



LAPUA

CIMO



Erasmus+



**"Active Healthy Attitude"**

**8-14 June 2015 Lapua, Finland**

**A proposal booklet against  
smoking and alcohol usage  
of young people  
through methods,  
tools and techniques  
of local and international  
youth work**

# 2

**Active Healthy Attitude! -proposal booklet**



This A – HA! - Proposal Booklet is an outcome of the „A – HA: Active Healthy Attitude!”  
-seminar organised by Youth Department of Lapua Town in 08–14 June 2015  
supported by Finnish National Agency CIMO.

The seminar was open for youth leaders, youth workers working with young people  
with fewer opportunities from Portugal, Hungary, Finland, Spain, Croatia,  
United Kingdom and Romania.

Project manager: Maritta Sipilä  
Trainers team: Mara Árvai, Endre Kiss  
The booklet was edited by Mara Árvai, layout Päivi Kultalahti.

Special thanks to the participants of „A – HA: Active Healthy Attitude!”  
for their contribution and enthusiasm:  
Ana, Ana, Carla, Jesus, Marta, Karla, Jelena, Ognjen, Sarah, Emily, Karen, Gábor, Eszter,  
Mária, Ildikó, Éva, Szilárd, Veronka, Matilda, Iida, Piia, Tiina, Jari, Valentina, Samppa.



**Erasmus+** is the EU's new programme for boosting skills and employability through education, training, youth, and sport. Between 2014–2020 the programme will provide opportunities for over 4 million Europeans to study, train, gain work experience, and volunteer abroad.

## What does it involve?

Funding for youth activities under Erasmus+ aims to improve the key competences, skills and employability of young people, promote young people's social inclusion and well-being, and foster improvements in youth work and youth policy at local, national and international level.

**Concretely in the field of youth, the Erasmus+ programme offers three main opportunities:**

**Key Action 1:** Mobility opportunities for young people and youth workers. Young people have the opportunity to participate in youth-exchanges or to volunteer for a period up to one year in another country. Youth workers can take part in training and networking activities abroad or spend some time in a youth organisation abroad for a job shadowing or an observation period.

**Key Action 2:** Opportunities for cooperation for innovation and exchange of good practices. Organisations can apply for funding to work in partnership with organisations from other participating countries. The projects funded under this action will focus on sharing, developing and transferring innovative practices in education, training and youth provision between participating countries.

**Key Action 3:** Opportunities to support policy reform. The Erasmus+ programme will fund strategic activities supporting policy reform across the EU. Funding opportunities in the field of youth under this action can take the form of meetings between young people and decision makers.

## Who can take part?

Various opportunities are available under Erasmus+, including opportunities for young people (aged 13–30), youth organisations, and other stakeholders active in the field of youth.

**Find out more under:** [http://ec.europa.eu/programmes/erasmus-plus/index\\_en.htm](http://ec.europa.eu/programmes/erasmus-plus/index_en.htm)

The following A – Ha! Proposal Booklet was developed through the seminar „A – HA: Active Healthy Attitude!“ under the Key Action 1 with the support of KA 1 Mobility project for young people and youth workers.

This booklet is a Proposal for activities against drug usage of young people with special focus on alcohol and smoking for youth workers, youth leaders in general who aim to work directly with young people and run activities against alcohol, smoking and drugs.

This manual includes activities and methods which were presented during the seminar and most of them are flexible to adapt to particular needs of young people with fewer opportunities.

**The manual is divided into two main parts:**

1. Proposals for methods, tools and techniques with for and by young people against drugs;
2. Methods successfully used against drugs.

We hope the reader enjoys the booklet and finds the advice against drugs applicable to his or her context. If you wish to share your suggestions, inputs or feedback feel free to send us an email: [maritta.sipila@lapua.fi](mailto:maritta.sipila@lapua.fi)

