

Virtual Creativity

Engaging youth with technology

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Why we're here... To share projects that effectively used technology to engage youth in prevention efforts



Today's Presenters...

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Regional Director IPS, San Diego County

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Program Manager IPS, Los Angeles County

Carolina Gabaldon

Prevention Specialist IPS, San Bernardino County A public health agency specializing in upstream prevention.

IPS...

SD App Challenge

Why did we do it?

How did we organize it?

Results

Lessons learned

What was the App Challenge?

• App building challenge

 Based off a similar challenge developed by Palo Alto, CA

No programming requiredCreativity

Why an App Challenge?

Meet our deliverables
Youth being part of solutions
Social component
Experiment with new approaches

Partner organizations

- Youth Groups
- Student Interns
- Timeline
- Resources
 - Free online instructions
 - Local app developers
 - Awards for winner

Media Plan

- Draw in participants
- Keep momentum
- Highlight alcohol problems
- Emphasize social media
- Website
 - Registration
 - Rules for submission
 - Judging criteria
- Media event launch



Partner Organizations

North Inland: North Inland Community Prevention Program (NICPP), Mental Health Systems

East: IPS East County, Institute for Public Strategies

South: IPS South Bay, Institute for Public Strategies

Central: Central Region Prevention Coalition, SAY San Diego

North Central: North City Prevention Coalition, SAY San Diego

North Coastal: Tri-City Prevention Coalition, Vista Community Clinic



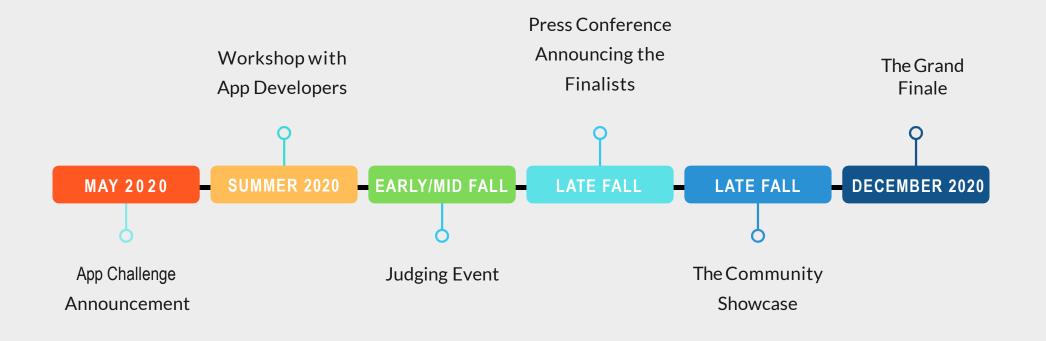




PROMOTE THE SOBER CURIOUS SOCIAL MOVEMENT

EXPAND PREVENTION NETWORK'S REALM OF INFLUENCE TO YOUTH & COLLEGE STUDENTS TURN THE SOCIAL MOVEMENT INTO A LONG-TERM LIFESTYLE CHOICE

TENTATIVE TIMELINE





MEDIA ADVISORY

SAN DIEGO APP CHALLENGE L

Contestants called upon to develop an app that promotes a h and discourages underage and binge

- WHAT: The Binge and Underage Drinking Initiative (BUDI) is la encourages teens and young adults to design an app th lifestyle.
- WHY: Health and wellness are key to fighting off disease and life. With so much information surrounding COVID-19 effects, now more than ever is the time to promote the lead to disease or injury and advocate for healthy lifest

The app challenge solicits submissions that capitalize on participants' creative and/or technological skills that encourage individuals to develop behaviors that promote wellness; or for communities to promote healthy social, economic, and physical environments.

Although the app challenge encourages a holistic approach to health, BUDI is especially interested in ideas that support those who haven't started drinking to not start drinking, and encourages those who are drinking to reduce their drinking.

- WHO: Vanessa Hernandez, UCSD student Kate Santilena, youth organizer, East County Youth Coalition Caroline Karoczkai, head counselor, Mission Bay High School Fatima Ashaq, prevention specialist, North Coastal Prevention Coalition and parent Brianna Orendain, realtor and businesswoman Carlo Patenia, community organizer, The Collective
- WHEN: Friday, June 12 at 1 p.m.
- WHERE: Event speakers and interested reporters will receive a Zoom link two hours prior to the event. Please email the media contact for access.

