



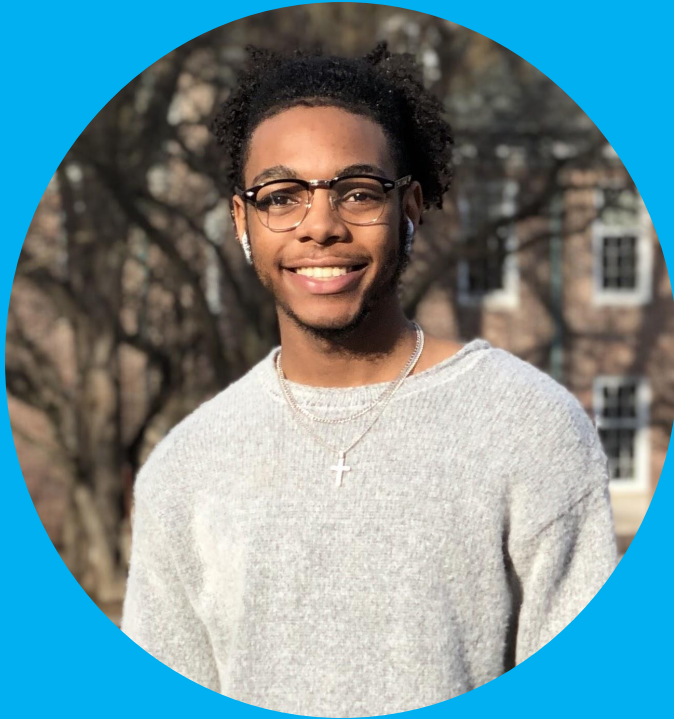
#CADCAYouthChallenge



cadca.org

GLOBAL | COLLABORATIVE | INNOVATIVE | PASSIONATE | LEADER

Meet the Trainers



Curtis Mark



Alexander Cook

#CADCAYouthChallenge



WHAT?



WHY?



HOW?

WHAT is a #Challenge?



