

Priming Your Prevention Message: How to Effectively Teach What You Are Trying to Teach

Cheryl Sells, BA, OCPC

Director of Youth Prevention, *CompDrug/Youth to Youth*



HAMILTON COUNTY
**Mental Health &
Recovery Services Board**

Housekeeping Notes:

- Continuing education will only be awarded for those who view the live session
- You must attend the entire training to receive continuing education hours
- Post-event evaluation surveys are required to receive continuing education
- For Nursing/Social Work/Mental Health Counselor credits you must provide your license number in the post-event evaluation survey
- For CHES credits, you must provide your CHES ID in the post-event evaluation survey
- You will receive your certificate for continuing education by email within 30 days of this training



It IS

what you say

AND how

you say it.



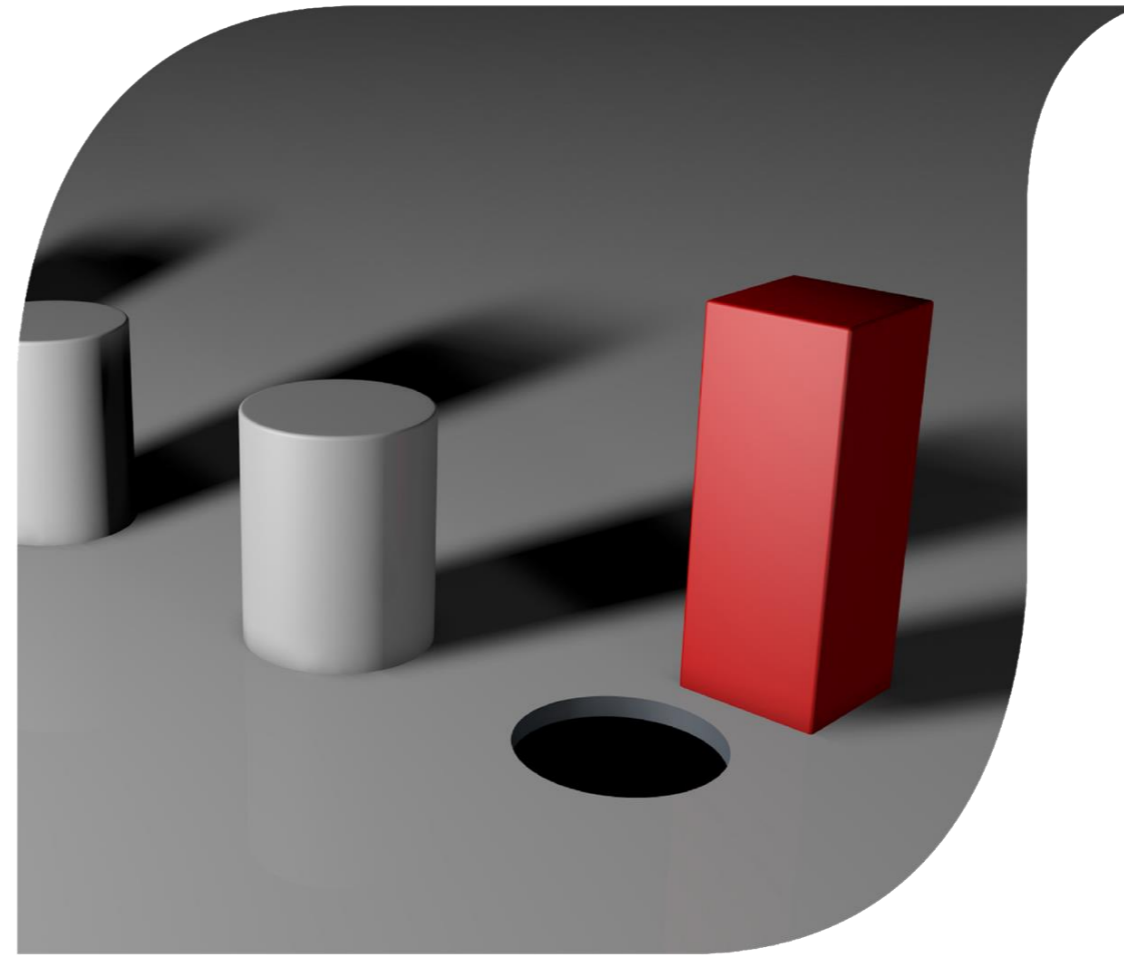
Ty Sells, OCPC

National Trainer & Director
of Program Development

Youth to Youth International / CompDrug

YOUTH TO YOUTH

What does
NOT work?