The Binge and Underage Drinking Initiative, led by the Institute for Public Strategies, is funded by the County of San Diego Health and Human Services Agency

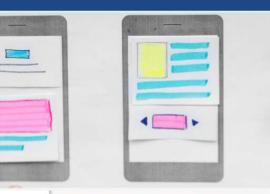
Media Contact: Meredith Gibson blicstrategies.org 619-534-7344

June 11, 2020

SAN DIEGO APP CHALLENGE

Resource Tuesday

Tune in at 1 PM for a new app-developing resource!





WHY THE SD APP CHALLES 2:

Carlo Patenia

🎔 回 @sd_appchallenge



The Challenge Register The Rules Contestants - Contact

Review Criteria

Judges will score each app against the following criteria (based on a 100-point maximum) from information provided in both the 1-page write-up and video submission:

- App theme, purpose and use. (20 points)
 - You should be able to explain how the app will work and show progress to date of the app. The video submission is a great place to show the judges how the app would work in concept. Supplemental information can be provided in your write-up.
- Encourages those of drinking age to moderate their consumption of alcohol and encourages those who are underage or haven't started drinking to not start drinking. (20 points)
 - You can do this by adding information about the sober curious movement for example, promoting activities that are healthier alternatives to drinking, educating users on alcohol-related harms or explaining local laws about alcohol like "social host."
- App consistently promotes a healthier lifestyle. (15 points)
 - Your app doesn't encourage the use of alcohol, cannabis or illegal drugs or other activities that can be harmful to health.
 - You can encourage and support exercise, ways to connect with friends and family, healthy eating, learning new skills or engaging in positive, health-affirming activities.

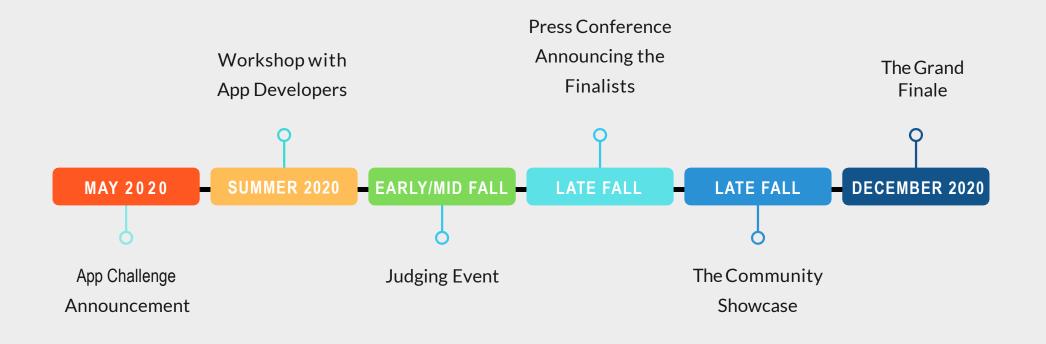
- Great media event launch(es)
- 10 teams registered
- Regular social media interactions
- Submissions were creative
- Participating teams had fun

Results

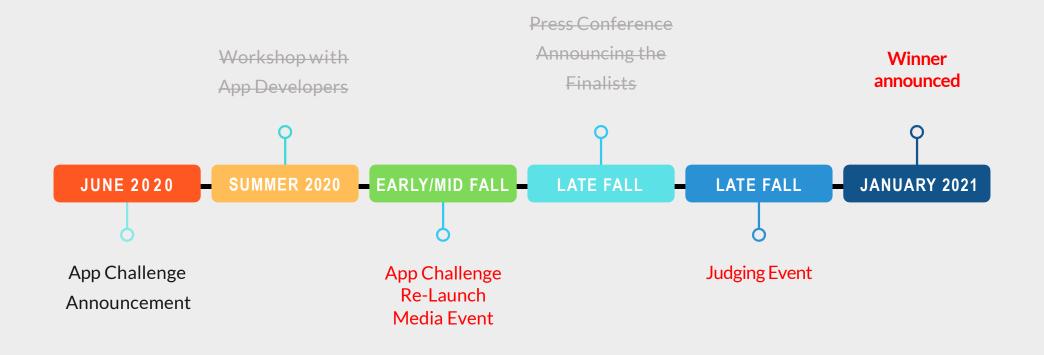
- Two team submissions
- Workshops fell through
- Award didn't happen
- No media coverage for winners