- ❑ **Engaging Activity**
- ❑ **Trendy**
- ❑ **Spreads Positivity!**





Tik Tok

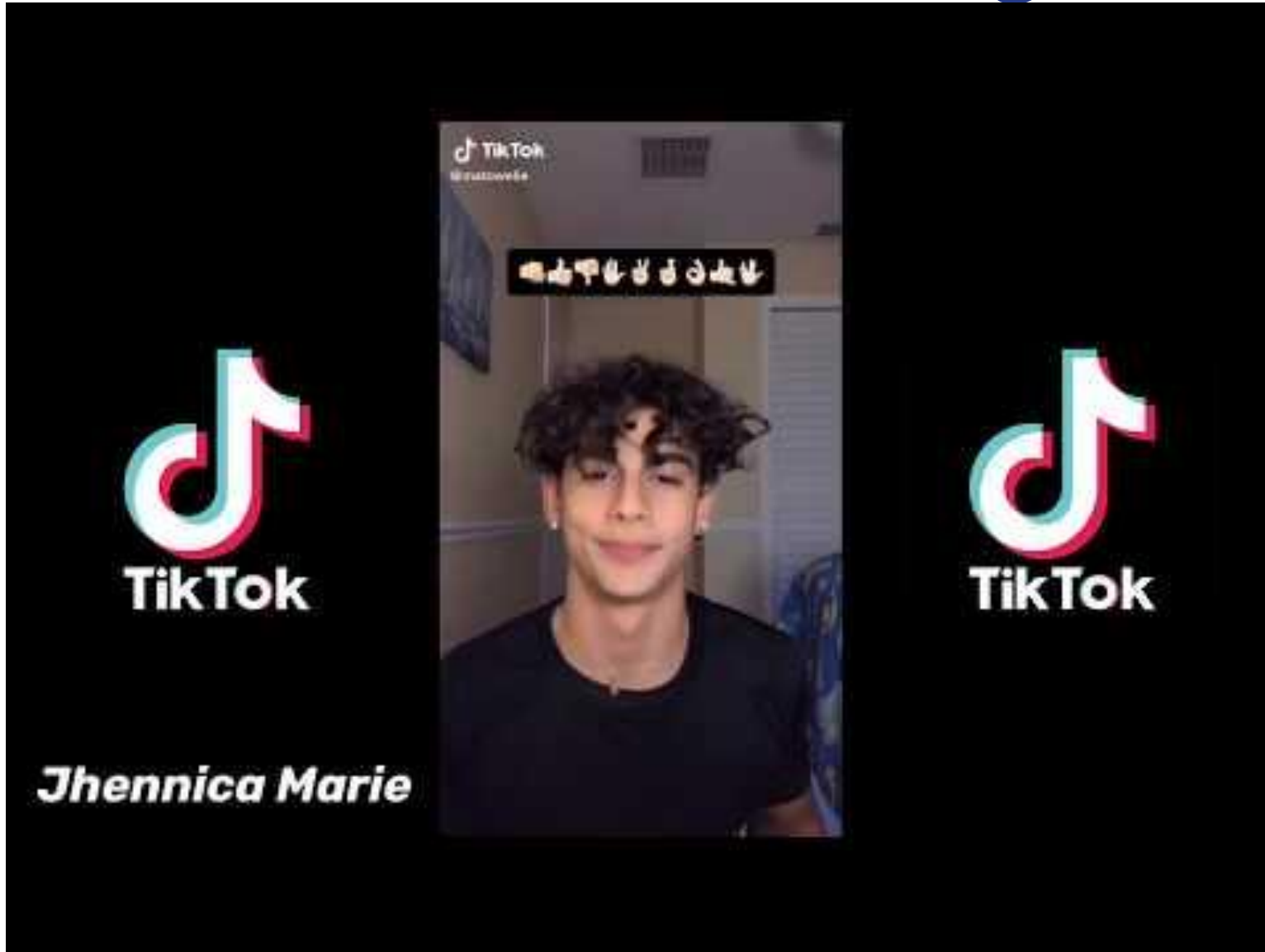


Tik Tok #Challenges



Tik Tok

Tik Tok #Challenges



Tik Tok #Facts

- ❑ **123 million users (US)**
- ❑ **41% Ages 16-24**
- ❑ **Avg. 56 mins/day (pre-quarantine)**
- ❑ **2x post engagement vs facebook**
- ❑ **49% of teenagers utilize platform**



Tik Tok

#CADCAYouthChallenge Example



Why A #Challenge?



Social Influence

Deliberate
DELIBERATE

Purposeful
PURPOSEFUL

Unconscious
UNCONSCIOUS

Positive
POSITIVE

Accidental
ACCIDENTAL



Positive

Health & Lifestyle

HEALTH & LIFESTYLE

Body Image

BODY IMAGE

Citizenship

CITIZENSHIP

Citizenship

CITIZENSHIP

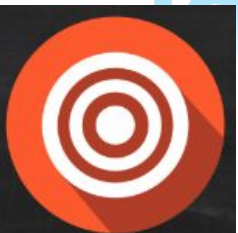
Identity

IDENTITY

Health & Lifestyle

HEALTH & LIFESTYLE

Negative



WHY?

Social Media & Mental Wellbeing



Meet Youth Where They Are



Let Singers Sing and Painters Paint



Tool vs. Task



Why A #Challenge?



Step-by-Step Guide

**Please Use Your
Cell Phones!**

**No Experience
Required!**

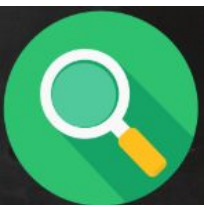


HOW?

How to Use The Guide



Tik Tok



HOW?