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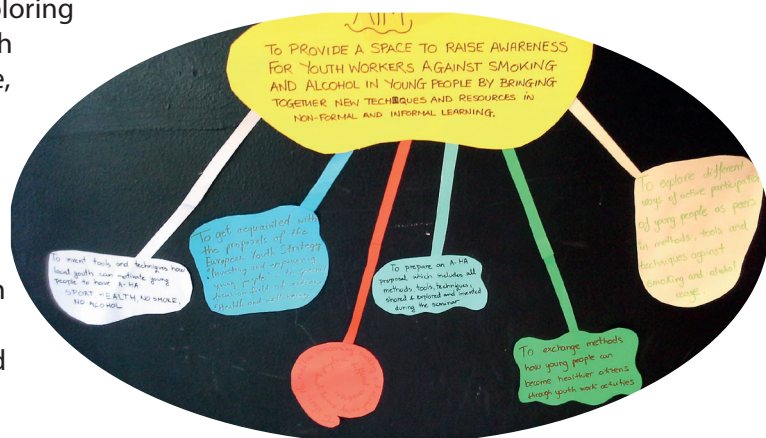
## Our seminar was about

„A – HA: Active Healthy Attitude!“ – Seminar on raising awareness on methods, tools and techniques against smoking and alcohol usage of young people within youth work activities which was held in Lapua, Finland at 08 – 14 June 2015.

### Themes of the seminar were

- To get acquainted with the European Youth Strategy “Investing and empowering young people” – how it effects on youth work regarding to field of action ‘Sport and Health’.
- To share and explore different methods of non – formal education how can we address young people in order to motivate them for healthy lifestyle against smoking and alcohol.
- To prepare tools and techniques for with and by young people against smoking and alcohol through activities of local and international youth work.
- To make an A – HA! proposal which goes against smoking and alcohol usage through methods, tools and techniques of local and international youth work.

The overall aim of the seminar was to provide space and opportunity for youth workers, youth leaders of local youth clubs and non – formal and informal youth places on supporting young people to become healthy citizens of Europe, sharing and exploring non – formal educational methods as youth leaders against smoking and alcohol usage, foster their understanding concerning the importance of tools and techniques they can prepare and use among young people in order to motivate them making more sport, live healthier without smoking and alcohol. Creating an A – HA proposal which goes against smoking and alcohol and use all methods, techniques and tools invented during this seminar.



### Learning objectives of the seminar were:

- To get acquainted with the proposals of the European Youth Strategy “Investing and empowering young people” with special focus on field of action ‘Health and well-being’;
- To share the realities concerning smoking and alcohol using among young people in different countries;
- To explore different ways of active participation of young people as peers in methods, tools and techniques against smoking and alcohol usage;
- To exchange methods how young people can become healthier citizens through youth work activities and how they can motivate others making more sport, live healthier, etc;
- To invent tools and techniques how local youth can motivate young people to have A – HA: sport, health, no smoke, no alcohol;
- To prepare an A – HA proposal which includes all methods, tools, techniques, shared and explored and invented during the seminar;



# 1. Proposals for methods, tools and techniques with for and by young people against drugs

## Proposal: HUMAN LIBRARIES OR REALITIES STORIES

### Description:

Debates

- about who can be a book?: ex users or present users;
- what is the appropriate age to borrow a living library book? Who can be the target group?
- share experiences: survivors of an accident or a crash, impact on his life;
- what is the essential time: 3 days or 4 hours? Give the opportunity for young people to come back.

### Suggestions:

- different types of living books are needed;
- prison goes to school: - young people ask questions – men different ages – not good life – good prevention;
- video;
- good activities and positives behaviour for prisoners and young people;
- consequences of your actions;
- lots of different ways to use this format: permanent issues – permanent actions.

### Outcomes – learning:

- good learning: prevention is good!
- new ideas
- new methods to approach activities
- age of target is extreme important and experiences

Should it be done with recovered or addicts who are still using drugs? Include victims?

### Contact:

Sarah Holland, United Kingdom:  
sarah.holland@wiltshire.gov.uk



Stinky  
is not  
Sexu

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## Proposal: SHOCK OR FUN

### Description:

- pro/contra, funny/shocking in related with a movie about drug prevention!
- how to end a movie?
- technical details are important!
- be shocking but not disgusting!
- get involved!

### Suggestion:

- give a question; ask a question;
- combine funny and shocking;
- separate the way how to reach them!

### Outcomes:

- reach the audience;
- make a research;
- decide what could be the age of a target group.

### Personal outcomes:

- in some countries there are too shocking videos for youth;
- funny and shocking is good if it is not too funny;
- we need to involve people, who have experience with drugs;
- video or photo should consist both funny and shocking aspect;
- technical details are important to made the message clear;
- it is important to define target group;
- depends on the age of young people which extent is shocking or funny?

