

### **“Teaser Email”**

**Email Subject:** Creating State/Territory Videos on Underage Drinking Prevention

**Date Sent:** September 15

**Method Sent:** Individually

**Recipients:** All NPNs whose States/Territories had not previously participated in the project.

Dear (name of NPN),

Since 2006, the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention (SAMHSA/CSAP) has funded videos for 23 States and 2 Territories that highlight successes in underage drinking prevention, share ideas, and support local prevention communications efforts. By 2014, CSAP aims to produce videos for every State, Territory, and the District of Columbia.

In a few weeks, you will receive an official invitation to produce a video of your own within the next 3 years. At that time, we will ask you to state your preference for which calendar year (2011, 2012, or 2013) you anticipate would work best for your team. Based on these preferences, CSAP will create a comprehensive, 3-year video production plan for all States and Territories that wish to take advantage of this opportunity.

In the meantime, please review the frequently asked questions (FAQs) below and consider joining us in an upcoming conference call so that we can answer any other questions you may have. Details are at the bottom.

Sincerely,  
Emily Novick, M.P.P.  
Public Health Advisor  
SAMHSA / CSAP

### **FAQs**

#### ***Why should we participate in this initiative?***

Video is an incredibly effective medium for communicating critical underage drinking prevention messages to the target audience of your choice. However, many States and Territories lack the resources and/or experience necessary to create a captivating video. This initiative provides States and Territories the opportunity to create a tailor-made video that augments current prevention efforts or addresses a previously identified gap. Videos produced thus far have proven effective in educating audiences about the dangers of underage drinking, increasing awareness of local prevention efforts, and encouraging citizens, including youth, to get involved in local underage drinking prevention activities. In addition, the production process itself has created and/or strengthened relationships among agencies, law enforcement, coalitions and community groups, parents, youth, policymakers, and other key stakeholders. It has also increased the capacity of States and Territories to undertake future multimedia activities.

#### ***We don't have any/much experience with video production. Who will help us?***

CSAP has enlisted ICF International's team of experienced, professional video producers to assist in this effort. Your team will work directly with an ICF producer, who will guide you along every step of the process, from preproduction through on-location field production to postproduction. In addition, we will provide you with a short guide that will introduce you to the production process.

***How long does it take to produce one of these videos?***

The 3-year plan will be structured so that each State/Territory will have its own 6-month timeline in which to produce its video.

***How much work will my staff and I have to do?***

State/Territory teams are most involved in the preproduction (i.e., planning) phase, which involves determining the target audience and main messages for the video, creating an outline for the video, reaching out to potential participants, and creating a field production schedule. During field production, which typically occurs over 2–3 consecutive days, we ask that one representative from your team be on hand to guide our production crew between locations and approve content being filmed. In postproduction, your team will be expected to provide feedback on initial and revised versions of the video. Your producer will be available to answer questions and assist you with any of the tasks during each step of the process.

***How many copies of our video will we get?***

Upon completion and approval of your video, your producer will send you three copies of the master DVD (for duplication) along with a data CD that contains a version of the video suitable for uploading to the Internet. Further distribution and dissemination will be the responsibility of each State or Territory.

***Where can I see videos that have already been produced under this initiative?***

All completed videos can be seen at [www.stopalcoholabuse.gov/StateVideos.aspx](http://www.stopalcoholabuse.gov/StateVideos.aspx).

***How have other States and Territories distributed or disseminated their videos?***

Videos produced through this initiative have been uploaded to Web sites, shown at conferences and Town Hall Meetings, distributed as DVDs to key stakeholders, and shown on local TV. Some States and Territories have opted to use shorter versions of their videos – 30 second clips, for example – as public service announcements (PSAs) or movie trailers.

***I have questions that weren't answered in the FAQs. Where can I get answers to these questions?***

We will hold two open conference calls that you and your team members can join at your convenience. These conference calls will be held on **Monday, September 27 @ 2:00 PM and Friday, October 1 @ 10:00 AM. You may join either call by dialing 1-877-423-6338 (passcode: 768935)**. These calls will also give you an opportunity to meet the CSAP contract director, ICF International's project manager, several members of the production team, and representatives from States that have already participated in this initiative. If you are unable to call in at either of these times, please contact Chris Phillips ([cphillips@icfi.com](mailto:cphillips@icfi.com); 240-747-4946) to make other arrangements.

**“Reminder Email”**

Email Subject: Reminder: CSAP State/Territory Videos Open Conference Calls

Date Sent: September 23

Method Sent: en masse

Recipients: All NPNs whose States/Territories had not previously participated in the project.

Dear NPNs,

This is a friendly reminder to you that SAMHSA/CSAP and the ICF International Studio Group will be holding two open conference calls next week about the State/Territory Underage Drinking Prevention Videos Project.

