

WHAT'S NEXT



INFUSING **OLD**
PREVENTION STRATEGIES
WITH **EVIDENCE BASED**
PROGRAMS AND NEW
TECHNOLOGIES **ON A**
BUDGET



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→ **NEXT**

THRIVE  CENTER
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Poll Everywhere

WHAT ARE 5 WORDS YOU WOULD USE TO DESCRIBE "YOUTH IN PREVENTION"?



TRADITIONAL PREVENTION APPROACHES:

DARE



ENVIRONMENTAL PREVENTION APPROACHES & EVIDENCE BASED PROGRAMS:



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TRADITIONAL PREVENTION APPROACHES:

D.A.R.E.[®]





Adults come up with the idea and process for the intervention. **1**



Adults recruit youth to participate in the intervention to change their individual attitudes regarding substance use/abuse. **2**



Have youth participate in some kind of public display that says:

"Look How Much My Individual Attitudes have Changed!!!" **3**



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"Look How Much My Individual Attitudes have Changed!!!"

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"Look How Much My Individual Attitudes have Changed!!!" **3**

ENVIRONMENTAL PREVENTION APPROACHES & EVIDENCE BASED PROGRAMS:



pg 2-6



pg 7-32
pg 33-40



Recruit and train youth in the SPF model and environmental prevention best practices.

1



Youth select an intervention based on best practice input from adults with adults helping facilitate success for youth, but youth do a bulk of the actual work.

2



Youth complete and evaluate their project.

3



Recruit and train youth in the SPF model and environmental prevention best practices.

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Poll Everywhere

pg 83-126

WHAT ARE 5 WORDS YOU WOULD USE TO DESCRIBE "YOUTH IN PREVENTION"?



YOUTH ARE THE PRIMARY DRIVERS OF THE WORK FROM
CONCEPTUALIZATION TO IMPLEMENTATION AND REFLECTION.
YOUTH "OWN" AND UNDERSTAND THE WORK DEEPLY.



YOUTH INVOLVED AT ALL LEVELS OF IDEA OR
PROJECT DEVELOPMENT AND HAVE FORMAL AND
INFORMAL LEADERSHIP ROLES IN THE PROCESS.