### Contact:

Gabor Balla, Hungary: ballaagabor1988@gmail.com  
yopa@yopa.hu  
D2, csotidori0921@gmail.com





## **Proposal: SHOULD PARENTS BE IN KNOWLEDGE AND BE PART OF INTERVENTION OF THEIR CHILD'S ISSUES/PROBLEMS**

### **Description:**

- when an issue arises with a young person - intoxication/under the influence of alcohol or drugs, how to handle it in the correct way.

### **Suggestions:**

- To understand / know the correct order of approach to a situation like this with a young person.
- Asking: Why they may be doing/ taking part in this.  
Who are they doing it with? And where is this taking place?
- Talk to the individual, build on trusting relationships.
- Is it a safeguarding issue, does it need to be processed further?
- Should the parents be involved or contacted at this point in time (safeguarding, with consent of young person to discuss etc.).
- To support the individual providing a trusting relationship and a safe place to go. To help you young person understand this is a safe place in which they can confide in the youth workers.

### **Main outcome:**

To understand the correct way to approach the problem. It is important to keep a trusting relationship and to provide a safe place for the young people. Which is the correct order to deal with the situation and approach the young person before thinking about contacting the parents.

### **Learning outcome of participants:**

- How to approach the problem? In which order? When should parents get involved?
- I've learned that the youth club is a safe place and that is the goal to achieve.
- Youth workers have to be different people (take on different roles; psychologist/ youth worker/ friend/ support etc.).

### **Contact:**

Emily Capper, United Kingdom: emilycapper\_92@hotmail.com

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### Proposal: DRUG REALITY

Target group/participants: youngsters who use drugs and who want to change the life styles.

#### Descriptions:

- 6 months program;
- not obligatory;
- psychologist/ doctors.

#### Suggestion:

- community services, help rehab centres;
- visits to prisons and drug prisoners;
- ways to try change lifestyles;
- community work is more motivation then punishments;
- to use drugs is a crime, you can't treat consumer as delinquent;
- I want to participate in this program!

#### Contact:

Szilárd Péter Kelemen, Romania: kelemenszilardpeter@gmail.com







## **Proposal: HOW TO CHANGE POSITIVE THOUGHTS TOWARDS CANNABIS TO NEGATIVE?**

### **Description:**

Open discussion about current realities in our countries. E.g. cost of cannabis, legal sanctions, positive sides/negative sides of use.

### **Learning Outcomes:**

- antirole models in Finland;
- shared issue in Europe;
- what is a real problem with cannabis;
- you have to get information about drugs all the time;
- don't say that there is only negative things in cannabis.

### **Suggestions:**

- educate youth workers e.g. working with police;
- find out more psychiatric impacts to share;
- find out costs, etc.;
- gateway drug is not necessary true;
- give full info (good and bad);
- regular learning and training of youth workers regarding to the topic.

### **Contact:**

Ana Gomes, Portugal: [anagomes.gomes@gmail.com](mailto:anagomes.gomes@gmail.com)

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## Proposal: HOW CAN WE USE SOCIAL MEDIA IN OUR WORK TO ENGAGE YOUNG PEOPLE?

### Description:

We had an open discussion on what social media use.

### Suggestions:

- keep up to date;
- consider how to use;
- consider getting young people involved in online communications;
- be aware of trolling; fake profiles, evs group use by political group;
- email and face to face communication are still important;
- facebook, mainly outread, colleagues, young people use to contact us, info, work accounts, promotion, advisements.

### Learning outcomes:

- there are many different social media tools;
- important info from Facebook, instagram, what's app, twitter, videos, youtube, subscribe, etc.;
- importance of the safe use;
- new knowledge about possibilities on internet (telegram..);
- social media is good channel to reach the young people but the youth must know the risks a lot better;
- you have to know different social media if you are working with young people.

### Contact:

Karen Lloyd, United Kindgom: lloydlearning@icloud.com



Say **NO** to  
drugs and alcohol  
and say **YES** to tacos!





## Proposal: FORUM THEATRE

### Description:

Discussion the methods of forum theatre. Purpose: helping young people to make the right decision

### Suggestions:

- looking at the best approach to talk:
  1. perform scene;
  2. perform with the intervention;
  3. discussion - why? How was your experience?