Lessons learned
the **HARD** way.



Lessons **LEARNED**

What you teach
WILL outlive us.

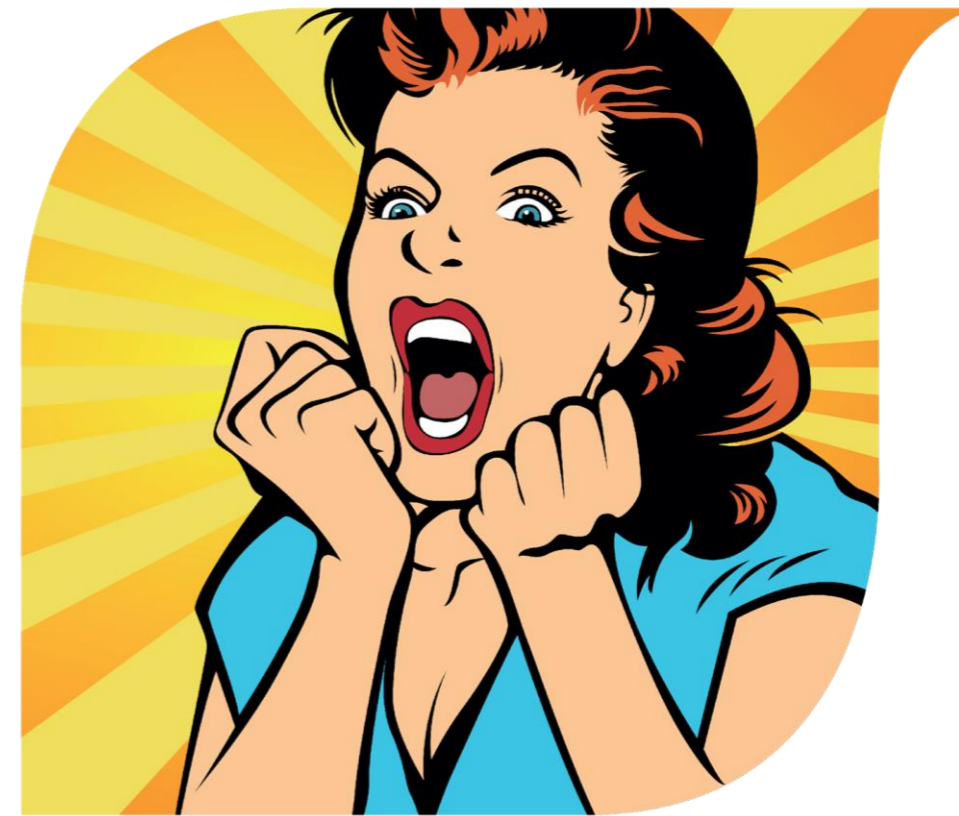


Lessons LEARNED

Scare tactics
DO NOT work.

SCARE TACTICS

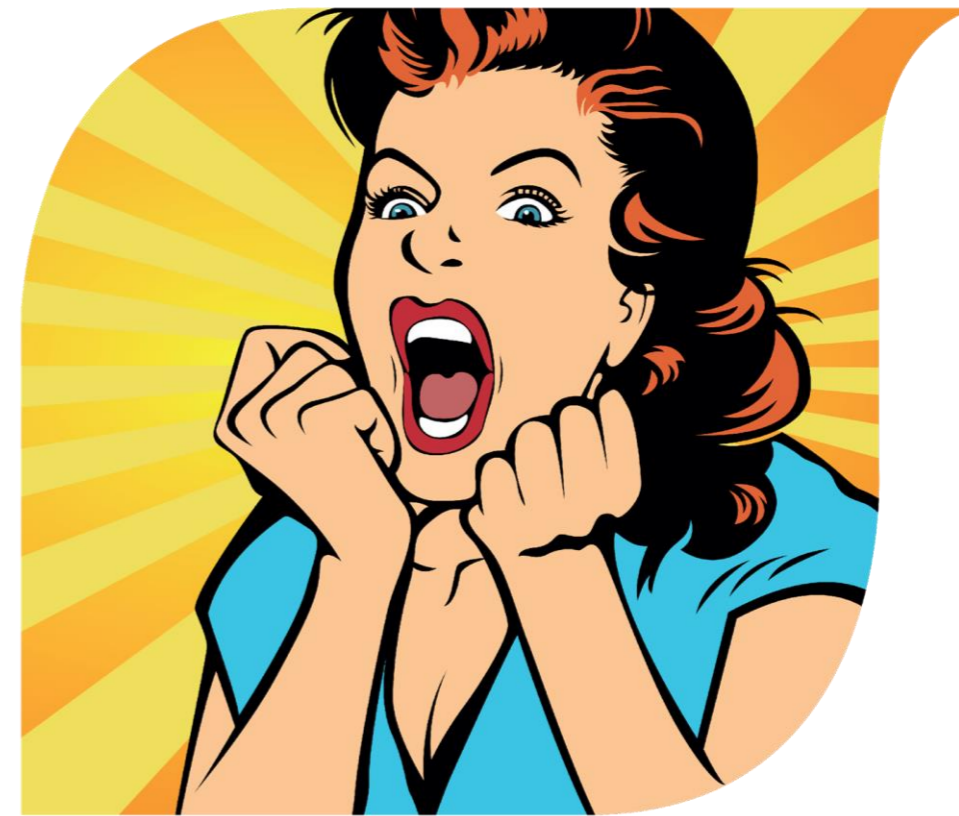
MYTH.