YOUTH ARE PART OF PLANNING AND
IMPLEMENTATION CONVERSATIONS BUT THEY
DON'T HAVE FINAL SAY IN WHAT HAPPENS



YOUTH ARE INVOLVED IN THE
"DOING" BUT NOT PLANNING,
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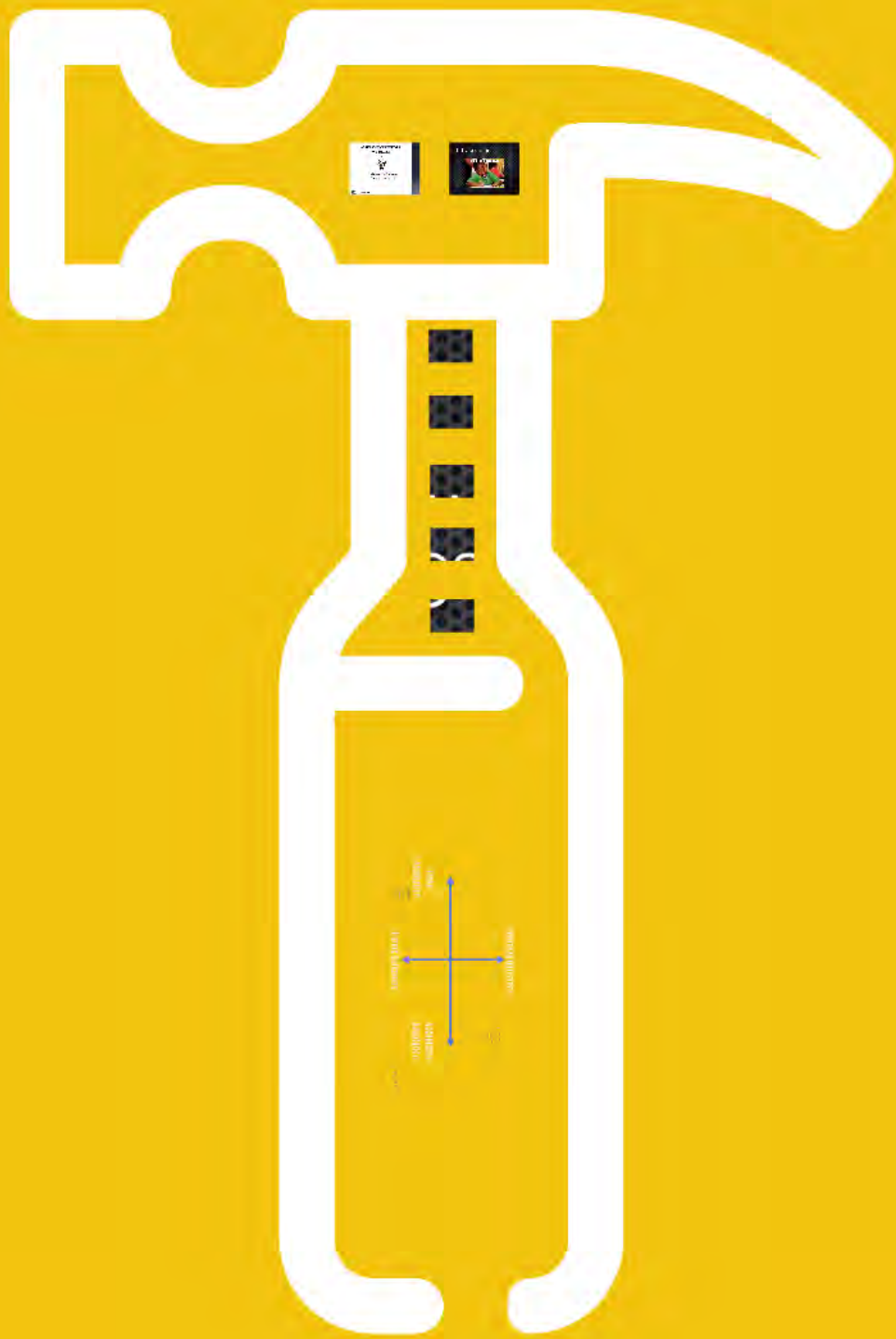
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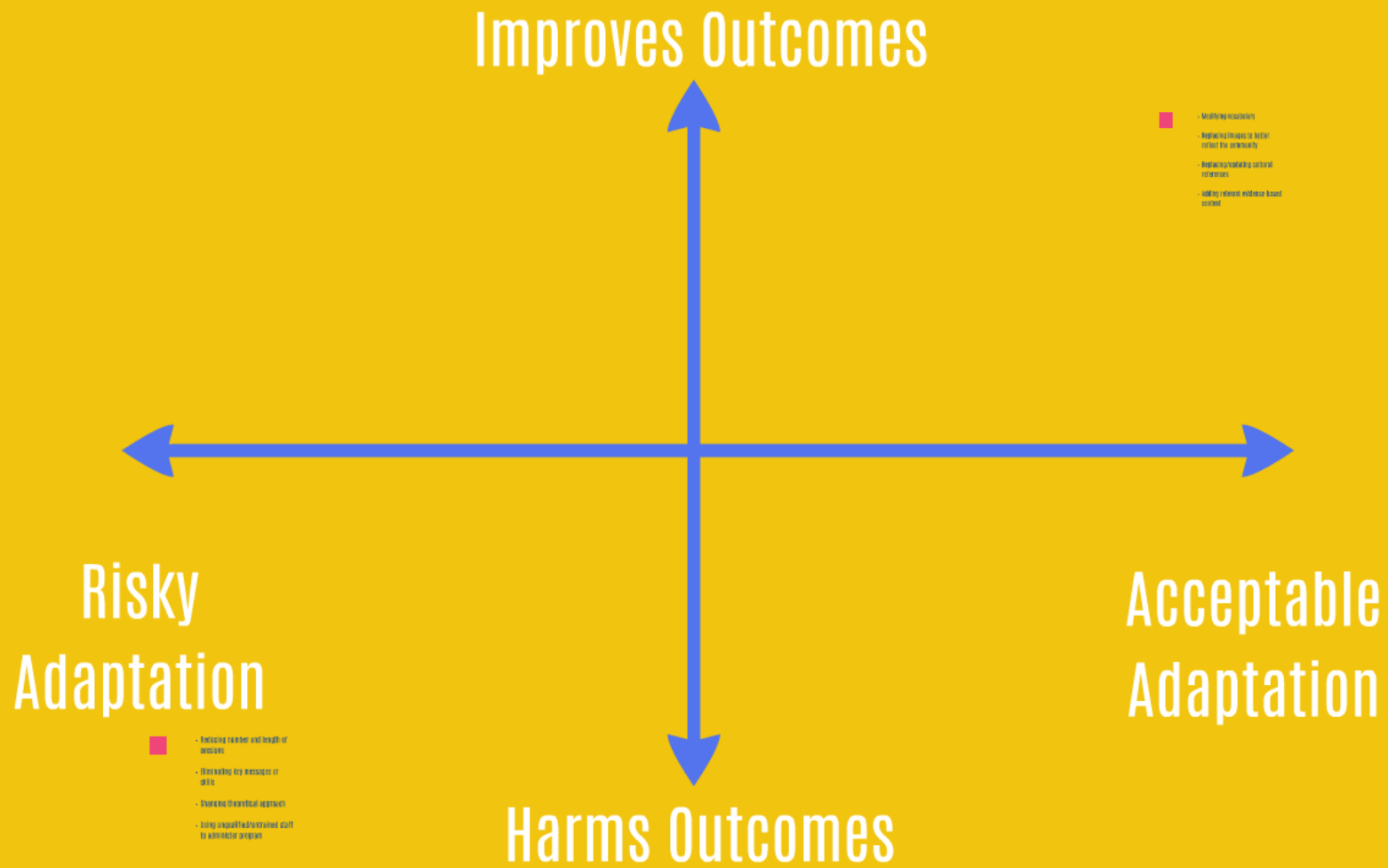


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YOUTH ARE INVOLVED IN THE
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- **Maladaptive**
 - Increases exposure to hazard
 - Reduces the benefits
- **Adaptation**
 - Reduces exposure to hazard
 - Increases the benefits
- **Adaptive**
 - Reduces exposure to hazard
 - Increases the benefits

- **Reducing the number and length of seasons**
- **Shifting the timing of harvest or other activities**
- **Changing the method of harvest**
- **Using improved and/or new crop varieties**



- **Modifying vocabulary**
- **Replacing images to better reflect the community**
- **Replacing/updating cultural references**
- **Adding relevant evidence-based content**



- Reducing number and length of sessions
- Eliminating key messages or skills
- Changing theoretical approach
- Using unqualified/untrained staff to administer program

ASSESSMENTS BEFORE WE BEGIN



Lead & Seed Pre-Knowledge
Assessment and Surveys



Wkbk. 5-7

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4

Initial Assessments



Underage Drinking Costs Nebraska

- \$423,700,000 Estimated cost of underage drinking in NE.
 - \$68 Billion Nationally.
- The NE costs would cover paying roughly \$10 million to everyone in this room.
- Enough for each of us to buy our own private island.



Underage Drinking Costs Nebraska

- Underage youth in NE accounted \$150,000,000 of alcohol sales
 - That's enough to buy a set of Beats Solo Wireless 3's for everyone in Omaha every year.
- That's \$73,000,000 worth of profit for the alcohol industry
 - That's over 1,500 times the average Omaha family makes in a year.

