

# Prevention Peer Network

July 23, 2015



# Control Panel

Expand Audio for call in information

Expand/minimize the control panel

Raise your hand to be unmuted

Type questions/comments here

The screenshot shows a web application interface. On the left is a vertical sidebar with icons for audio, microphone, and a hand. The main content area has two sections: 'Audio' and 'Questions'. The 'Audio' section displays dialing information and a status message. The 'Questions' section has a large text input area and a smaller input area at the bottom.

File View Help

- Audio

☒ Telephone  
☐ Mic & Speakers

Dial: +1 (646) 307-1720  
Access Code: 228-584-580  
**Audio PIN: 91**

If you're already on the call, press #91# now.

[Problem dialing in?](#)

- Questions

[Enter a question for staff]

*Please note, this webinar is being recorded.*

# Agenda

- ❖ Opening Circle
- ❖ New website and searchable resource library!
- ❖ Training: *Training Youth to Create and Produce Public Service Announcements*
- ❖ Discussion
  - ❖ Shared expertise, emerging issues, challenges, triumphs

# Opening Circle

- Please type in your name, agency and location



# New website and resource library

[www.cpedv.org](http://www.cpedv.org)



The screenshot shows the homepage of the California Partnership to End Domestic Violence website. At the top left is the logo, which consists of a stylized blue and white graphic of a person's head and shoulders, followed by the text "CALIFORNIA PARTNERSHIP TO END DOMESTIC VIOLENCE". To the right of the logo are two buttons: "GET HELP" and "X QUICKESCAPE". Below these buttons are links for "Get Involved", "Member Login", and a search icon. A navigation bar below the header contains links for "About The Partnership", "Setting Strong Policy", "Building Capacity", "Communicating Priorities", and "Resources". The main content area features a large banner with a blue and green background. On the left side of the banner is a graphic that says "Celebrating 10 YEARS In Coalition" with a large "10" and a circular inset showing a family. On the right side of the banner is a blue box with white text that reads "The Partnership's Annual Membership & Statewide Policy Meetings – Register Now!" followed by the dates "September 16-17, 2015" and the location "Double Tree Hotel, Sacramento". Below this text is a link that says "READ MORE »".

**40%**  
of CA Women  
Experience  
Physical  
Intimate

## WHO WE ARE

The California Partnership to End Domestic Violence (the Partnership) is California's recognized domestic violence coalition, representing over 1,000 advocates, organizations and allied groups throughout the state. Through our public policy, communications and capacity-building efforts, we align prevention and intervention strategies to advance social change. We believe that by sharing expertise, advocates and policy-makers can end domestic violence. For nearly 40 years, we

# Creating PSAs with Youth



**PRESENTED BY:  
ASHLEY SOLIS  
PREVENTION COORDINATOR**

# About *House of Ruth*



- **1977:** House of Ruth began as a volunteer-run domestic violence hotline
- Today services are divided into the following programs:
  - Hotline
  - Residential Programs: Emergency and Transitional Shelter
  - Children's Programs
  - Counseling & CHAT
  - Classes
  - Temporary Restraining Orders
  - Case Management
  - **Prevention and Community Education Program**
  - Volunteer Program



# House of Ruth's Mission



- To advocate for and assist women and children victimized by domestic violence and children exposed to violence in transforming their lives by providing culturally competent shelter, programs, opportunities, and education; and **To contribute to social change through intervention, education, prevention programs and community awareness.**

Students from San Antonio High School after their PSA film screening.  
December 2014





# Prevention and Community Education Program



- Goal of our program is to contribute to social change through primary prevention activities and education.
- My Role as Prevention Coordinator
  - Member of House of Ruth's Leadership Team
  - Provide mentorship to Prevention Educator
  - Facilitate and coordinate community presentations
  - Curriculum building
  - Facilitate 40-Hour Domestic Violence volunteer training
  - Supervise volunteers
- For fiscal year 2013-14, House of Ruth Prevention staff and volunteers presented to
  - 191 schools
  - 56 social service agencies and organizations
  - 54 community fairs

# Creating Public Service Announcements (PSA)



- PSAs can be used as:
  - Primary prevention
    - ✦ Activities that take place before violence occurs to prevent initial perpetration or victimization
  - An evaluation tool
    - ✦ In addition to pre and post surveys

# Planning and Implementation



- Choose a school and specific group of students (clubs, class, groups)
- Choosing topics for workshops
- Teacher engagement is vital
- Mentor for each group is ideal
- Is there a space for a film screening
  - Technology
  - Food/drink
  - Awards
- Marketing the PSA Screening
- Engaging students in Ceremony
- Panel of students for Q&A