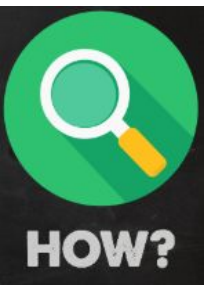
Your Facebook Guide



Your Tik Tok Guide



Tik Tok



Download The App





🔍 Tik tok



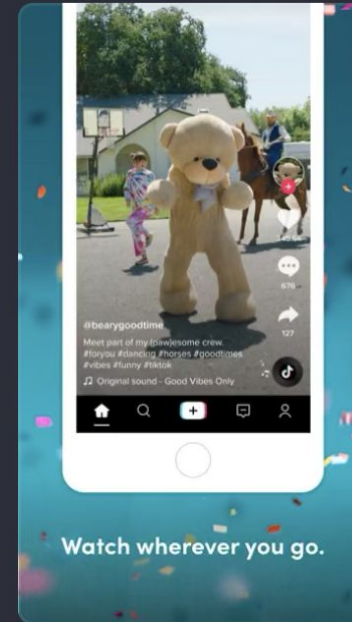
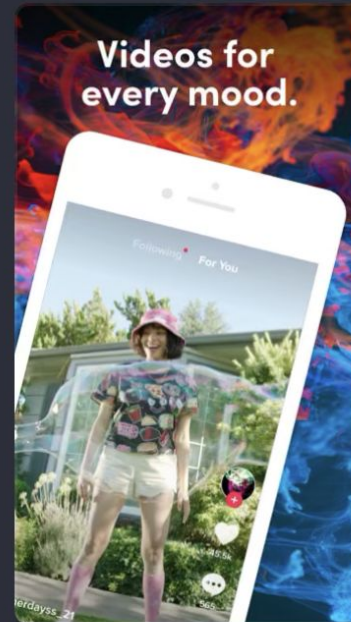
Cancel



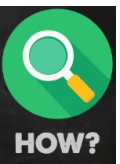
TikTok - Make Your Day

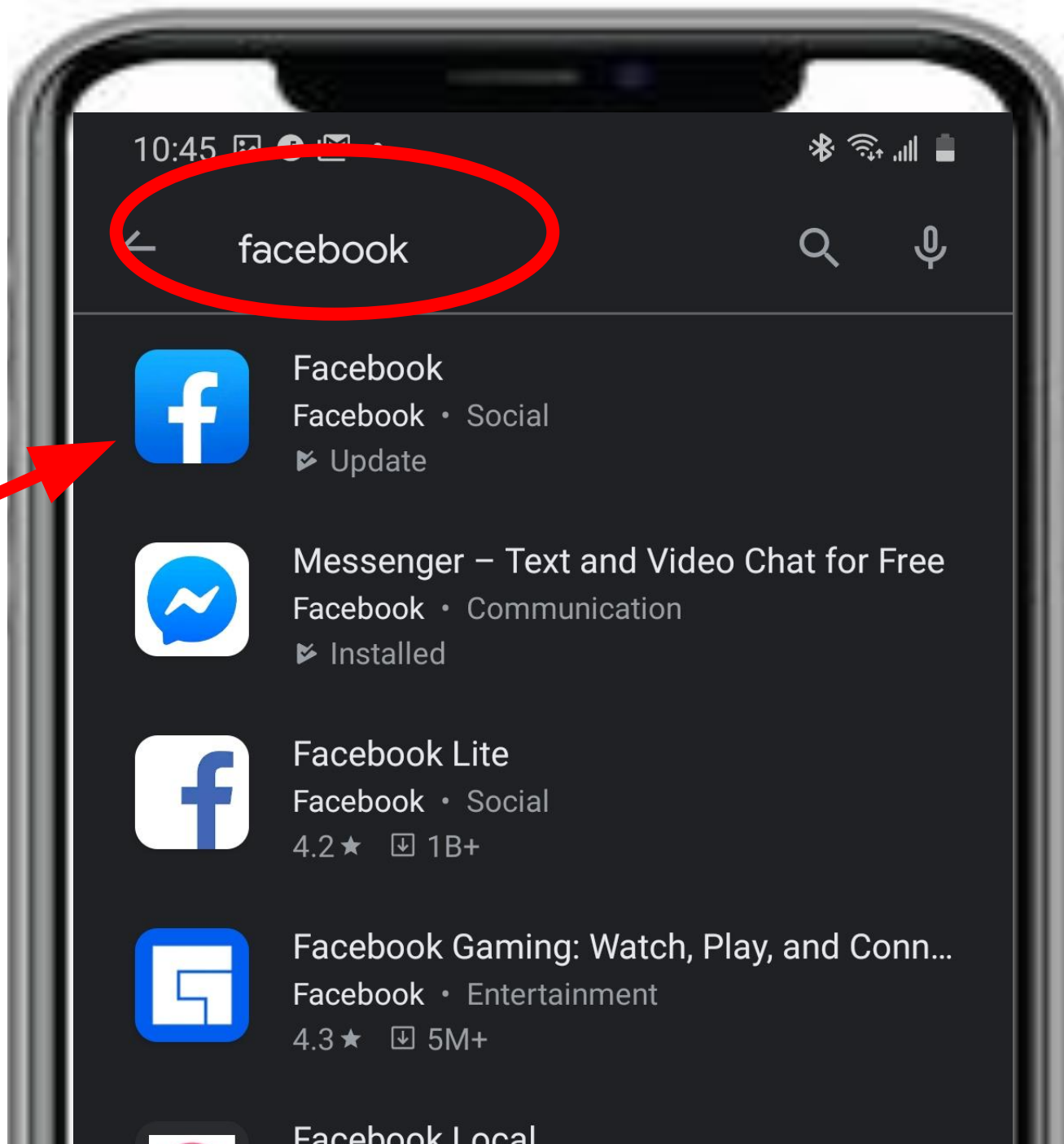
Real People. Real Videos.

