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# Telling Your Prevention Story

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# INTRODUCTIONS

- Name
- Institution
- Role
- What are you hoping to get out of this morning's session



# GOALS OF SESSION

- Identify reasons in which you may be required to tell your prevention story
- Identify primary consumers who need to hear your story
- What information do they want/need to hear?
- Explore methods and channels in which to tell your story



# Topics to Be Covered

- Telling Your Story
- What Information Do You Need to Craft Your Story
- What This Information Tells/Does Not Tell



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# How Were Your Experiences in Telling your Prevention Story?



# What Factors Contributed to Your Perception of These Storytelling Events?

- Urgency, Spontaneity, and Timing
- Your Level of Preparedness
- Information/Data that you were using
- Your level of power/control in the 5 W's



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To Who, When, & Why Have  
You Been Required to Tell  
Your Prevention Story?



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# Who

- News Reporters
- Big Events
- Student Affairs Directors Meetings
- Administrator Meetings
- Trustee Meetings
- Town Hall Meetings
- Inquisitive Parents
- Student Government
- Potential Funders





# When

- Big Drinking Events
- Implementation of New Programs
- After Troublesome/Problematic Situations
- Students Get Into Trouble
- National Media Events



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# Why

- Something bad has happened
- Someone fears something bad will happen
- Compare – keep up with the Jones (WIU, IlStu, IndSt, UWSP)
- Something good has happened
- Someone just wants to know



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# Why is Your Prevention Story Important to Tell



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- Your story is more than your mission and vision statement
- Not even your supervisors and direct reports know the entire story
- A Story makes your efforts memorable to existing and prospective supports

7 Guidelines for Telling Your Organizations Story, [www.mission-minded.com](http://www.mission-minded.com)



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If You Were to Be Proactive  
– Who in Your  
Campus/Community  
Environment Needs to  
Know Your Prevention  
Story?



## Of this List:

- Who are the top 3 most important?
- Why is it important that these 3 hear your story?
- What do you perceive these 3 would want to know?
- What do you perceive these 3 want to hear?



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# What Information Have You Collected?



# What Information Do You Need to Collect (Assessment 101)

- Program/Intervention Summary
- Utilization Counts
- Satisfaction
- Incidence/Prevalence
- Learning Outcomes
- Behavioral Outcomes
- Environmental Scan Data
- Trend Data





# Program / Intervention Summary

- What are the positives of this source of information?
- What are the negatives of this source of information
- What does this data really tell?
- What does this data not really tell?



# Utilization Counts

- What are the positives of this source of information?
- What are the negatives of this source of information
- What does this data really tell?
- What does this data not really tell?



# Satisfaction

- What are the positives of this source of information?
- What are the negatives of this source of information
- What does this data really tell?
- What does this data not really tell?



# Behavioral Outcomes

- What are the positives of this source of information?
- What are the negatives of this source of information
- What does this data really tell?
- What does this data not really tell?



# Environmental Scan Data

- What are the positives of this source of information?
- What are the negatives of this source of information
- What does this data really tell?
- What does this data not really tell?



# Trend Data

- What are the positives of this source of information?
- What are the negatives of this source of information
- What does this data really tell?
- What does this data not really tell?



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# Specific Challenges in Telling Your Prevention Story



# Challenge 1

- How do we measure the impact of something, that when successfully prevented, does not occur?





# Can Only Prove the Alternative Hypothesis – Answer to Question is Yes

- Did you intervene?
- Did you use harm reduction strategies?



# Can Not Prove the Null Hypothesis if the Answer to Question is No

- We ask – have you and the answer is no
  - Did person have the opportunity and decide against it
  - Did person not have the opportunity because opportunity was not present
  - Did person not have a chance because they did not notice situation as one they could implement behavior
  - Did person not have a chance because we have been successful in our efforts



# Challenge 2

- What does reporting alcohol-related transport data really mean?
- What does the number of sexual assaults reported really mean?
- What does the number of on-campus violations mean?



# Challenge 3

- When we provide an intervention to students – what really happens individually and to the campus & community



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# What Additional Information Do You Need to Strengthen Your Story?



# 8 Guidelines for Telling Your Prevention Story

1. Remind the listeners of the exact problem that exists for the exact population you serve
2. Avoid using acronyms, abbreviations, and jargon
3. Focus on the benefits, solutions, and positive outcomes your organization provides



# 8 Guidelines for Telling Your Prevention Story

4. KISS
5. Address the receivers point of view – speak directly to the reciever’s point of view
6. Highlight and incorporate people when possible
7. Share only appropriate and meaningful numbers – provide context
8. Be consistent – develop prepared soundbites



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What Do You Need to Do  
When You Go Home to  
Maximize The Impact of  
This Session?





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What Questions/Topics  
Relating to this Area Have  
We not Covered, that You'd  
Like to Discuss



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# Questions?



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All of this information  
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found on our website:

[www.eiu.edu/ihec](http://www.eiu.edu/ihec)



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