### Main outcome:

- Getting a better understandings of forum theatre.  
Helping others to understand the method and how to put it into practice (the process).
- Understandings it is good for education.
- It is very good and I had the opportunity to take off all my ideas and get even more.
- I have learnt a lot about this method.  
It is great to develop making decisions among youngsters and to practice how to say no.

### Contact:

Emily Capper, United Kingdom: [emilycapper\\_92@hotmail.com](mailto:emilycapper_92@hotmail.com)



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## Proposal: HOW DO YOU GET FUNDING FOR YOUR ORGANISATION?

### Description:

to learn and understand different ways to get funding.

### Suggestions:

- going out into the community approved/ proved to be a successful way of credits funding.
  1. apply for funding,
  2. local events: dinner, fairs, etc.
  3. political relations;
  4. being creative;

there are many different ways to get funding.

Being/going out to the community usually is the most successful approach!

### Learning outcomes:

- learnt how difficult to get money, we had some solutions;
- I have learnt solutions to collect money for youth organisation.

### Contact:

Carla Lima, Portugal: dtrofa.coordenadora@cruzvermelha.006.pt

## Proposal: HOW TO MOTIVATE YOUNG TO PARTICIPATE? DIFFERENCE BETWEEN METHOD AND PRACTICE. WHEN DOES PREVENTION JOB START?

Prevention starts to all young people since we learn rights and wrongs. Family is an important role in prevention in order to build self - confidence. The level of self – confidence is depends of the back-grounds what we have.

We believe that Trust is the most important point of work with young people. We can't do anything if they don't trust us.

### Suggestions:

Start prevention with parents. Different structures of personal, social, educational in schools and different groups.

### Outcomes:

- UK has a program with parents' information;



- Romania has the program of food;
- Difficult to approach those who need.
- All we have the same problem to motivate people to participate (parents, young people).
- Start the prevention with parents (school, session for parents).
- Go to park and different institutions to find and bring youth in youth house/ activities.
- Involve parents, schools, institutions, etc.
- Motivation: build better relationship between schools' health departments and parents.
- Recruit young people as volunteers.

**Contact:**

Carla Lima, Portugal: dtrofa.coordenadora@cruzvermelha.006.pt

## **Proposal: IS IT ALLOWED FOR YOUTH TO COME DRUNK IN THE YOUTH HOUSE UNDER INFLUENCE (DRUGS, ALCOHOL...)?**

**Description:**

Should youngsters be allowed to enter the youth club under influence? How could it influence their behaviour? The discussion was mainly about whether they should be allowed or denied. And if allowed, should they be accommodated in some other room and not with other youngsters.

**Suggestions:**

- to deny the entrance at all;
- to allow them to enter, but put them in separate room with youth worker's supervision; depending on whether it happens several times, engage the proper institutions.

**Outcomes:**

- I realized that youth clubs are not dealing with deviant youth, but these are places to get together and hang around;
- I learned what do youth workers do;
- If they are not allowed to enter it could prevent them to drink before coming to a club to have fun;
- If they have problems, not allowing them to enter could maybe cause more harm, because they are not under supervision;
- Need for assessment of youth worker;

**Learning outcomes of the participants:**

- As part of young people's well being, there should be a safe place;
- Good prevention;
- Good intervention.

**Contact:**

Ognjen Budimlija, Croatia: ognjen.budimlija@gmail.com

## 2. Methods successfully used against drugs

### MEMORY LINKSDURATION OF THE PROGRAMME

#### AIMS

The objectives of the method are:

- raise awareness of the dangers of alcohol, cigarettes and drugs;
- raise awareness of the consequences of alcohol, cigarettes and drugs.

#### Target Group:

- Teenagers 13/14 years old.

#### Description:

- We divide the classroom into groups and each group gets 24 cards (or they make them themselves) with pictures of drugs and their consequences that they have to match. It is optional to reward the fastest group J.
- This activity can also be after some lecture about drugs in general so it is more easier the play the game afterwards as an final activity

#### Competence Development:

- Increase knowledge about consequences of drugs in general;
- Promote reality and debate.

#### Materials needed:





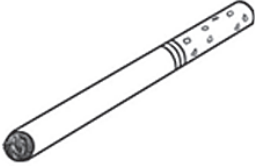







Templates, scissors, colour paper, colour pencils and some creativity...

