



Winter 2010/2011

## 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 IOWA



Interview with *Debbie Synhorst*, prevention consultant, Iowa Department of Public Health, Division of Behavioral Health



#### How has Iowa's video helped Iowa in its efforts to prevent underage drinking?

"The video has helped Iowa to increase awareness of the problem of underage drinking. It will be used more extensively with the new SPF SIG (Strategic Prevention Framework State Incentive Grant) funding as underage drinking has been identified as one of the two State

priorities. We want to see that, like our video's title (*Time for Action: Preventing Underage Drinking in Iowa*), we can motivate more people to take action on the issue."

#### What was the most interesting or exciting part of the production process?

"The actual filming was interesting and exciting. The most amazing part is seeing the video after editing, when it all comes together."

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

"Jump in and get involved, even if you are not sure you know what you are doing. It was such a fun learning experience!"

"Try to show as much diversity of your citizens and of your State as you can."

"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."

"Be careful about using people or content that may date the video, which limits the length of its usefulness."

"Enjoy the professional staff and trust the process!"

#### Was the opportunity to create a video worthwhile? If so, why?

"Absolutely! Iowa, especially the Iowa Department of Public Health, is very grateful for the opportunity provided by CSAP (Center for Substance Abuse Prevention). We did not have the resources or expertise to do it on our own. We learned from the production process and we created a useful product."

### INFORMATION

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### TIPS FROM THE PROS



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

"Don't be afraid to ask for favors. In order to showcase grassroots prevention efforts around the State, members of Vermont's Planning and Review Team contacted all their community coalitions to request campaign materials —print, radio and/or video—that had proven effective around the State. This footage, which we call "b-roll," is video used to illustrate what's being said in the audio part of the story."

—Senior video producer Substance Abuse and Mental Health Services Administration (SAMHSA)/CSAP Underage Drinking Prevention Videos Project

### OVERCOMING OBSTACLES



**Challenge:** For the Colorado video, the production team needed a bar setting and a large room for two segments developed to highlight responsible adult drinking in the presence of minors.

**Solution:** Colorado's State representative contacted a local hotel that had both a bar and a banquet room. By shooting at mid-day on a Saturday, the production team got all the shots it needed without disturbing the hotel's normal business operations. Even better, because the production team ordered food to use as props, the hotel allowed the team to use the space for free!

### SPREAD THE WORD



#### Here are some ways States/Territories are getting the message out:

- Washington State posted a link to its video on <http://www.starttalkingnow.org> and mailed copies of the DVD to more than 250 community partners.
- Guam premiered its video during a plenary session attended by more than 500 youth at the Territory's annual Youth for Youth Conference.
- Florida showcased a 30-second public service announcement, created as part of its video, on movie theater screens throughout the State over Memorial Day weekend.

Pass it on! [CLICK HERE](#) to share innovative video-viewing ideas.

### WHAT'S NEW

#### STATUS CHECK

Recently completed:

#### ON THE HORIZON

Scheduled to begin preproduction in 2011:



**SAMHSA's YouTube Channel Draws New Audiences to UAD Videos.** CSAP recently uploaded all completed videos to SAMHSA's [YouTube channel](#).

**Action! Three-year plan in the works:** CSAP and the Underage Drinking Prevention Education Initiatives Studio Group are currently creating a comprehensive, 3-year production plan to help States and Territories produce their own underage drinking prevention videos. Twelve videos are planned for each of the following years—2011, 2012, and 2013. Check the status of your State or Territory below.

- Colorado
- Delaware
- Florida
- U.S. Virgin Isla
- Vermont
- West Virginia
- Wyoming

**Currently in postpr**

- Alaska

**Currently in prepro**

- Alabama
- Montana
- Oregon

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