Emphasizing the **WORST** dangers of drug use in order to create fear and anxiety, in hopes that the **FEAR ALONE** will prevent or stop risky behaviors.

SCARE TACTICS

MYTH.



Why don't scare tactics work?

1. Often youth dismiss these messages as a defense to the feeling of fear

“That could never happen to me.”

“I know people who do that, and they are fine.”

SCARE TACTICS

MYTH.



Why don't scare tactics work?

2. Youth have a different filter than adults

- Less life experiences
- Status of brain development

SCARE TACTICS

MYTH.



Why don't scare tactics work?

3. High risk groups can be **MORE** attracted to the behavior

- Sensation-seekers
- Impulsive
- Risk-takers

SCARE TACTICS

MYTH.



Why don't scare tactics work?

4. Strong warnings can send unintended messages

“Wow! Drug use must be a big problem, with many people doing it and resistance must be difficult.”

Putting

your message

to the TEST.



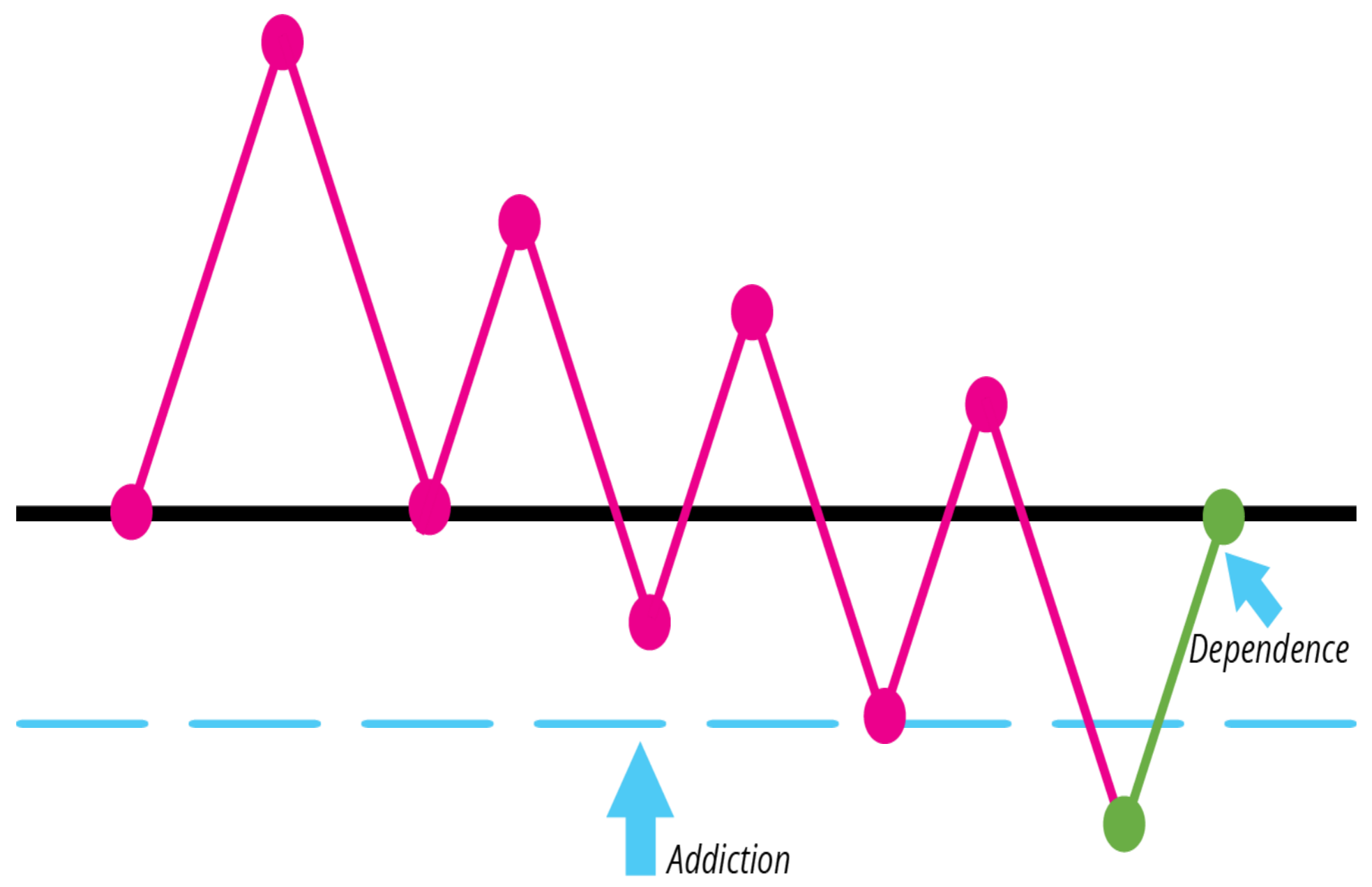
- Is fear the primary element of the message?
- Will it erode by the light of truth or experience?
- Is it beneficial, or just powerful?
- Can it stand the test of time?
- Does it include concrete steps to avoid the problem?