Results

TENTATIVE TIMELINE



ACTUAL TIMELINE



Lessons learned

- Technology burnout happens (even for iPhone-loving teens)
- Media wasn't interested in new news
 - "If it's not about COVID or fires, we're not interested"
- The timeline was too short and too long

Lessons learned

- Social media skills improved greatly
- Rethinking media advocacy efforts
- We would like to do this again!

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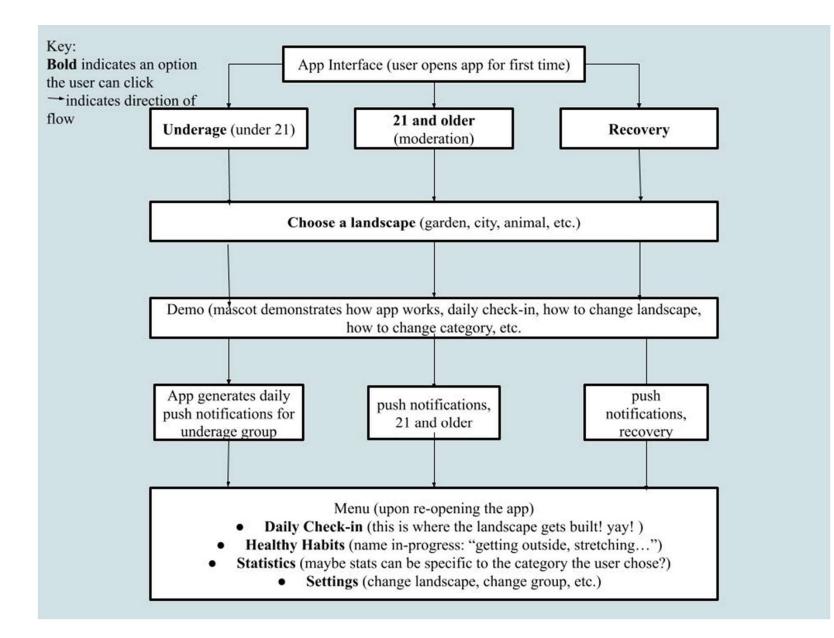


Hi! We're Youth Advocates Club!

We're a club from Mission Bay High School.

We decided to create an idle game that would help app users under 18 to stay sober, and users over 18 to drink responsibly. In this presentation, we've included a video, some statistics, and a snapshot of our app to help everyone understand our vision.

We hope you enjoy!



Wellness Our Way (WOW Nights) @UCLA



What are WOW Nights

Large virtual events in partnership with UCLA and UCLA Student groups/ clubs/ orgs *unofficially

- Aim: to support college aged adults that might be struggling with alcohol use, substance use, or staying sober.
- Organized into segments that address different subjects
 - ≻Mindfulness
 - ≻Fun
 - ≻Local Resources





Planning

- Partners
- Budget
- Availability
- Timeline

Student Sub-committee

Result

- Student Groups and UCLA Departments
- \$0 \$0 *Kick-Off did get support
- Student Schedules were all over the place (each semester was different)
- 1 Large Virtual Event per semester

Logistical Pieces

- Branding
- Registration or Not?
- Platform & Segments
- Partner Roles

Result

- With our partners
- Open link- minimal barriers
- Zoom features
- Breakout room
- Each event was a build to the next event
- No one was responsible for the same things twice