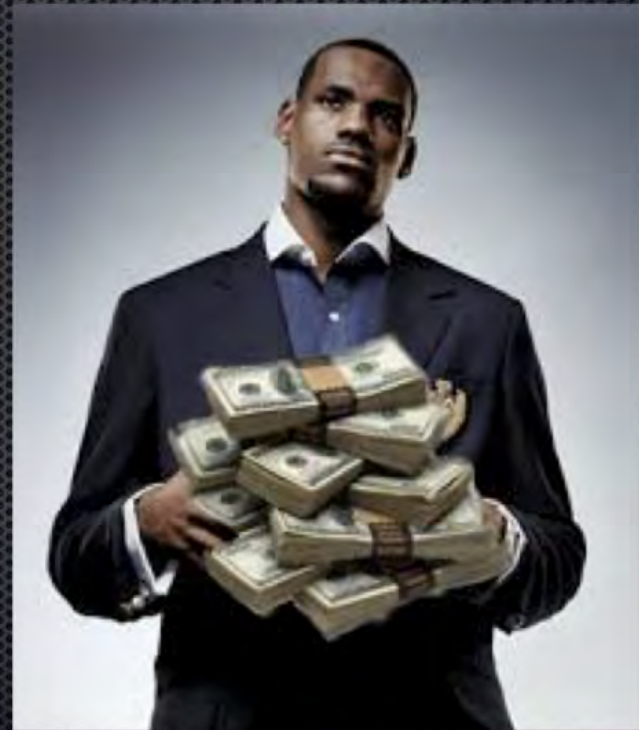


Alcohol advertising

The alcohol industry spends...

- \$1.5 billion on TV, radio, print advertising yearly
- Three times more on collateral promotional advertising
- Nearly \$6 billion total!

That's enough to pay LeBron James's current NBA salary for the next 250 years!!!



Alcohol marketing to youth

- 15 of the TV shows most popular with teens showed 5,085 alcohol ads worth \$53 million
- Hispanic youth see 30% more advertising than non-Hispanic youth
- African-American youth see 60% more advertising than non-African-American youth



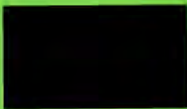
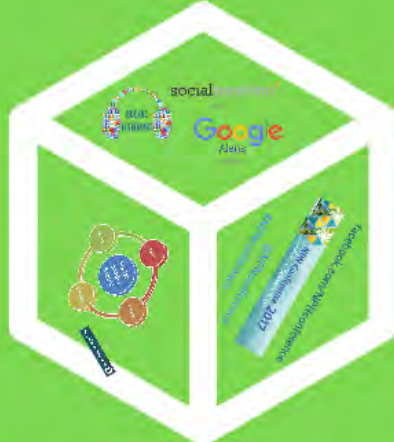
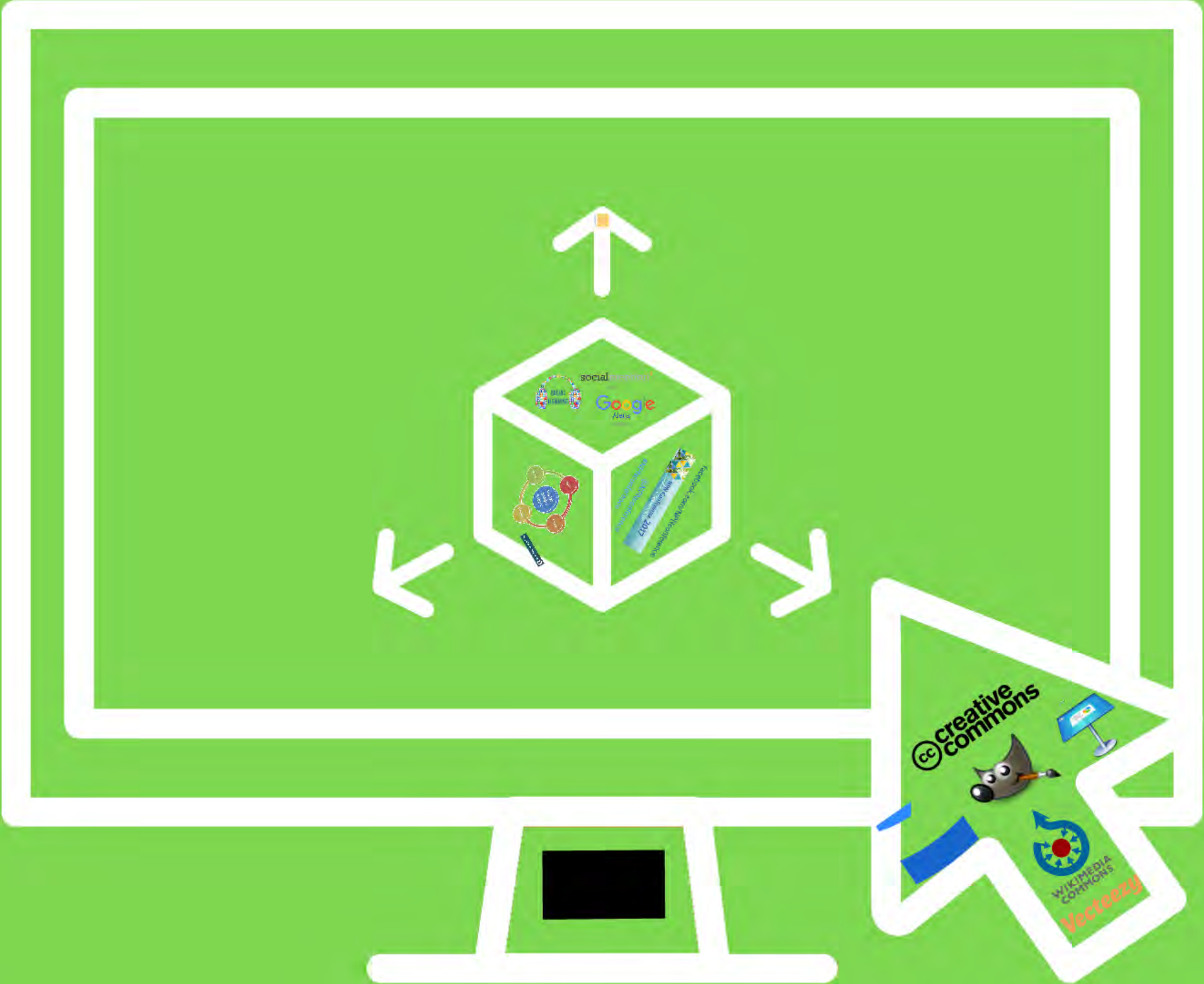
Alcohol industry profit

The alcohol industry makes \$22.5 billion by selling to underage drinkers

and another \$22.5 billion from sales to alcoholics and other problem drinkers.