#### Contacts:

Karla Blaslov, Croatia: [philophrosyne@hotmail.com](mailto:philophrosyne@hotmail.com)

Jelena Balic, Croatia: [jelena.os@hotmail.com](mailto:jelena.os@hotmail.com)

Ognjen Budimlija, Croatia: [ognjen.budimlija@gmail.com](mailto:ognjen.budimlija@gmail.com)

			
			
			
LUNG CANCER	STAINED FINGERS	THROATH CANCER	STAINED TEETH
HIV	HALUCINATIONS	DEATH BY OVERDOSE	THEFT
VOMITING	FAMILY VIOLENCE	LIVER CIRRHOSIS	DECREASED PERCEPTION AND COORDINATION

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## CONTEST MAKE YOUR T-SHIRT

### DURATION OF THE PROGRAMME

This method may have different duration, depending on the youth workers/teachers that implement the activity. The project is started in October and ends in May, and youth workers/teachers adjust the time they need. This project's end date is May 31 World No Tobacco Day.

### The objectives of the method are:

- To raise awareness of the dangers of tobacco creatively;
- To promote debate on the issue with children;
- To promote reflection of participants;
- To make the commemorative date known;
- To involve the community in prevention.

### Target Group:

Child since 3 to 17 years old and their youth workers/teachers/parents.

### Description: to implementation

- First make contact with schools and its directors.
- Present the project and the competition rules.
- Disclose poster by different classes and provide clarifications to teachers.
- Promote enrolment in a proper form.
- Offer t-shirts to each participating class.
- Collect t-shirts from the participants on time.
- T-shirts of assessment and school winners in the different categories.
- Prize giving.
- Presentation of t-shirts in different places and organise exhibitions in public places.
- Release in the media! D

### Competence Development:

- Increase knowledge about dangers of smoking.
- Promote creativity and debate.

### Materials needed:

Contest idea, rules, t-shirts for participants, etc.

### Contact:

Carla Lima, Red Cross Delegation Trofa, Portugal  
Email: dtrofa.coordenadora@cruzvermelha.org.pt  
Page: <http://trofa.cruzvermelha.pt/>





## WORKSHOP – DRINKING ALCOHOL FREE

### Duration:

The duration of this program is 3 hours.

### Aim:

- promote the non-alcohol drinks
- improve skills in the making of drinks
- make drinks without alcohol appealing for young people

### Target Group:

Child since 12 to 18 years old

### Steps to implementation:

- Do a partnership with a trainer or with a school for making drinks
- Promote with schools different moments for schedule this activity
- Define the drinking we will made
- Promote parties in school or in community

### Competence Development:

- improving use drink alcohol free
- improving creativity
- improving teamwork

### Material:

- juices, sugar, fruits, cups, tables, chairs, juicer

### Contact:

Carla Lima – Red Cross Delegation Trofa, Portugal  
Email: [dtrofa.coordenadora@cruzvermelha.org.pt](mailto:dtrofa.coordenadora@cruzvermelha.org.pt)  
[https://www.facebook.com/OutraFaceCVPTrofa/media\\_set?set=a.130344073701916.23245.100001789718945&type=3](https://www.facebook.com/OutraFaceCVPTrofa/media_set?set=a.130344073701916.23245.100001789718945&type=3)  
<http://trofa.cruzvermelha.pt/>



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## VIDEO AND DISCUSSION DURATION OF THE PROGRAMME

This method is useful to show the good and bad things of alcohol in social life. It may be considered shocking to being seen by some younger people.

### Aims

The objectives of the method are:

- To raise awareness of the dangers of alcohol;
- To promote debate on the issue with teenagers;
- To promote reflection of participants;
- To involve the youth community in prevention.

### Target Group:

Teenagers since 14 to 30 years old.

### Description:

- Video with pictures and images about parties;
- Consequences of alcohol;
- Made by teenagers.

### Competence Development:

- Increase knowledge about dangers of alcohol.
- Promote reality and debate.