Recruitment

- Flyers on Social Media
- Listserv
- Word of Mouth
- Newsletters

Results

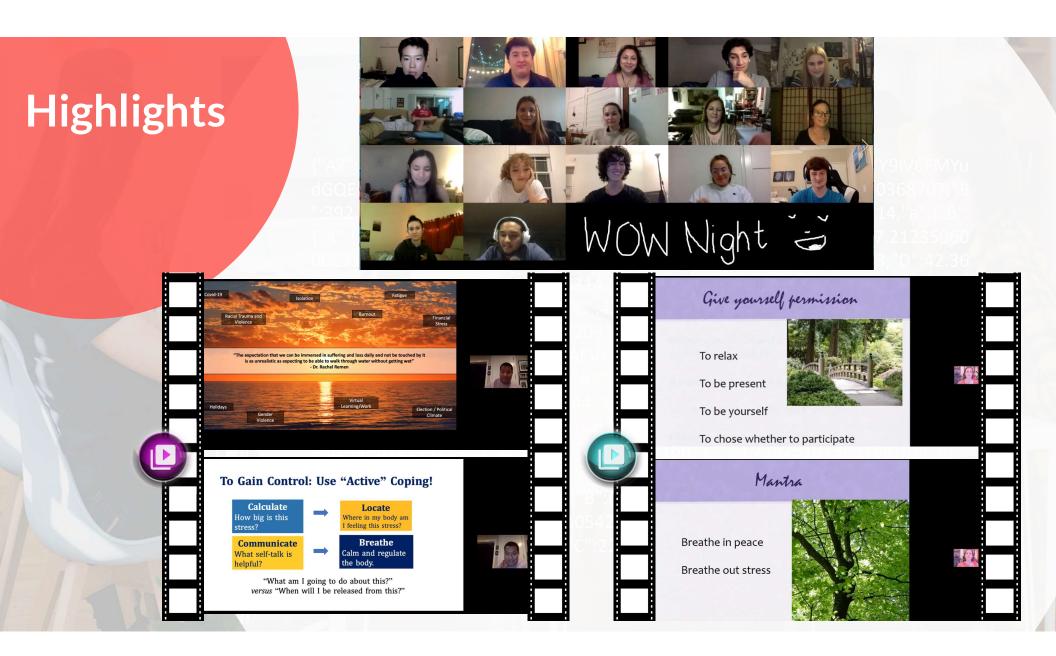
 Everyone committed to the same actions (to post, to share, to pass along in meetings and other events, to tell a friend)

Measuring Success

- People in attendance
- Social media engagement
- Questionnaire Results

Results

• WOW Nights reached 3,603 undergraduates at the University of California Los Angeles.





Highlights - Additional -

- Recorded "Mindfulness" Segments
- Virtual Questionnaire
- Provide Support & Resources
- Making it Available:
 - Social Media Platforms
 - e-Newsletters