Ad



Download The App



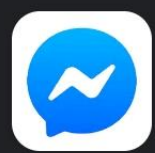


10:45

facebook



Facebook
Facebook · Social
Update



Messenger – Text and Video Chat for Free
Facebook · Communication
Installed



Facebook Lite
Facebook · Social
4.2 ★ 1B+



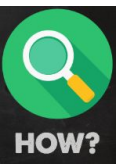
Facebook Gaming: Watch, Play, and Conn...
Facebook · Entertainment
4.3 ★ 5M+



Facebook Local



Becoming An Official App User!





Tik Tok

Skip

Choose your interests

Get personalized video recommendations



Animals



Comedy



Travel



Food



Sports



Beauty & Style

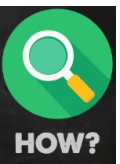
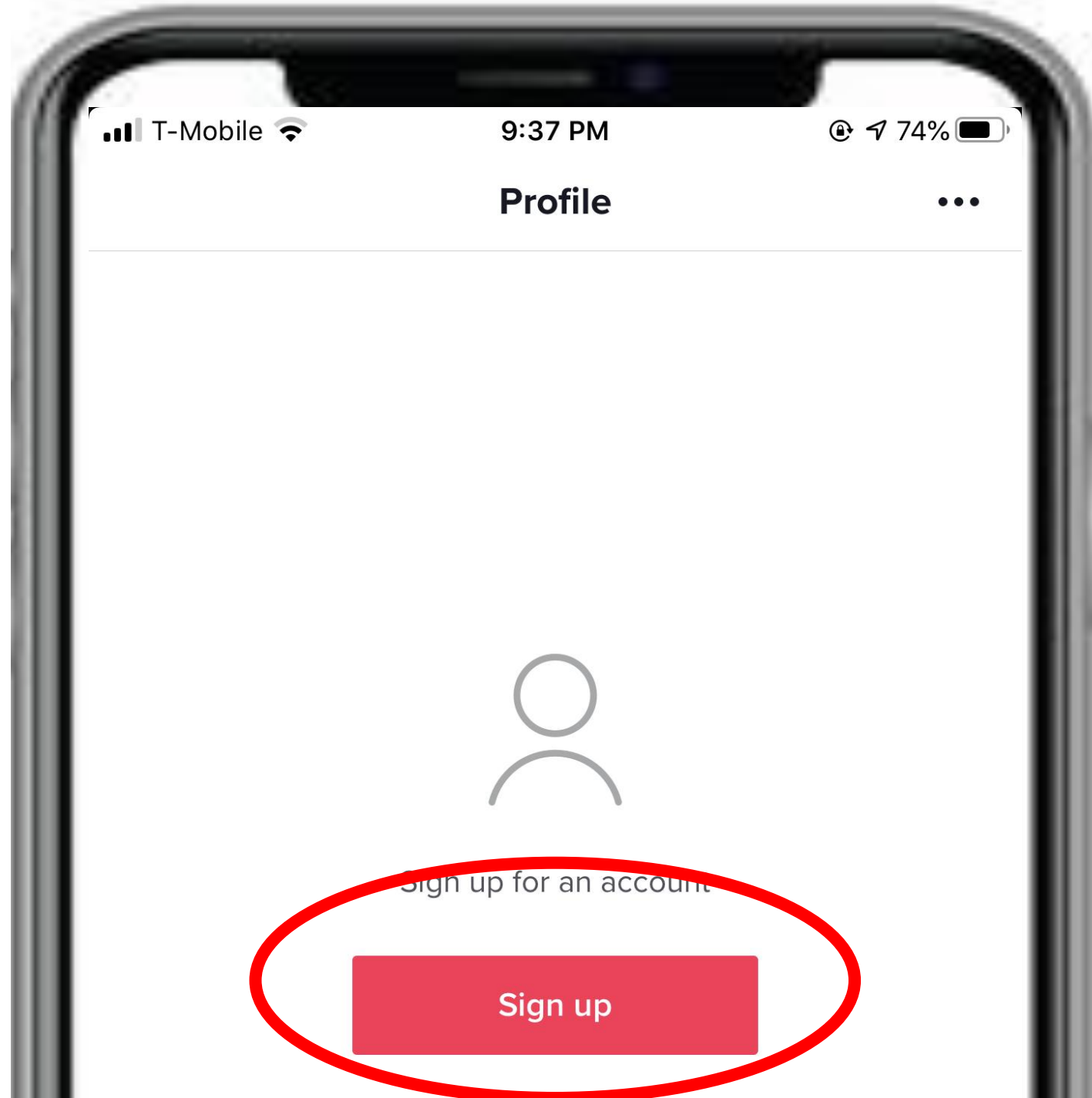