# Creating PSA's



- 8-10 Workshops and hands-on classes with two specific goals.
  - Goal #1: To educate students about social issues such as dating violence, bullying and depression in a safe and supportive environment.
  - Goal #2: To train students how to be agents of change on campus, in the community, and worldwide using video as a tool.
- Topics may include:
  - Gender roles
  - Media Literacy
  - Self-esteem
  - Body Image
  - Bullying
  - Depression and suicide
  - Teen Dating violence
  - Healthy friendships and relationships
  - Boundaries and consent
  - Anger
  - How to help a friend



# Sample Schedule



#	Date:	Topic:
1	Wed Sept. 17	Getting to Know You: Introductions, Icebreakers and Team Building Activities
2	Wed. Sept. 24	Gender Roles: Life in a Box Exercise <a href="#">“Gender Box PSA”</a> <a href="#">“Impossible Dream”</a>
3	Wed. Oct. 1	Media Literacy <i>“Killing Us Softly 4”</i> <a href="#">“Mickey Mouse Monopoly”</a> <a href="#">“Tough Guise” Clip</a>
4	Wed. Oct 8	Self-Esteem and Body Image
5	Wed Oct 15	Teen Dating Violence
6	Wed Oct 29	Anger: “How We Feel, How We Deal”
7	Wed Nov 5	Boundaries and Consent
8	Wed Nov 12	Recognizing and Seeking Healthy Friendships and Relationships
9	Wed Nov 19	Intro to Video (Lighting, sound, and filming)
10	Wed Dec 3	Group Formation and Storyboarding
11	Dec 8-18 dates/times TBD	Film and Edit PSA(s)

# Session 1: Intro to Video



- After the 8-12 workshops, complete program with film techniques and application.
  - Facilitate discussion of why youth created media is important
  - You don't have to have to be an expert to create PSAs
  - Show examples of youth created PSAs [Gender Box PSA](#)
    - ✦ Talk about lighting, filming, editing, was the message clear, etc.
- Lighting, Sound, and Filming
- Brainstorm ideas based on topics
- Brainstorm Page for individual
  - ✦ PSA Brainstorm #1



# Why is youth created media important as a primary prevention tool?



- [We All Rise Together](#) created by Teenage Dream(makers) project



# Why is youth created media important as a primary prevention tool?



- Peer to peer education is beneficial because they can relate to one another
- Youth has a pulse on what is occurring in their peers groups and communities
- Youth can model positive and healthy behaviors which is more likely to affect social norms
- Opportunity to build skills and confidence
- Creates sustained and meaningful relationships between mentor and mentee
- Empowering youth to take the lead in planning and executing projects
- Structuring a process in which youth actively participate in decision making

# Lighting, Sound, and Filming



- Lighting
  - Natural Light vs. Indoor Lighting
  - Natural Lighting
    - ✦ <http://bit.ly/1KgLwCf>
- Sound
  - Boom microphone
    - ✦ <http://bit.ly/1LyqNLY>
  - Background Noise
- Filming
  - Rule of Thirds
    - ✦ <http://bit.ly/1CSwsej>
  - How to use the video camera
    - ✦ <http://bit.ly/1JbYzGr>





# PSA Brainstorm #1



I have used a video camera before: Yes/No

I have edited video before: Yes/No

1. Who is your audience? Who do you want to influence with your message? (Boys, girls, parents, teens, children, etc.)
2. What are the topics that have been most interesting to you in the past 10 weeks?
3. What are the topics that have impacted your life the most in the past 10 weeks?
4. If you could share something you learned in the past 10 weeks with your community, what would it be?
5. List any topics you would be interested in making a PSA (Public Service Announcement) about other than those listed in questions 2-4.
6. What would you imagine your PSA looking like? For example: Where does it take place? Is it going to be acted out? Is it going to be someone's true story? How many people would it take to complete the project?
7. Would you be willing to be on camera? Would you be OK with the video being on YouTube?

# Session 2: Group Formation and Storyboarding



- Group Formation
  - Based on 1<sup>st</sup> brainstorm
  - Groups complete PSA brainstorm #2
- Storyboarding
- Share ideas with entire group
  - Feedback from mentor/students



# PSA Brainstorm #2









1. Who is your audience? Who do you want to influence with your message?
2. What is the message of your video?
3. How are you going to make your message clear?
4. Will there be acting in the video? If yes, who will be acting? If no, what method will you be using and do you have the resources?
5. What props, location or scenery would you need?
6. What techniques or ideas from the videos you saw today can you use for your video?