Lessons Learned - Pivot -

Technology burnout Kept it interactive with different segments

Not asking to turn on their video

Allowing break time for open chats

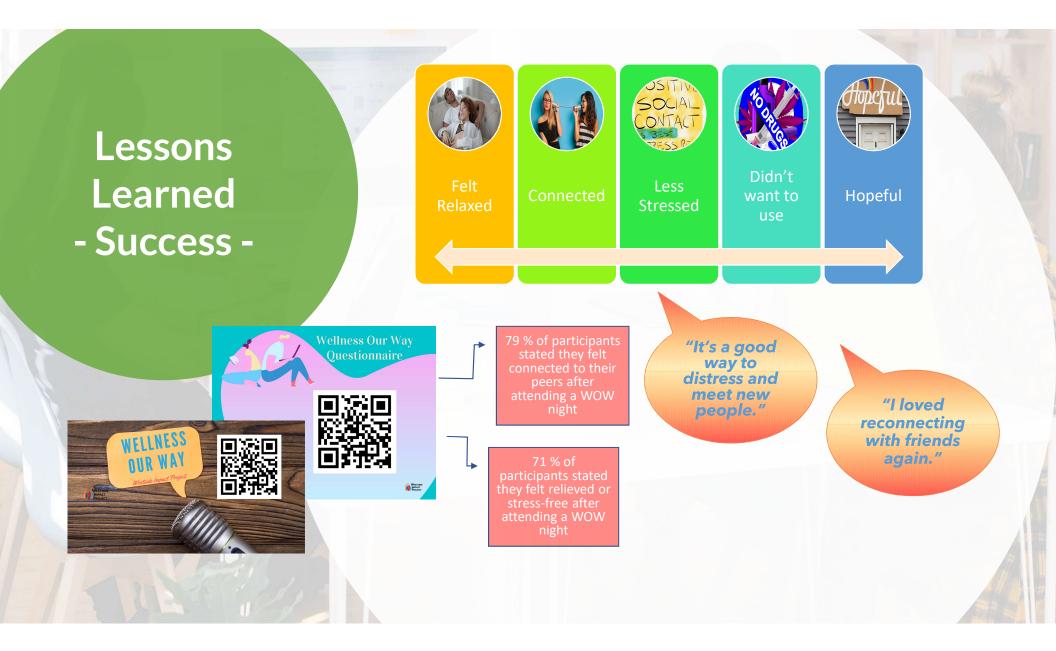
Not interested

Competing with other virtual events

Not enough notice or too much notice

Timeline

Waiting on others for input



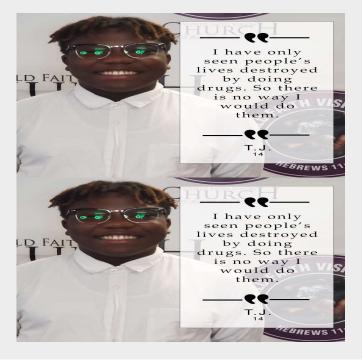


What was the "I" in Major-i-ty Youth Rally?

Celebration

- Youth mentors & feature guests
- Social norms approach
- Myths/facts
- Positive coping strategies

Youth Mentors



"Some people think that misusing drugs or alcohol helps them cope with things that are hard in life, but it really just turns into a habit and then an addiction. It hides what you are feeling and then you are stuck and unable to move past challenging times."

> "Those who make the choice to be alcohol and drugfree are the best influencers because they show you that anything can be dealt with, even the really hard stuff!"



- Miranda G, 14

"Some people think that misusing drugs or alcohol helps them cope with things that are hard in life, but it really just turns into a habit and then an addiction. It hides what you are feeling and then you are stuck and unable to move past challenging times."

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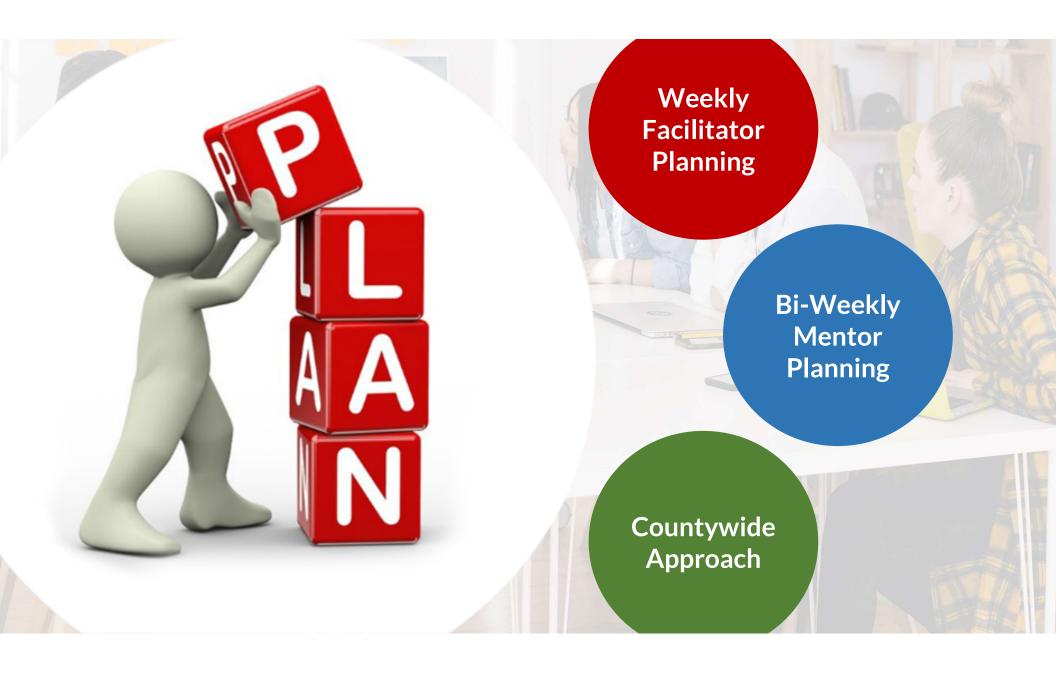
- Miranda G, 14

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You don't need drugs or alcohol. Things are not always easy, but you can turn 'I can't' into 'I can' when you are willing to work through the hard times and are determined to follow your dreams."