### Materials needed:

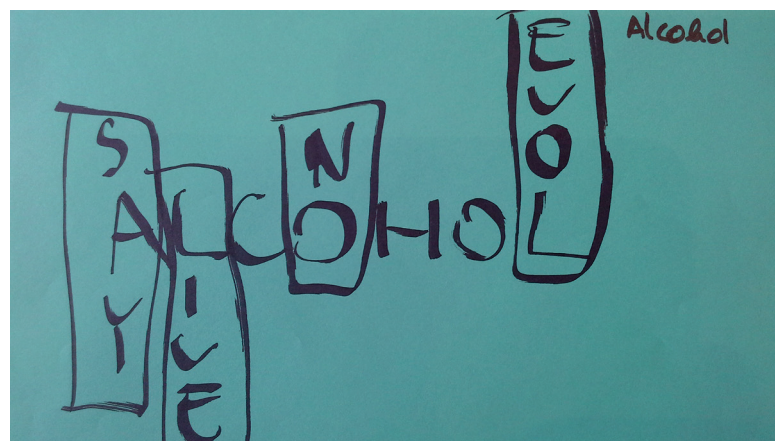
Projector, sound keeper

### Contact:

Ana Gomes, Portuguese Red Cross, Youth Group from Aveiras de Cima, Portugal

Email: [anatgomes.gomes@gmail.com](mailto:anatgomes.gomes@gmail.com)

Link to the video: <https://www.youtube.com/watch?v=sa2py6lfr0w>





## TEACHERS FORMATION – PREVENTION IN COLLECTION

### Duration:

This program as duration of 50 hours – 25 in classroom and 25 in practice

### Aims:

- To develop personal and social skills, based on the development of various themes of social and preventive interest like: I, School, Friendship, Families and Ecology.
- To promote parents participation.

### Target Group:

Teachers of preschool and basic school, and not directly parents and youth.

### Steps to implementation:

- Do a partnership with the training center to credit the formation;
- Divulgarion of the propose of formation for all the schools and teachers;
- Make the application of the teachers – maximum 20 teachers in one class;
- Make the agenda of the formation in 4 sessions;
- Supervising the application of the methodology in the schools;
- The themes are worked in the classroom, throughout the school year, under the guidance of each teacher.
- After the delivery of the booklet in the room, the children, to complete the collection, receive trading cards sachets at five different times. Instructions to discover the locations of the trading cards are presented in the form of puzzles, adapted to the ages of the children.
- The implementation of the “Prevent in Collection” implies involvement of parents / family and community.
- In the end of the project the Red Cross promotes a final party where all the participants can show what they have learned or have doing in the different activities.

### Competence Development:

- To promote the use of different techniques
- To improve self-esteem of the youth
- To promote creativity
- To promote the cooperation with parents and community

### Material:

- booklet – “Prevention in collection”
- papers, pencils, pens, markers, paints, trading, brushes, games ...
- tables, computers,...

### Contacts:

Carla Lima - Red Cross Delegation Trofa

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<http://www.onoticiasdatrofa.pt/ntt/index.php/arquivo-1/ano2012/29-ano-2012/9274-festa-final-do-projeto-prevenir-em-colecao-cvideo>

Final party – <https://www.youtube.com/watch?v=uja9TkOmR0k>

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## CHANGE YOUR FOCUS!!!

### Time Duration:

1 month preparation, 4 times/month.

### Aim:

Provide individuals and communities the opportunity to acquire information needed to make quality healthy decisions. ADVOCATE FOR HEALTH.

### Target Group:

16 years old and older.

### Description:

1. Meeting with youngsters;
2. Create the organizer group;
3. Make plans, meeting once a week;
4. Find the place for the campaign;
5. Divide the tasks;
6. Starts the activity.

### Example:

On an occasion, ten young people go to the park and try to talk to every smoking youngsters offering them an apple in exchange for the cigarette, explaining them that this is better for them, for their health and that they are going to use the tobacco from cigarette to nourish flowers or plants with it.

### Learning outcomes:

Raise awareness of the risk of smoking.