Art



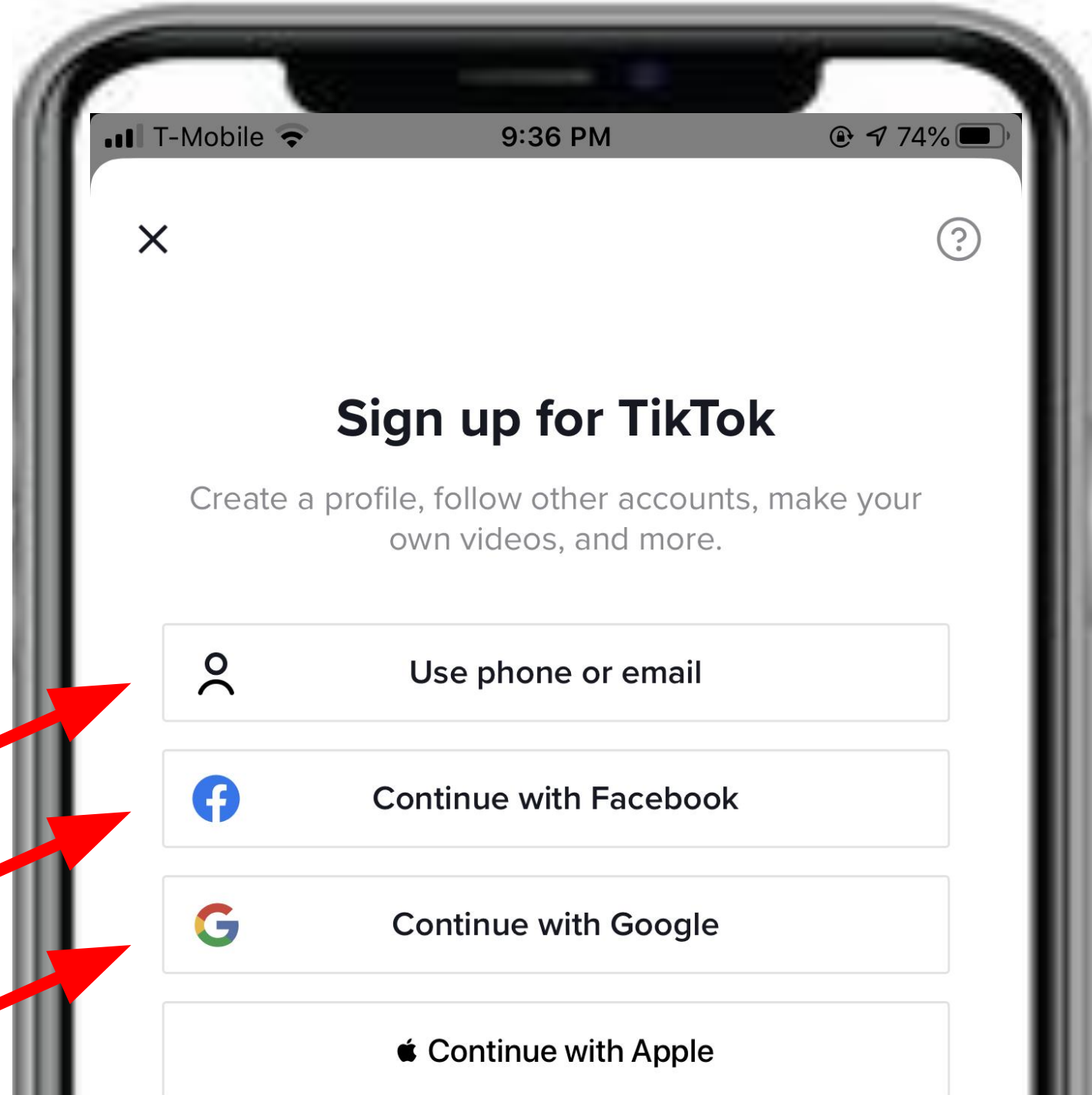
Gaming







Tik Tok



Sign up for TikTok

Create a profile, follow other accounts, make your own videos, and more.



Use phone or email