HANNA E, 16





- Positive coping strategies
- Feature guests
- Video submissions



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AGENDA ITEM	wно	τορις	тіме
WELCOME	(Co-host/ Moderator)	Welcome and Virtual Housekeeping Convey the "why" for the event (ex. Share the purpose and importance dy outh not using alcohol, drugs, and other substances) Creats personalized video with message to be shared Introduce the other co-hosts	7-10 min
INTRODUCTION CO-HOST 1		 Ex. Share personal video and accomplishmers Instruduce the rally format (ex., will have feature video guests, surprise community leaders, and a video compliation of submitted videos) Instruduce next co-host 	7-10 min
INTRODUCTION CO-HOST 2		 Share personal video and accomplishments. Quick statistics that support topic (ex, % of youth who don't use) Positive role models (ex, mentors sharing positive corgoing strategrish-christelish that make you want to put the "1" in majority. Introduce feature guist #1 (live or recorded segment) 	7-10 min
CO-HOST DISCUSSION		Use creative video clips to share highlights Mythor/facts associated with opioid use Mythor/facts associated with underage cannabis use Mythor/facts associated with underage cannabis use Mythor/facts associated with stimulant use Introduce feature guast #2	20 min. (5 min. ea priority are

Eventbrite

"I" in Major-I-ty Rally 2021



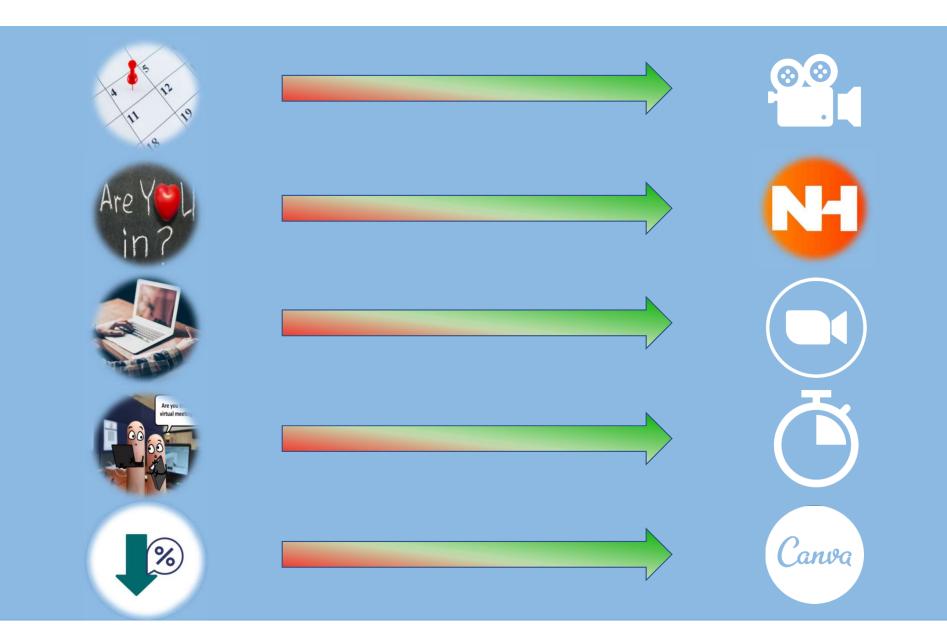
Thank you for visiting our "I" in Major-I-ty Rally Virtual Guestbook! I hope you enjoyed visiting our website. We look forward to your registration for the event and to seeing your images or videos at tinyurl.com/majorityrally2021 of how you put the "I" in the Majority of youth and young adults who avoid using alcohol, drugs, and other substances by using healthy coping strategies. Join us on May 7, 2021 at 5pm PST.

Don't forget to send in your photos or videos of how you put the "I" in Major-Ity.

Tools

Engagement

- Video submissions
- Social media platforms (Facebook, Instagram, YouTube, and TikTok)
- Virtual Guestbook
- Eventbrite Tickets
- Educational institute support



Highlights











"It's never too late to start making healthy choices and using positive coping skills." Words of Encouragement from Local Mayors







Recognition



Lessons learned

- Just be yourself
- Free tools
- Plan ahead

Thank You!

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