That's over 50 million iPhone 7 plus phones, enough for every high school student in the US.

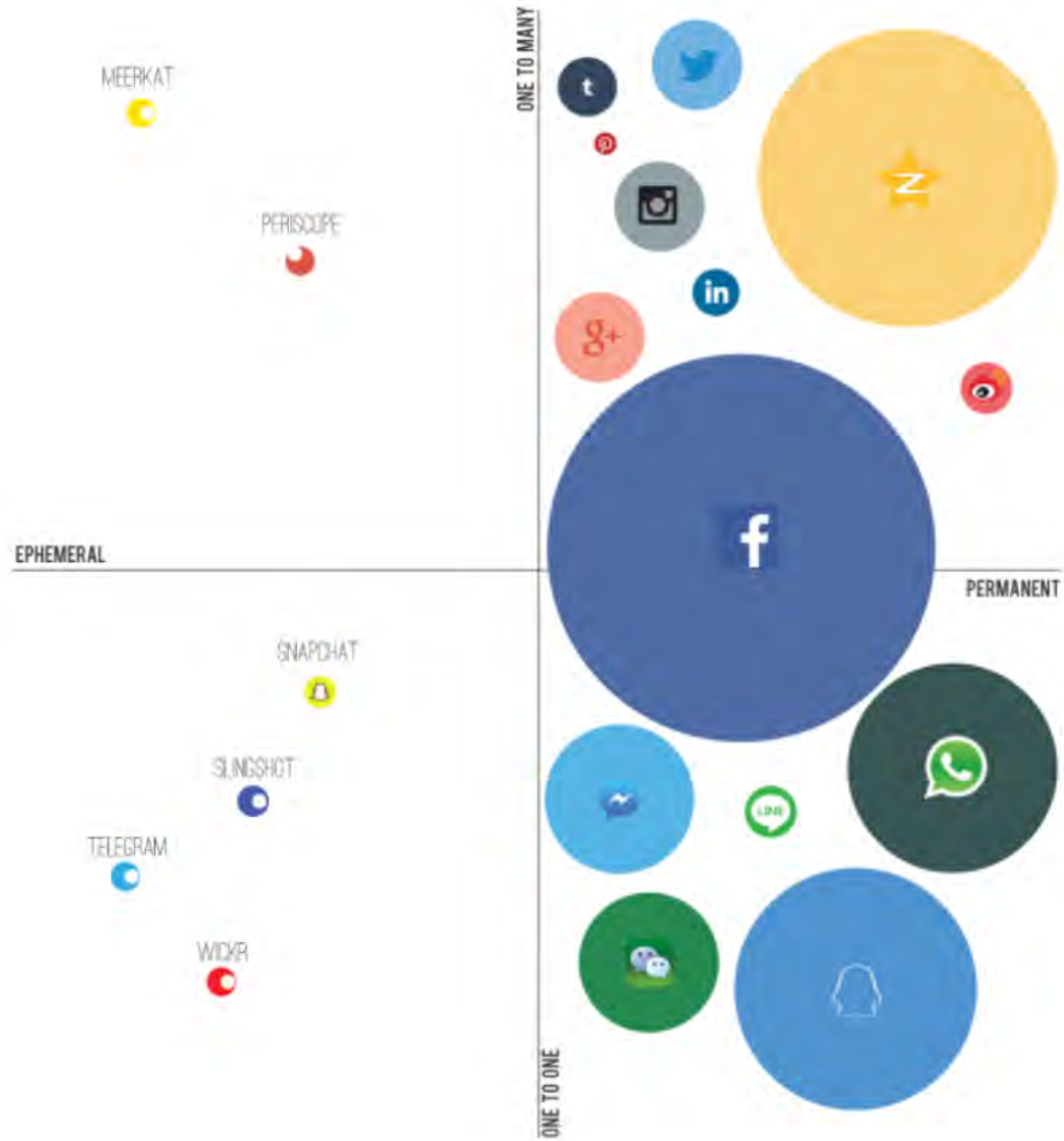




SELECTING THE RIGHT SOCIAL TOOL

ONLINE COMMUNICATION MATRIX

April 2015





socialmention*

pg 82

Google

Alerts

pg 80-81



 **creative
commons**

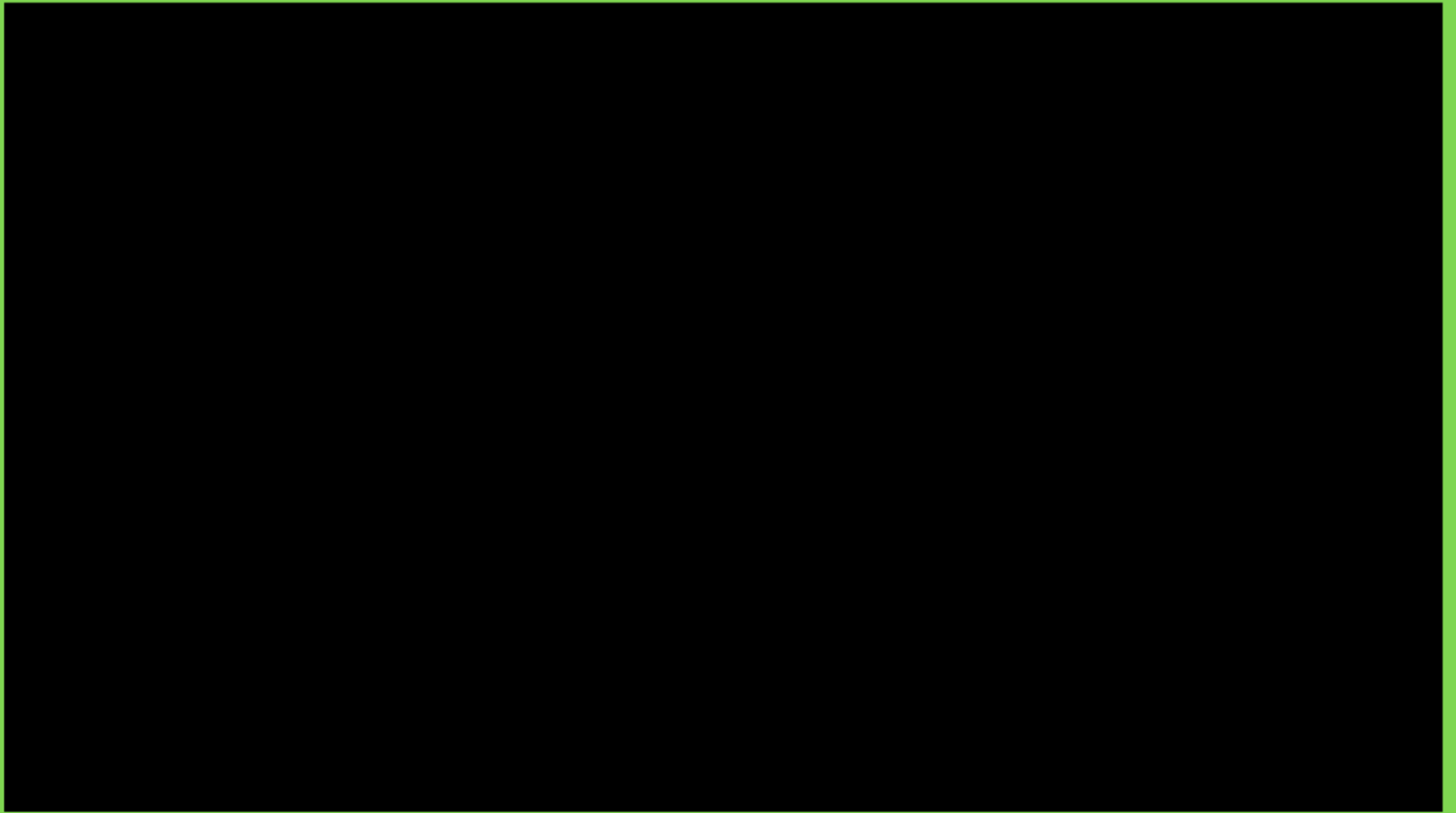