Continue with Facebook

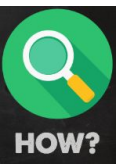


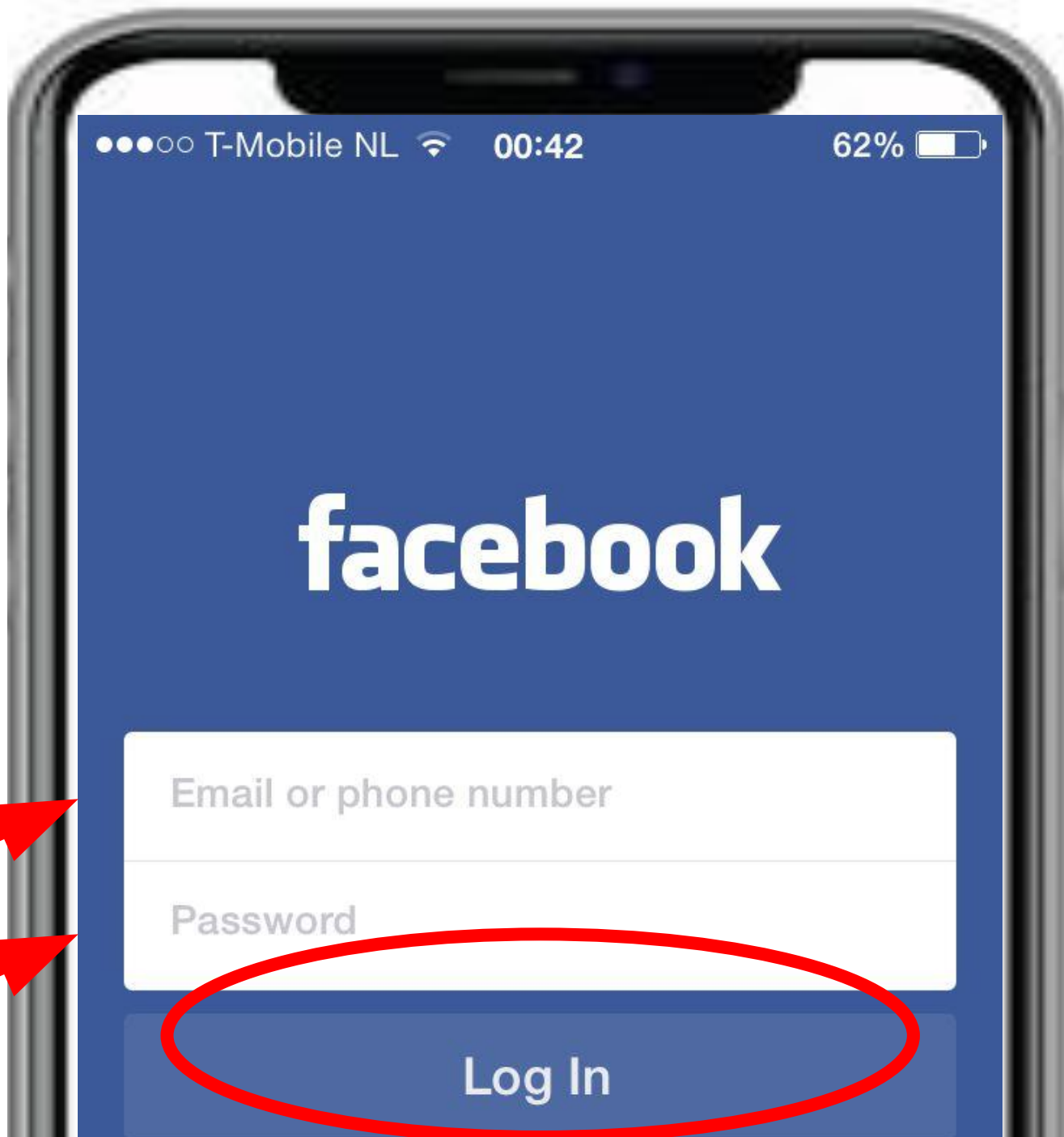
Continue with Google

 Continue with Apple



Becoming An Official App User!





