

The Role of Media in Prevention

Presented by: Brandee Tyree

brandee@youthconnectionscoalition.org

406.529.8260

The Role of Media In Prevention

- ▶ Advocate to build widespread support for protective factors
- ▶ Break down barriers and pre existing assumptions
- ▶ Steer the conversation around these obstacles

(Frameworks Institute)

SPF and the Media Relationship



Tell Complete Stories

- ▶ Checklist:
 - ▶ Does the communication:
 - ▶ Explain why adolescent substance use is a problem from a developmental perspective?
 - ▶ Explicitly state why addressing the issue is important for all Americans, and
 - ▶ What is at stake if we fail to act?
 - ▶ Explain risk as well as protective factors
 - ▶ Describe the developmental effects of substance use and delineate how those effects impact everyone, not just those immediately involved?
 - ▶ Provide concrete and public solutions and explain how they result in improved outcomes for adolescents?

Complete Stories are not Long stories!

(Frameworks Institute)





In Montana, parents want what's best for their kids.

ParentingMontana.org has information and tools for parents of children at every age.

ParentingMontana.org



Effective Social Media

- ▶ Promise Special Benefit
- ▶ Use Numbers
- ▶ Ask a question
- ▶ Create Urgency
- ▶ Trigger curiosity
- ▶ # or #

<https://www.orbitmedia.com/blog/social-media-post-examples-checklist/>



MOST Montana parents (91%) disapprove of high school students drinking alcohol.

ParentingMontana.org



Center for Health and Safety Culture. (2017). *Montana Parent Survey*. [Mailed Paper Form]. Montana State University.

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Effective Press Release

- ▶ Answers Five W's
- ▶ Be concise, reliable, factual
- ▶ Quote that draws attention to the issue from key stakeholder
- ▶ Build Relationships
- ▶ Precise contact information



Coalition Letterhead

FOR IMMEDIATE RELEASE
[Insert Today's Date]

Media Contact:
[Name, Number & Email]

[INSERT NAME OF COALITION] HEADED TO CADCA'S NATIONAL LEADERSHIP FORUM TO LEARN NEW SKILLS TO REDUCE YOUTH DRUG USE

[INSERT CITY/STATE] – Representatives from **[insert name of city/state]** are headed to the Washington, D.C. area to join more than 2,500 substance abuse prevention specialists and advocates from throughout the country for Community Anti-Drug Coalitions of America's (CADCA) 26th Annual National Leadership Forum.

"We are so excited to be able to spend several days with other similar organizations from across the country, learning and honing our prevention skills so our community can be a better place, one that doesn't suffer from the harms of drug and alcohol abuse," says **[insert name and title of coalition director]**. "We plan to come back reenergized with new strategies under our belt to tackle drug use in **[insert city/state]**."

CADCA's Forum will cover a wide range of topics – everything from how to prevent prescription drug abuse and the abuse of synthetic drugs and marijuana to how to create tobacco-free environments and develop policies to reduce underage and excessive drinking.

The coalition has recently impacted the community by **[insert paragraph describing some of your coalition's recent projects and/or policy work]**.

The coalition will hear from several federal leaders including Michael Botticelli, Director, Office of National Drug Control Policy and Congressman Hal Rogers (R-KY), who will receive CADCA's National Leadership Award at the event. **[Name of your coalition]** will also meet with U.S. representatives and senators at the CADCA Forum's Capitol Hill Day event on Wednesday, Feb. 3.

[Insert quote about your coalition's planned meeting or meetings and what you hope to accomplish.]

Also during the CADCA Forum, some of the coalition's youth members will participate in training to help them become strong community leaders called CADCA's National Youth Leadership Initiative. [List the names and ages of your youth here.]

CADCA's National Leadership Forum, the nation's largest training conference for community prevention leaders, treatment professionals and researchers and SAMHSA's 12th Prevention Day, will take place at the Gaylord National Hotel and Convention Center Feb. 1-4. Visit the Forum website for details about training sessions, speakers, and special events at forum.cadca.org/.

[INSERT DESCRIPTION OF YOUR COALITION OR YOUR MISSION STATEMENT HERE.]

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Effective Powerpoint: 7 Deadly Sins

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<http://www.ncsl.org/legislators-staff/legislative-staff/legislative-staff-coordinating-committee/tips-for-making-effective-powerpoint-presentations.aspx>

Media Approval for PFS & BG

- ▶ What needs to be approved?
- ▶ Why does it need to be approved?
- ▶ Review PSF & BG Media Guidelines
- ▶ Complete required approval form
- ▶ Send to RTAL

(SAMPLE) PFS & BG Media Notification Form

Complete this form to notify Youth Connections & Chemical Dependency Bureau of your intention to use television, radio, and/or print advertising and/or public service announcements to educate the public. Prior to requesting proposals from media firms or beginning to work in-house on the details of a media campaign complete this form and send to RTAL who then will send to Chemical Dependency Bureau. Allow a two week processing timeframe for approval of all media. **All media must be approved prior to release to the public.***

INFORMATION:

Name of Organization: Youth Connection **County:** Lewis & Clark

Prevention Specialist: Brandee Tyree **Phone:** 406.529.8260

Target audience for Media: Parents with students in grade 9-12 in the entire Co.

Purpose for Media: Increase social emotional learning skills among parents with students in grades 9-12

Proposed run dates for media: April 15 - June 15, 2019

Message options being considered and why these have been chosen: (use additional sheet of paper if needed:) Will be using ParentingMT.org materials but paying to have them played on the radio

Estimated budget for campaign: \$500.00

Funding source for campaign: PFS grant Block Grant Other (specify): _____

This media will involve the use of: (Check all that apply)

- Television Radio Print media Billboards
 Social Media (circle all that apply): FB Instagram Snapchat Twitter
 Other (specify): _____

Print Media (circle all that apply): Black and White Color

DATA:

Source of statistical information: https://parentingmontana.org/
 (website, document, page number)

Insert Snapshot of Actual Data:

Asked how many adults (over 21) have you known personally who in the past year have:	0 adults	1 adult	2 adults	3-4 adults	5+ adults	705	86													
used marijuana, crack, cocaine, or other drugs?	71.5	347	524	284	53.2	232	59.0	863	63.9	145	53.7	22	35.7	5	61.0	172	70.5	79	70.5	86
sold or dealt drugs?	84.4	411	763	415	76.0	332	78.9	1,138	83.3	189	78.0	32	50.0	7	80.9	228	85.8	97	85.4	105
done other things that could get them in trouble with the police, like drinking, selling stolen goods, mugging or assaulting others, etc?	80.1	387	732	398	74.8	326	75.4	1,111	70.5	160	85.4	35	50.0	7	71.6	202	79.6	90	78.9	97
gotten drunk or high?	42.4	205	266	140	26.8	117	31.9	407	40.1	91	31.7	13	21.4	3	37.9	107	48.7	35	48.8	60

Lewis & Clark County crosstab by scale

NOTE: Attach all Media with this completed form and email to RTAL

Radio ad attached in the email

Date form was completed: BJT 3.10.19

Date Youth Connections forwarded to CDB: _____

Date forwarded to DPHHS Public Information Officer: _____

Date Approved by DPHHS Public Information Officer: _____

*Violations of these guidelines may result in denial of federal funding.



Takes a Village

- ▶ Ask questions
- ▶ Share approved media
- ▶ Share articles/research about effective media