



Healthy Visions MEDIA KIT

“CHOOSING THE BEST FOR SAFE TEENS”
Community Awareness Campaign Tools



Updated: January 1, 2015

Healthy Visions
“CHOOSING THE BEST FOR SAFE TEENS”
Community Awareness Campaign Tools

TABLE OF CONTENTS

I. Our Mission, Vision, and Why your Community Needs to Know!

II. **“Whatever Breaks You”** Campaign Outline

III. Public Service Announcements (PSA) Overview

IV. Media Download Instructions for PSAs:

:60 Video PSA
:30 Video PSA
:30 Sound PSA

V. Publications available for download and links to additional resources:

Healthy Visions Programs: Survey Results Summer 2014
A Case for Support: Annual Report 2012
Safe Teen Snapshot: Program Overview Video

Recent Press:

“Local Charity Launches Online Version of Award-Winning Safe Teen Program”

Release Date 10/8/14

“Safe Teens brings its anti bullying message to teens in New York”

Release Date 9/16/14

“Independent study finds local charity causing a Dramatic Difference with Teens”

Release Date 9/15/14

“Documentary featuring Healthy Visions wins Emmy” EXPRESS Cincinnati

September 2013 Issue

Our Mission, Vision, and Why your Community Needs to Know!

Mission

To educate and provide youth, ages 12 to 18, with the skills and knowledge needed to make healthier behavioral choices and to develop positive relationships.

Vision

Prevent, reduce, and modify behaviors that can lead to bullying, cyberbullying, sexually transmitted infections, dating violence, alcohol and drug abuse, suicide ideation, and other self-harm behaviors. Increase youth participation in school, volunteer, and extracurricular activities. Improve you test scores and grades. Assist with the development of healthy relationships both in and outside the classroom.

Why Your Community Needs to Know

Youth are bombarded with negative and sometimes hateful messages on social media. The confrontations, and challenges youth face during this developmental phase is no longer limited to school hours – peer pressure is now 24/7, social media never sleeps.

Incidences of negative messaging have become a Junior High problem and teen suicide has ceased to be shocking, (see FACTS page 2) headlines like these populate news programs but what can anyone do?

Selected as Southern Ohio's most effective program, by The Ohio Association of Nonprofit Agencies, Healthy Visions' **"Choosing the Best for Safe Teens"** (a.k.a. **Safe Teen**) is the **only agency** in the tri-state area to comprehensively address all issues required by federal and state regulations for effective youth health education, and no other agency has the student knowledge, effectiveness, and creativity to reach an increasingly stressed student.

Approved by the Ohio Department of Health, Safe Teen is an evidenced-based health education program that equips youth with the knowledge necessary to make better life choices, creating healthier, well-adjusted adults and stronger communities.

Sadly, not every student has access to these tools . . .

Help Healthy Visions raise community awareness of the ever-increasing, life-threatening issues facing youth and help ensure every teen has access to these life-saving tools!

- **Air Healthy Visions' PSAs when parents and principals are watching**
- **Feature local teens telling their own Healthy Visions' story on your station**
- **Add a Safe Teen success story to your online content**



“Everything that Breaks You” Campaign Outline

When we received the gift of having PSAs created for our agency, we struggled with how we could communicate in just sixty-seconds what we are witnessing in our students every day, both in and out of the classroom.

We considered making the public aware through startling statics . . .

“Victims of cyberbullying increased 10.5% in just 3 months, from October 2013 to January 2014” Cyberbullying Research Center, published September 2013

“28.5% of students nationwide have felt sad or hopeless every day for 2 weeks in a row and they stopped doing usual activities with 15.8% of students, nationwide, considered attempting suicide” Centers for Disease Control, and Prevention’s Morbidity and Mortality Weekly Report, published June 12, 2012

We considered letting teens tell their stories, by sharing some of their quotes . . .

“My friend, who goes to another school, was being bullied, Facebook, texts, Instagram, and he hung himself, he was only twelve bro”. Ridge Jr. High Student

“My cousin had long eyelashes and kids had bullied him in person, through text, Instagram and Facebook, so he went home locked himself in the bathroom and cut off his eyelashes. When he went back to school the teasing only got worse, he hung himself in his closet that night.” Liberty Jr. High Student

But, we agreed statistics and testimonials are everywhere, and not working.

Instead, we chose to let you see what it feels like to be a youth today . . .

Through stop-motion photography, you watch as peer pressure, threats, and negative messages change our beautiful youth into a shadow of her former self, then through positive messages of hope and change our youth becomes whole again.

Please watch “Everything that Breaks You” 60-Second PSA





Media Download Instructions

Go FTP server at: [FTP.local12.com](ftp://local12.com)

Use the following username and password to access files:

Username: [traffic](#)
Password: [12Wsales](#) (case sensitive)

Scroll down **INDEX** to folder labeled: HealthyVisions PSAs Date: 7/14/14 12:00:00 AM
Folder contains the following files available for download:

<u>NAME</u>	<u>FILE SIZE</u>	<u>DATE</u>
HealthyVisions_PSA30.mov	48.9 MB	8/21/14 12:00:00 AM
HealthyVisions_PSA30_RADIO.mp3	963 kB	8/21/14 12:00:00 AM
HealthyVisions_PSA60.mov	43.1 MB	8/21/14 12:00:00 AM*

Campaign PSA titled "**Everything that Breaks You**" is [HealthyVisions_PSA60.mov](#)

Spot Specifications:

4:3 – 740 x 480
16:9- 1280x720
Apple ProRes 422, full quality
.mov 59.94 fps (29.97 fps also accepted)
AUDIO 48kHz

Any Quicktime format: H.264

Best: Quicktime in either DV/NTSC codec or Animation Codec

Please leave: 05 black at heads and tails of spot

For additional information or help retrieving content please contact:

Sharmaine McLaren
Development & Creative Director, Healthy Visions
Direct Tel: (513) 608-4804
Email: sharmaine@healthyvisions.org





Better Choices. Stronger Relationships.

Learn more about Healthy Visions, the Safe Teen program, and our remarkable results by downloading the following publications from our website:



Google Form Survey Results

Healthy Visions Voluntary Student Survey
Posted on Facebook and Instagram May 28, 2014

Healthy Visions Programs: Survey Results Summer 2014

Using social media, an independent Google survey was taken voluntarily by students, who had participated in Healthy Visions programs.

Download a PDF of survey results:

<http://www.healthyvisions.org/what-others-say/google-survey-results.aspx>

A Case for Support: Annual Report 2012

Review Safe Teen Program Components
See who's Supporting us and Why
Take a look at our Leadership
And see how we're doing financially

Download a PDF of the report:

<http://www.healthyvisions.org/get-involved/mediakit.aspx>

Or **WATCH** the Safe Teen Snapshot
(video approximately 4-minutes)

For Program Overview **GO TO:**

<http://vimeo.com/89640571>



For additional information about the agency, program specifics, or to schedule an interview please contact:

Healthy Visions Executive Director
Carole Adlard
Direct Tel: (513) 793-7268
Email: carole@healthyvisions.org
www.healthyvisions.org