

HI(R)GRND



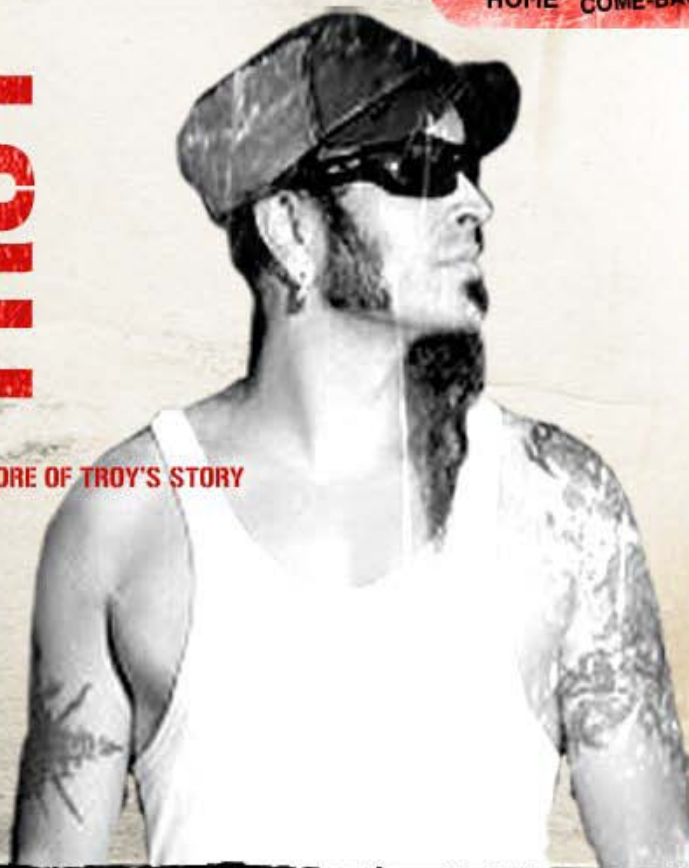
one life to live.
Live it well!



HOME COME-BACKS VIDS BIOS THE NUMBERS HOT LINKS GET OUT!

TROY

+ MORE OF TROY'S STORY



JESSICA

CHRIS



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- An immersive website experience for young people looking for information and encouragement to remain drug free as they encounter illicit drug use opportunities in day to day life
- Main Message to the target audience, delivered by their peers is:
“Life with drugs is no life. Cool people you know say so. There are people and places nearby that want to help you.”
- The primary target audience is Grad 5-10 youth who are experimenting or considering drug use, internet savvy, watch online videos, like online games and don't trust anti-drug messaging from adults
- **HIRGRND.CA introduces youth to local heroes who have been chosen and who choose to tell their story.**
- **HIRGRND.CA presents anti-drug video ads that students made in class while learning about videography.**
- **HIRGRND.CA connects at risk students to real people and real resources in the local area.**
- **They spread the word to their friends via facebook about...**
- **The cool game and new high scoring secrets they have discovered**
- **The videos they made that they want friends to vote for**
- **The cool comebacks they can upload and vote for**
- **The 'hell no' counter button where they proclaim their opposition to drug use.**



Sponsors

- Bell Mobility – Inukshuk fund
- The simplify Company
- InVision
- Abendago Media Group
- Bear Image Studios
- Fraser-Cascade Aboriginal Education Committee
- Envision
- Telus Community Board
- BC Transmission Corporation

Local Heroes

- Sharing your stories
- Impact on individuals
- Impact on siblings
- Impact on aunts, uncles, grandparents
- Impact to community



Prevention Intervention and Treatment

- Tied to curriculum for BC Ministry of Education
- Planning 8
- Planning 10
- English
- Drama
- Film/digital classes
- Acting
- Art
- Science
- Information Technology
- Health and Fitness

Local Hero stories

- Relevant to students as they recognize them
- Visually they are able to see the courage it took to tell their story
- Willingness to disclose their story
- Strong prevention message as the experience is shared
- Recognize the importance of sobriety and support
- Willingness they had to relive the emotion through script writing, filming, sharing with students
- Emotional experiences shared as they work through this process



