



# Presenting Prevention Education

## Tips for Using Videos with Young People

1. Know your audience. Make sure the video is age appropriate and matches the knowledge level of the viewers.
2. Keep in mind that young people are highly attuned to what is “in” and what is not. They are critical viewers and will home in on cheesy language, out-of-date music, bad hairstyles, uptight adults and possibly miss the educational message. This makes it necessary to update your video library frequently.
3. If possible, have a group of people similar in age and cultural background to your target audience preview the video before you purchase it. If this is not possible, be sure you screen it closely for accuracy and compatibility.
4. Make sure you have ample time to facilitate discussion following the video. It is best to have time to process the video, highlight critical issues, and do an exercise or activity to reinforce important information. As a rule, avoid taking more than half of your total presentation time to show a video if it is a one time opportunity.
5. Plan your discussion questions ahead of time. Read any resource materials that come with the video for suggestions for discussion questions. Be clear about the educational messages that you are trying to get across.
6. Many videos like to portray both sides of the story for balance. If the video raises issues that counter the educational message you are trying to get across, be sure to go over those issues specifically and get comments and responses from the students. If it is too imbalanced it is probably not worth showing.