### Competence development:

social and civic competence, communication skills

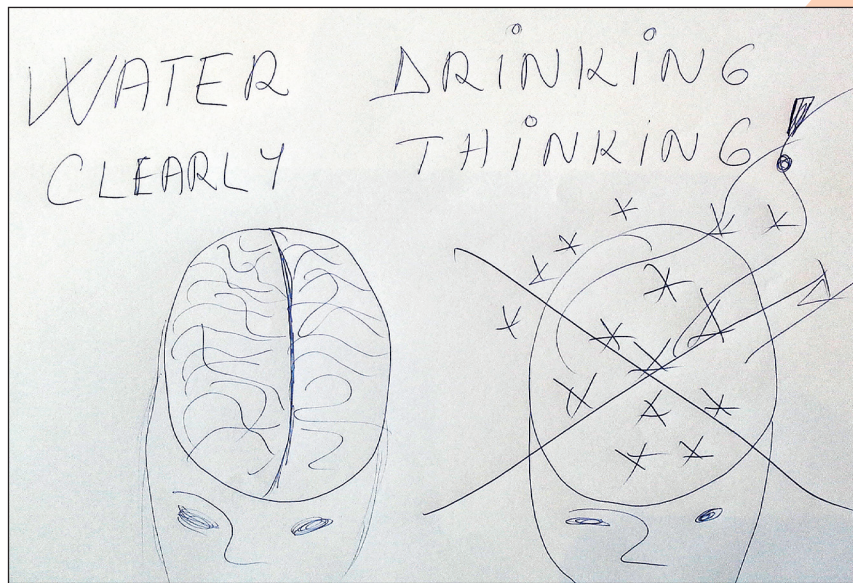
### Materials needed:

apple, sacks, promotional papers, t-shirts, flyers.

### Contact:

Szilárd Péter Kelemen,  
Romania:  
onkenteskozpont@gmail.com





## THE REALITY OF DRINKING

### Time Duration:

10-15 min.

### Aim:

Showing the reality of drinking to young people, dismantle the myth of drinking is cool.

### Target Group:

Young people who starts to drink but no so frequently.

### Description:

Explain to the young people what they going to see;

Put the video;

Start the discussion: What you think about it? What part (up or down) seems more real?

(Is important to guiding the questions based on the group).

### Learning Outcomes:

The reality of the alcohol. When they drink they believe are more cool about it, but they can see what is the reality.

### Competence Development:

Its important that the conclusions should come from them, cause is something they learn about themselves. Develops skills to reflect.

### Materials:

The video and if you want you can write notes about the discussion on the board.

### Contact:

Jesus Cirac, Youth prevention centre of Caspe, Spain: [jesuscirac@hotmail.com](mailto:jesuscirac@hotmail.com)

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## LAWS QUIZZ

### Time/duration:

50–60 min.

### Aim:

To teach and to talk about laws with youngsters in a funny way.  
To dismantle myths than youngsters have about using alcohol, drugs, and smoking.

### Target group:

We usually do at classrooms in school. (24–30 youngsters 13–14 years old);  
But it could be in a youth centre, summer camp, etc.

### Description:

1. Divide the group into different small groups (5-6 persons);
2. Explain the rules: each group has to select one of the answers for the different questions. (Better if they write the answer in a paper, then they can't copy each other answers);
3. Project the questions in a ppt. (or in a different flip charts);  
After each question and three options, the next slide will be the correct answer.  
You can discuss each topic at the same time.
4. Count the results of the groups.

### Learning outcomes:

Youngsters will learn about the laws, the reality of some facts  
and you can dismantle some fake myths.

### Competence development:

Social and civic competences, cultural awareness.

### Materials needed:

the PPT with the questions that you need to talk about.

laptop and projector / or flipchart

papers and pens for the groups

### Contact:

Jesús Cirac, Spain: [jescirac@hotmail.com](mailto:jescirac@hotmail.com)





## SMOKE THIS

### Time:

1–3 hours (or adaptable to target group/environment)

### Aim:

To build awareness for young people on the tobacco industry and its impact on young people

### Target Group:

14+

### Description:

This is from the Cancer Research UK Campaign which used social media to inspire young people

### Step by Step:

Introductions

Ice breaker (toilet roll game is a good way to get to know other participants in a fun quick engaging way)

Play video. This is 1 min 07 seconds and can be found here <http://www.cancerresearchuk.org/support-us/campaign-for-us/smokethis-shining-a-spotlight-on-the-tobacco-industry>

Get young people to discuss their personal reactions to the video e.g. What did they observe?

Divide the group into two groups to create a For & Against Discussion e.g. about the campaign so one team is the tobacco industry professionals and the other are playing young people

If desired the young people may use their own smart phone / tablet or provided phone to create their own protest video or photograph. This can be collated & displayed in the Youth Club or uploaded to social media channels using the #smokethis hashtag.