The first call will take place on **Monday, September 27 @ 2:00 PM EDT** and the second will be on **Friday, October 1 @ 10:00 AM EDT**. We expect that each meeting will last about an hour, and you may join either call by dialing **1-877-423-6338 (passcode: 768935)**.

These calls will give you an opportunity to speak with ICF International’s project manager, several members of the production team, and representatives from States that have already participated in this initiative. We are delighted that some of you have already informed us that you will be joining us for one of the calls. If you are unable to call in at either of the times above, please contact Chris Phillips ([cphillips@icfi.com](mailto:cphillips@icfi.com); 240-747-4946) for more information.

Sincerely,  
Emily Novick, M.P.P.  
Public Health Advisor  
SAMHSA / CSAP

NOTE: We held two open conference calls, one on September 27<sup>th</sup> and the other on October 1<sup>st</sup>.

**“Official Invitation”**

Email Subject: RSVP State/Territory Videos Project

Date Sent: October 7

Method Sent: individually

Recipients: All NPNs whose States/Territories had not previously participated in the project.

Dear (name of NPN),

It takes a collaborative effort to prevent underage drinking, and we at SAMHSA/CSAP recognize and appreciate the important role you and your constituents play in addressing this very serious health issue.

As you may know, video is an incredibly effective medium for communicating critical underage drinking prevention messages to your community. That is why participating in the SAMHSA/CSAP State/Territory Videos project is a great way to help get the word out about your statewide underage alcohol use prevention efforts and encourage all citizens, including youth, to get involved.

Since 2006, the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention (SAMHSA/CSAP) has funded videos for 23 States and 2 Territories that highlight successes in underage drinking prevention, share ideas, and support local prevention communications efforts. By 2014, CSAP aims to produce videos for every State, Territory, and the District of Columbia.

Three weeks ago you should have received a brief, informative email about the State/Territory Videos project, including answers to some Frequently Asked Questions (FAQs). Additionally, I hope you were able to take part in one of our open conference calls so you could meet the project team and have any additional questions answered. If you still have questions about this exciting initiative, please contact Chris Phillips, State/Territory Videos Project Coordinator ([cphillips@icfi.com](mailto:cphillips@icfi.com) or 240-747-4946) or include them in your response to this email.

To take advantage of the resources and support SAMHSA/CSAP is offering for this project, please click [here](#) and indicate:

- Whether you intend to participate;
- Which year (2011, 2012, or 2013) would work best for you; and
- Your primary contact person (name, email and phone number).

You can also RSVP by replying to this email or by contacting Chris Phillips directly.

Once we hear from you, we will create a comprehensive, 3-year plan for all States and Territories and provide you with a 6-month timeline for your video. For inspiration, you can view the completed videos at [www.stopalcoholabuse.gov/StateVideos.aspx](http://www.stopalcoholabuse.gov/StateVideos.aspx) or on [SAMHSA's YouTube Channel](#).

We are also excited to announce that, starting in October, we will be sending out a quarterly e-newsletter filled with news, insight and tips to help make your video project the best that it can be.

Thank you again for your interest in participating in this dynamic video initiative. We look forward to working together to help you achieve your underage drinking prevention goals.

Sincerely,  
Emily Novick, M.P.P.  
Public Health Advisor  
SAMHSA/CSAP

**Please take a minute to RSVP by clicking [here](#), calling 240-747-4946 or sending Chris Phillips an email at [cphillips@icfi.com](mailto:cphillips@icfi.com).**

**“YouTube Notice”**

Email Subject: State/Territory Videos on SAMHSA's YouTube Channel

Date Sent: October 1

Method Sent: en masse

Recipients: All NPNs whose States/Territories have already produced videos through the project.

Dear National Prevention Network Members,

SAMHSA/CSAP is proud to announce that by this Friday, October 1, we anticipate that all the completed underage drinking prevention videos produced through the State/Territory Videos project will be available on SAMHSA's YouTube channel at <http://www.youtube.com/user/SAMHSA>. As additional videos are completed through 2013, they too will be added to the channel.

By uploading these videos, SAMHSA/CSAP aims not only to celebrate the incredible success of this initiative, but also to help raise awareness about each States' efforts to prevent underage drinking.

In other exciting news, in mid-October we expect to send out the first e-newsletter about the State/Territory Videos project. The quarterly e-newsletter will share news and information about the project, highlight what States and Territories are doing with their videos, and include insight and tips from ICF Macro Studio Group producers as well as previous participants—such as you—to assist others in making their videos as dynamic and effective as possible.

Please be on the lookout for both of these exciting new developments in the SAMHSA/CSAP State/Territory Videos project.

Sincerely,  
Emily Novick, M.P.P.  
Public Health Advisor  
SAMHSA/CSAP