facebook

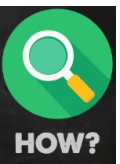
Email or phone number

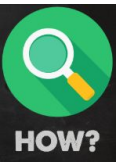
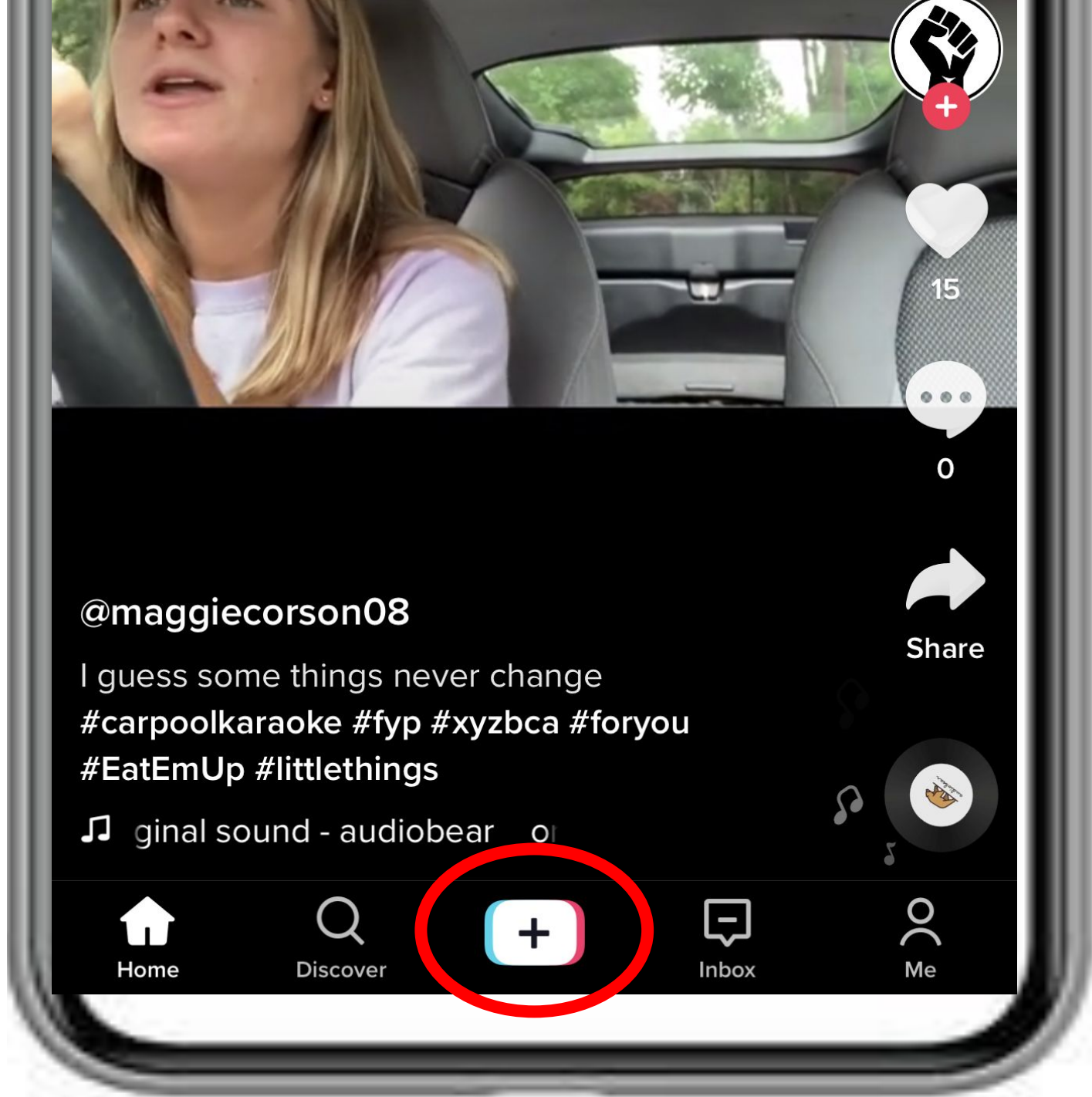
Password