Focus on what

DOES happen

not what

CAN happen



P.R.I.M.E.-ing

your message.

P.R.I.M.E.-ing

your message.



P.R.I.M.E.-ing

your message.



- Credible sources?
 - How do you judge?
- Science, baby!!!
- More than one study
 - Trends in a body of research
 - Skittles parties
- There **ARE** wrong answers

P.R.I.M.E.-ing

your message.



- Developmental level
 - Overdose Vs. Fitting in
 - Elementary (med safety)
 - Middle (pHARMING)
- Meets them where they are
 - **What do you think they Know?**
 - **What do they Know?**
 - **What do they need to Know?**
- Know your Audience (Athletes, General, Camp)
- Progress not perfection

More information

has POWER

if it is...

More information

has POWER

if it is...

Practical

- Real-life application
- Ready to be used and acted upon
- Will link to results
- The “WHY”
- Answering WIIFM

More information

has POWER

if it is...

Practical

- Challenges
- Self then Community
- Action Plans
- Small Group Reflection
- Now What?

More information

has POWER

if it is...

Receivable

- Remove judgement
- “Detach” from outcome
- Disclose your agenda
- Invite / Humbly offer
- Motivate them to think, be open, try something new
- Allow them to make their own choice
 - You can't force them

More information

has POWER

if it is...

Interesting

- Texture
 - Parable
 - Media (phones, links, videos)
 - Personal Stories
 - Make stats real (Y 21)
- Delivered in a new way
 - Humor
 - Historical Perspective
 - How are you different
 - Connect cause & effect (Rx Marketing)
- Didn't see it coming - twist ending

More information

has POWER

if it is...

Memorable

You Can't Learn What You
Can't Retain!

More information

has POWER

if it is...

Memorable

- More, Not Yours, What for?
- Appropriate humor (Vaping Presentation)

More information

has POWER

if it is...

Engaging

- Texture
 - Activities
 - Games
 - Discussion
 - Debate (NOT point-counterpoint)
- Audience is involved in their own learning



Practical
Receivable
Interesting
Memorable
Engaging



It IS

what you say

AND how

you say it.

How about an example?

It IS

what you say

AND how

you say it.

YOUTH TO YOUTH

Ty Sells

Contact :

jhall@compdrug.org

Julia Hall

Speaker Services and
Training Coordinator

[**youthtoyouth.net**](http://youthtoyouth.net)

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President Wingspan Training, LLC*

Questions?



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Post Training Info:

- The recording and supplemental materials will be available on the PreventionFIRST! website under TrainingHUB.

- Please complete the evaluation survey here:



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