### Learning Outcomes:

How to use social media to promote awareness in any campaign (smoking, alcohol, drugs)

The success of using a social tool to reach young people

Young people understand more about the tobacco industry and its impact on them

Young people are more engaged & likely to partake in future activities

Young people get to know other young people and share their opinions, views and suggestions in a positive environment

### Competence Development : Youth Strategy

#### Youth Strategy:

Education & Training

Health & Wellbeing

Participation

#### Competence Development :

Youth Pass

Use of Digital technology

Sense of Initiative

Communication in the Mother Tongue



### Contact :

Sarah Holland, Community Youth Officer, UK [sarah.holland@wiltshire.gov.uk](mailto:sarah.holland@wiltshire.gov.uk)

### Materials Needed:

Video & Wi-Fi connection Laptop & Speakers iPhones / Tablets

# 24

Active Healthy Attitude! -proposal booklet



## SMOKEY SUNDAY

### Time duration:

3 days.

### Aim:

raise awareness against drugs/alcohol/smoke through film making.

### Target group:

15–17, 18–22 years old.

### Description:

#### Day1:

- know each other
- icebreakers
- group building activities
- starting points, fix points:

You have to give them some starting points. Starting points like borders. They need borders -and its good for the facilitators too -, cause within 3 days you can not do so much thing. Make your work easier. Their creativity is unbelievable. Let them fly, but make a comfortable "cage". Starting point can be and should be a theme or the title of the youth exchange.

Fix points will make your work easier too, because got these informations, so you can prepare and think forward. An example: if you say, they can use only torchlights, that means to you, they might be make a nightsceen, so you will shoot at night.

- description of the team, roles:

Divide the whole group into two parts. One part will be the technical group, the other will be the acting (actors, actresses) group. After that, you can work with them in smaller groups. Its easier to coordinate, for example, 12 youngsters (6–6 to each group).

Talk to them about the positions within a filmmaking and the hierarchy (director, DOP, editor, screenwriter, actor, actress etc.)

- theory and practice (basics): we show them some basic things, like image sizes, camera angles, camera moves, lighting and about the effects what connected to those.
- find the story: they will write the story. They get the fix and starting points, and nothing more. They can use everything around them (areas, people, equipments etc). If its possible, and you got a story, write it down and make a storyboard. Find the message of the film, find what they want to say.

#### Day2:

- shooting. Teach them, show them how to use the equipments and their creativity. Try to push them to find the best shots. Always be prepared that you might be change small details in the story (take care not to change the message of the film).

#### Day3:

- post-production (editing, VFX, sound editing etc),
- movie night – show the outcome to the audience.
- collect shocking datas about drugs/alcohol/smoking related to the project. How many people died in lung cancer, car accident influenced by alcohol, overdose worldwide/local/countries within this 3 days. Make the outcome much important for them as they first thought.



### Competence development:

- film skills
- creativity
- self-knowledge
- learning new methods
- self-expression
- self-confidence

### Material needed:

- camera or a mobile phone
- lights
- flipchart paper, colourful paper, pencils, masking tape, pens etc.

### An example for this method:

<https://youtu.be/nXfE7dpWykk>

### Contacts:

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# 26

Active Healthy Attitude! -proposal booklet



## CAMERA OBSCURA

### Duration:

5-10 minutes

### Aim:

To help schools and youth workers to empower social inclusion, to prevent alcohol and drug use of young people, etc.

### Target group:

Target group is 12--15 years old.

### Description:

The Camera Obscura operating model that is made to help schools and youth workers to empower social inclusion. It's part of non-formal learning and co-operation.

The core of the operating model is experience tunnel, which comes true in 60 square meters sized construction. Camera Obscura consist seven different rooms. From the headphones the participant will hear the story that helps you through different rooms.

All these methods are good preventing work for young persons.

The story in the experience tunnel:

Values and health education are the main points in the story

Main character in the story is you

Self-examination is important goal of the "journey"

The "tunnel" aims at the strengthening of the youth's social inclusion and self esteem

Easier version of Camera Obscura: You can do it yourself, without special equipment's. Just make different rooms where youngsters come and meet different subjects of social inclusion and self-esteem.

### Learning outcomes:

Self-examination, social inclusion, prevent to start using intoxicants

Easier version of Camera Obscura: You can do it yourself, without special equipment's. Just make different rooms where youngsters come and meet different subjects of social inclusion and self-esteem.

### Contact:

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**How long  
can  
you  
LIVE?**