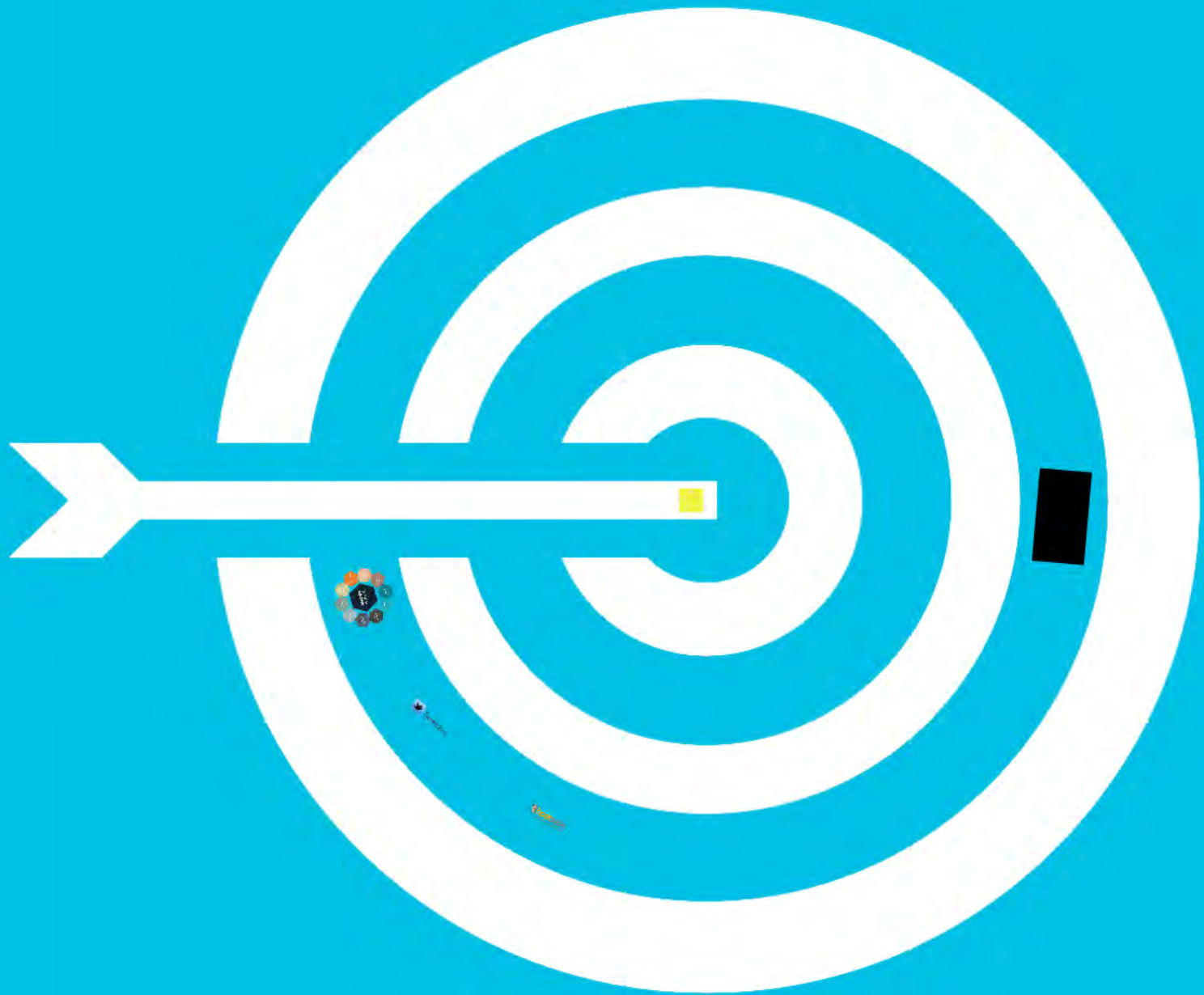
Prezi

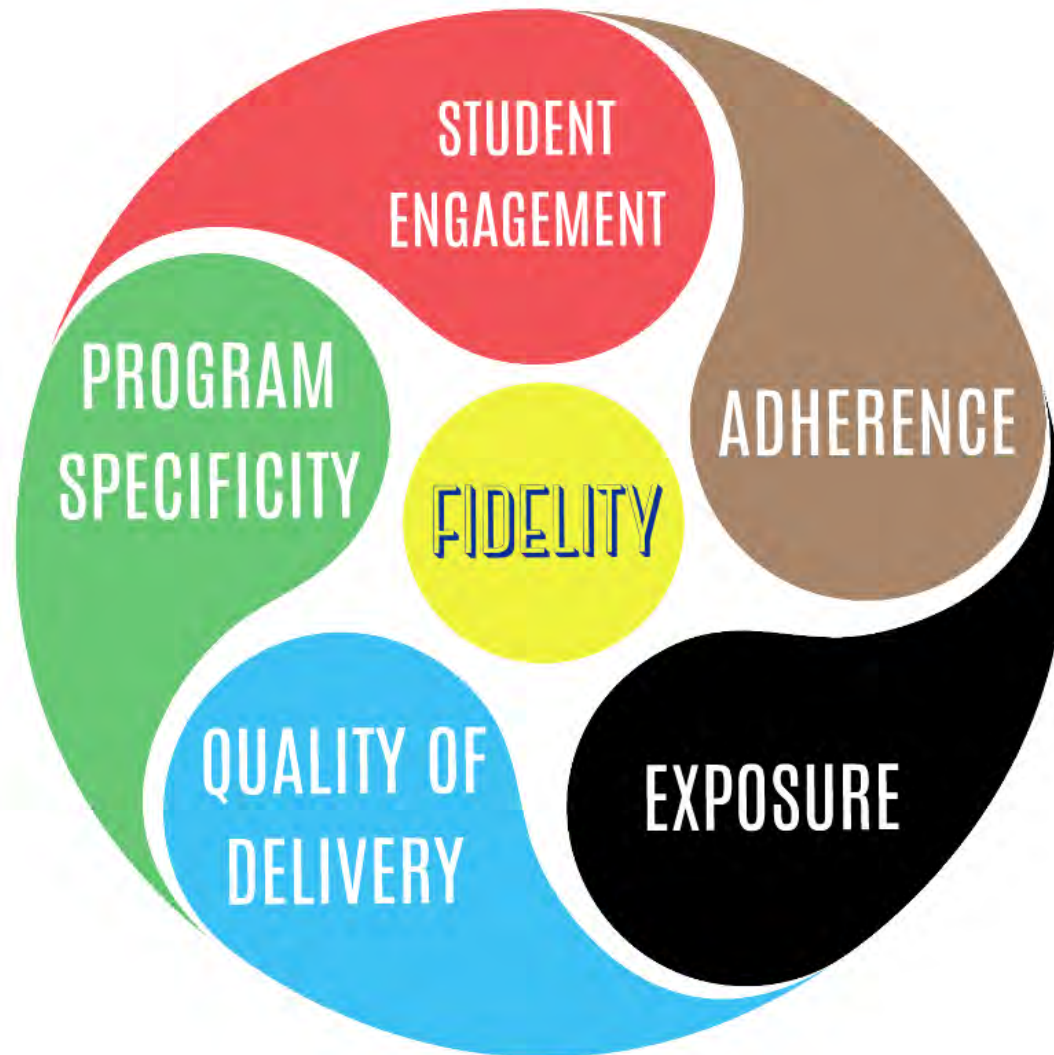


**WIKIMEDIA
COMMONS**

Vecteezy









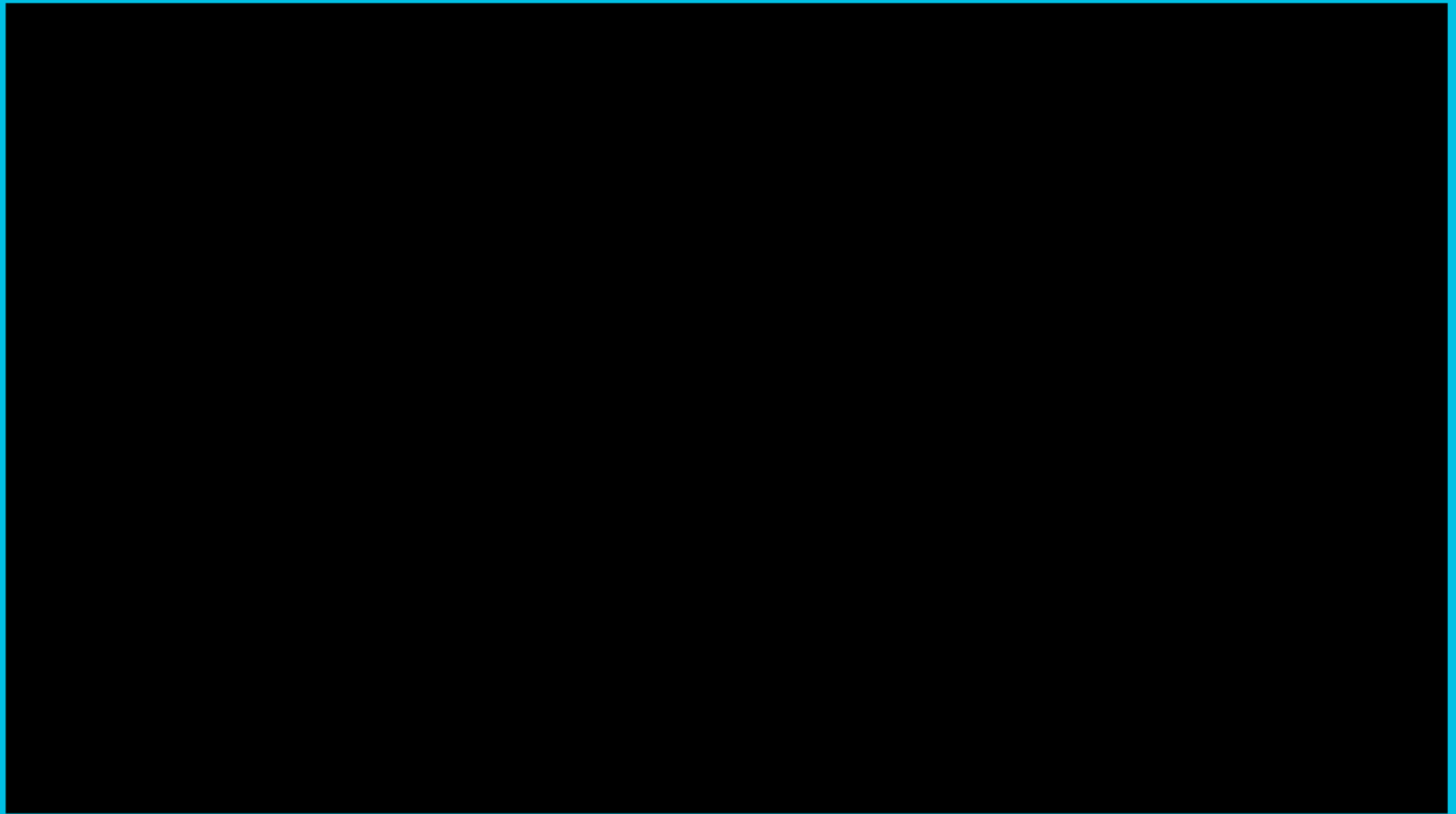


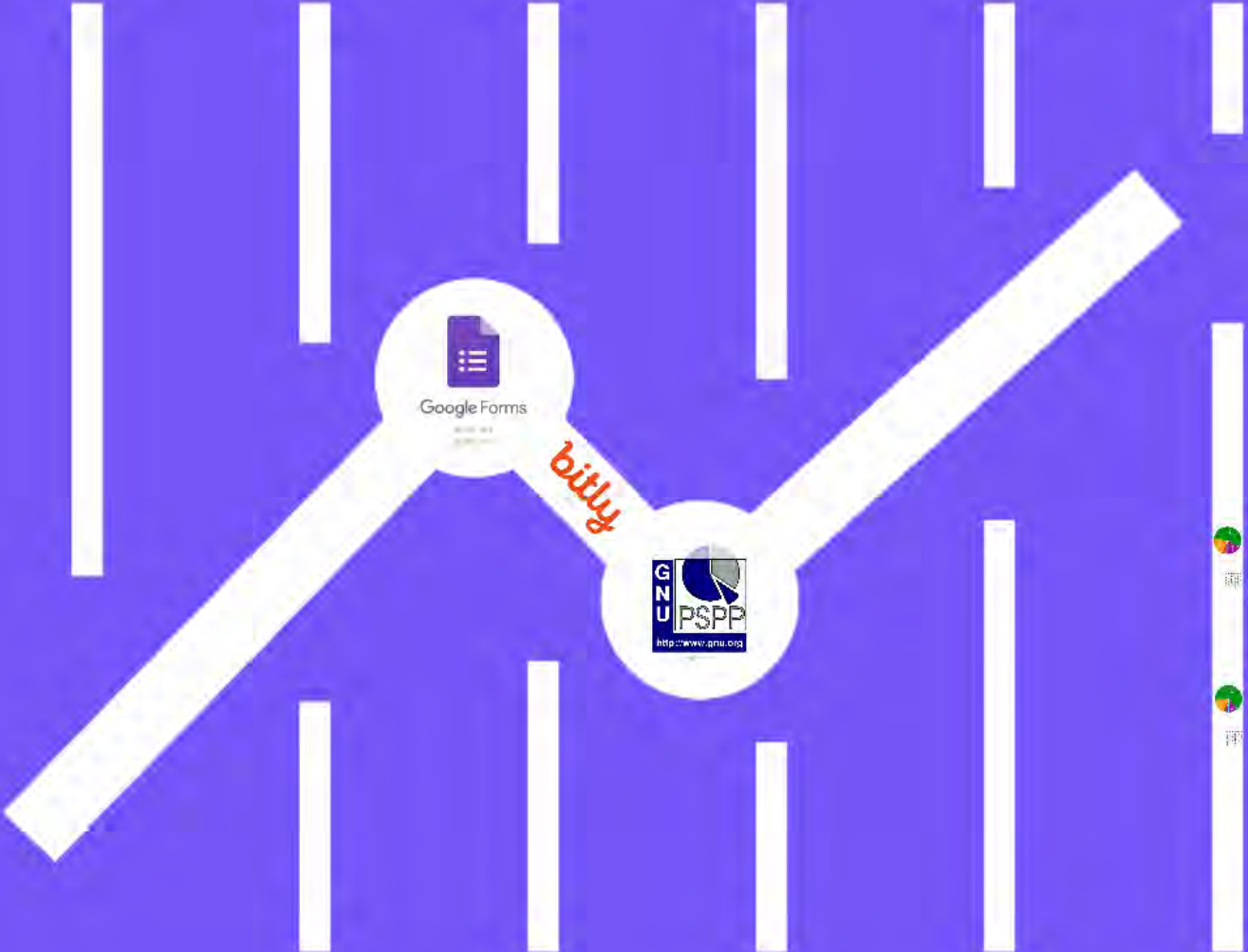
TweetDeck

pg 127-130



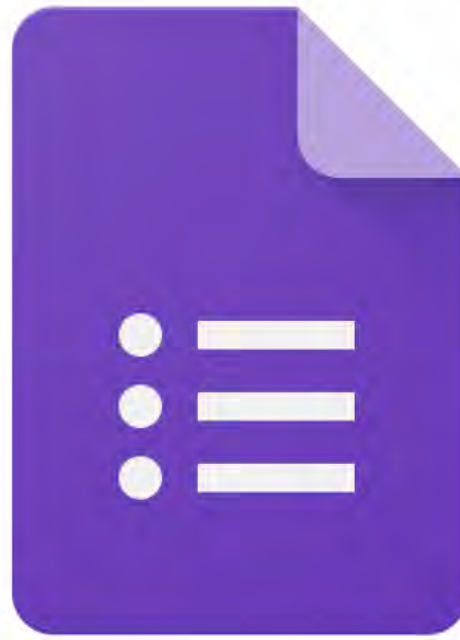
pg 131-137





Google Analytics

