Islands

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