# Story Boarding



- <http://bit.ly/1LyrFA8>

Name of Project: \_\_\_\_\_

		
<input type="checkbox"/> _____ _____ _____	<input type="checkbox"/> _____ _____ _____	<input type="checkbox"/> _____ _____ _____
		
<input type="checkbox"/> _____ _____ _____	<input type="checkbox"/> _____ _____ _____	<input type="checkbox"/> _____ _____ _____

# Film and Edit

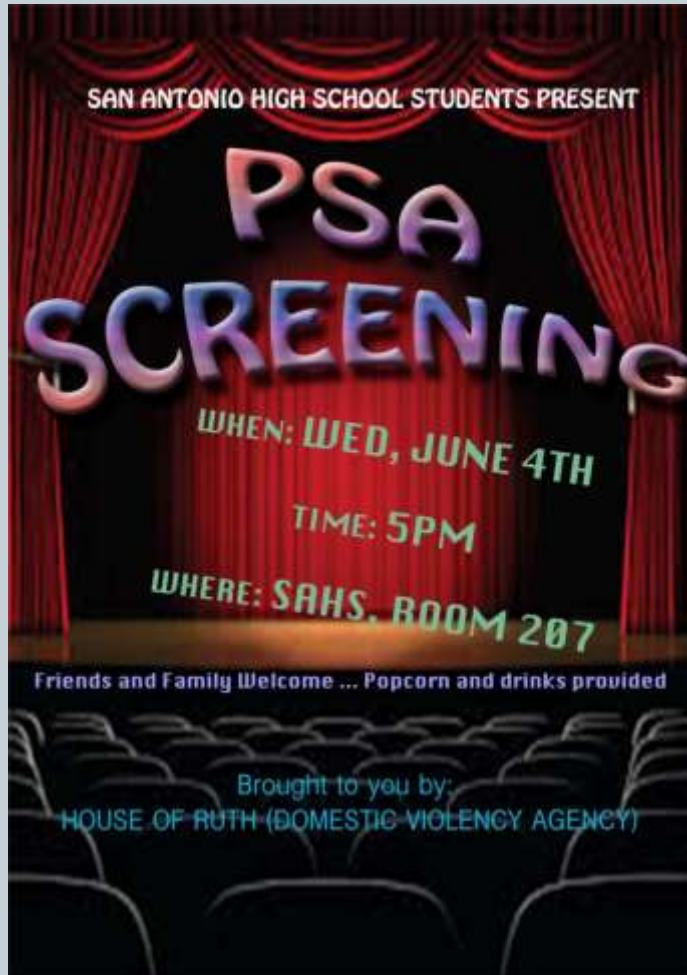



- You don't need expensive equipment to create a PSA
- Try to film over one day
- Editing
  - Students can edit
  - Title
  - Credits
  - [Royalty Free Music](#)
- Programs:
  - iMovie (Mac)
  - Windows Movie Maker (PC)





# PSA Film Screening





Covina Domestic Violence Action Coalition and  
House of Ruth Present...

## A PSA Film Screening & Award Ceremony

Films Created by Students From:  
Ontario High School & San Antonio High School in Claremont

**Date: January 21, 2015**  
**Time: 6-7:30PM**  
**Place: Covina Women's Club**  
**126 San Jose Avenue**  
**Covina, CA 91723**

Free & open to the community. Light refreshments served.

Rideshare and carpooling will be available. For more  
information, please contact Marina at  
[mwood@houseofruthinc.org](mailto:mwood@houseofruthinc.org) or 909-242-3432.

Project made possible by: The Claremont Community Foundation & OMSD Prevention and Early Intervention Grant

# Challenges and Lessons Learned



- Prevention Volunteers are not always available for a long commitment
- Students have big ideas. Working with them to be more realistic and concise.
- Encouraging students to not sensationalize or show anything graphic (Suicide, TDV)
- Clothing and time of day
- Reflection in window: <http://bit.ly/1fYVOgD> at 45 seconds
- Background noise: <http://bit.ly/1VlKdYU>

# PSAs Created



- [How to Help a Friend](#)
- [Lurking \(Stalking\)](#)
- [Consent or Nah](#)
- [Act Like a Lady](#)
- [Rewinding Kate](#)
- [Talk about It](#)
- [Peer Pressure](#)
- [Teen Dating Violence](#)
- [Healthy Friendship](#)



# Shared expertise and discussion

- Other expertise or experiences with PSA's or multi-media efforts?
- Current emerging issues?
- Challenges or triumphs?



# Together we're stronger.



## Prevention at the Partnership



Public Policy



Communications



Capacity Building

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