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Google Forms

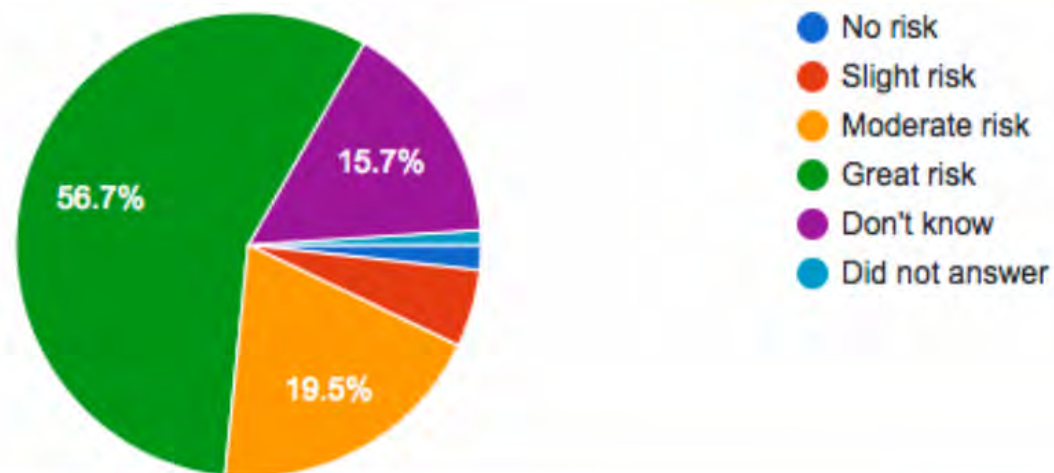
pg 192-202

pg 203-210



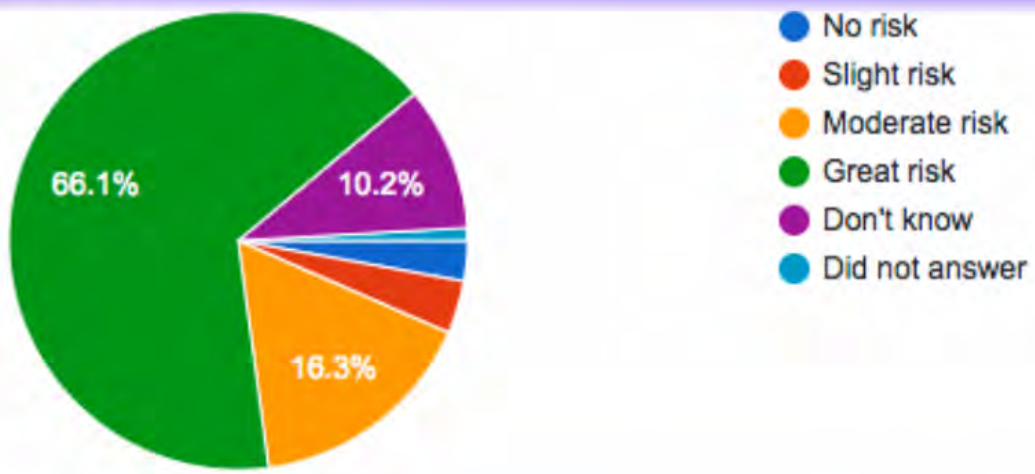
How much do people risk harming themselves, physically and in other ways, when they take one or two drinks of an alcoholic beverage nearly every day?