Messaging

- **Awareness**
- **Relevancy**
- **How they got involved**
- **What they did, what they got into**
- **When they recognized the importance of getting out**
- **How they got out**
- **What they wished they would have done**
- **What they did**
- **How they survived**
- **What support s they have in place**
- **Who was their safe person**
- **Where are the resources**

Questions prior to presentations

- **What are gateway drugs?**
- **Why do people do drugs?**
- **Please by show of hands how many of you are impacted by drugs or alcohol? This can be a close friend, family member parent?**
- **How many of you talk with a parent about this?**
- **What do you do when offered drugs?**
- **Safe Person story about Elementary School**
- **Silenced Voices**
- **Looking out for yourself**
- **Condoning dealing, culture through silence**
- **What do you do when offered**
- **Connections in Community**
- **Probation Officer**
- **Afraid parents will find out**



Nicoles Story

- **Prevention Presentation**
- **Speaker: Nicole Laird**
- **It is possible to end dependence upon alcohol and other drugs and build a successful drug free life for oneself. Through her journey Nicole discovered what issues needed to be addressed and what questions she should have asked in school. Nicole's struggled with addictions, her drug of choice meth. Nicole is a local girl who fought hard to overcome her addictions and offers her individual testimony in hopes that it will prevent youth from making harmful, detrimental choices. She talks about the issues she faced from a personal viewpoint and gives youth the information they need to know and how they need to be connected.**

continued

- **By recognizing her value to others and the importance of her story, Nicole provides inspiration to others through her heart wrenching fight. Nicole shares a real life perspective of why people do drugs, the dangerous life altering consequences, and the physical, emotional, psychological, financial and legal consequences. In the face of adversity she displays courage and the will of self-sacrifice for the greater good as she shares her story.**



Classroom Approach for creating commercials

- Orientation
- Video Hi(R)GRND (three local heroes)
- Cultural video (local heroes from First Nation Communities video) Meth=Death
- Impact Video Drugs=Destruction
- Introduction of Target Audience
- Parameters and Expectations of commercial
- Length of video
- Web Site Research Exposure
- Web Site Research
- Script Writing – five second intervals
- Script Editing
- Music track – expectations, guidelines
- Impact
- Verbal versus silence
- Acting
- Makeup
- Lighting
- Background
- Props
- Participants in the video
- Expectations
- Permissions and liabilities
- Filming times
- Equipment use
- Filming supervision
- Generating the video
- Format
- Length of commercial
- Site email

Prevention and Awareness

Topics for Development

- Alcohol
- Tobacco
- Cocaine
- Ecstasy
- GHB
- Drinking and Driving
- Date Rape Drugs
- Planning a Safe Ride Home
- Ritalin snorting
- Meth
- Opiates (OxyContin, Vicodin, Demerol)
- CNS (eg. Menbutal, Valium, Xanax)
- Stimulant (Ritalin, Adderall)
- Prescription Drugs
- Over the counter Tylenol

Topics for Development

- Depression
- Cutting
- Isolation
- Suicide
- Bullying
- Texting, Sexting
- Peer Pressure
- Facebook Bullying, Nexopia, Twitter
- Impact (Individual/Family/Community)
- Short and Long Term Consequence
- Physical and Psychological
- Addictive Properties
- Street Costs and risks
- Availability



Prevention Curriculum

- Integrated Prevention Curriculum
- Discovery Education
- The Early years
- K-4
- Grade 5 – 9
- Grade 10 – 12
- At Risk Students

Contact Information

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Available upon Request for Recover Costs

- HI(R)GRND The Local Heroes Video
- Meth = Death

Prevention Curriculum Copies

- Integrated Substance Abuse Prevention Curriculum
- Email copies available
- Grade Level
- IRP Outcomes relevance to the particular resource
- Learning Resources
- Community Agencies
- Contact Information
- Parental Education Programs