688 responses



How much do people risk harming themselves, physically and in other ways, when they take one or two drinks of an alcoholic beverage nearly every day?

669 responses



bitly

pg 186-190

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JAN 20

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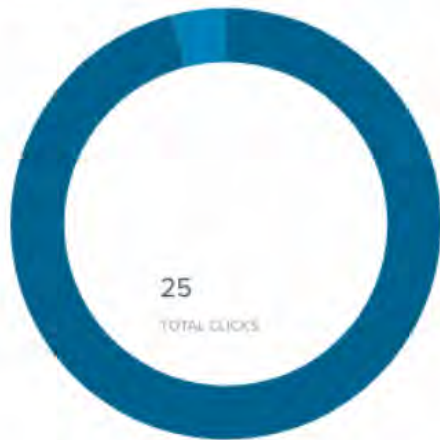
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TOTAL CLICKS

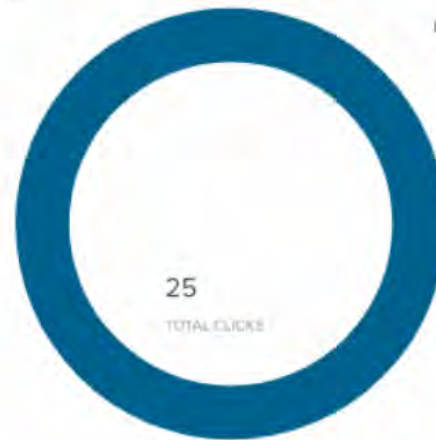


DATA URL

REFERRERS



LOCATIONS







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pg 138-185

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