Log In

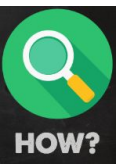


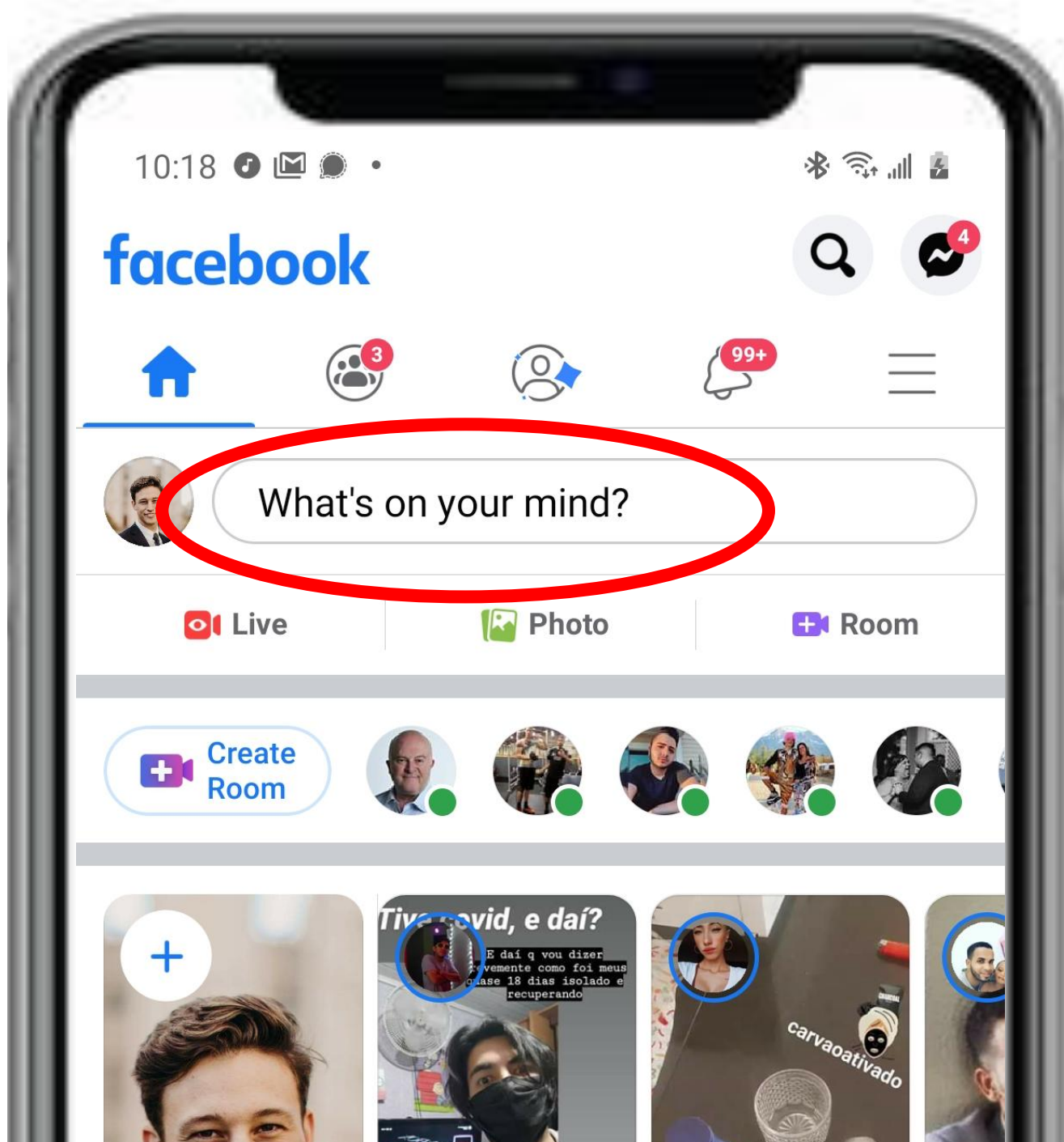
Make Your First Video Post!

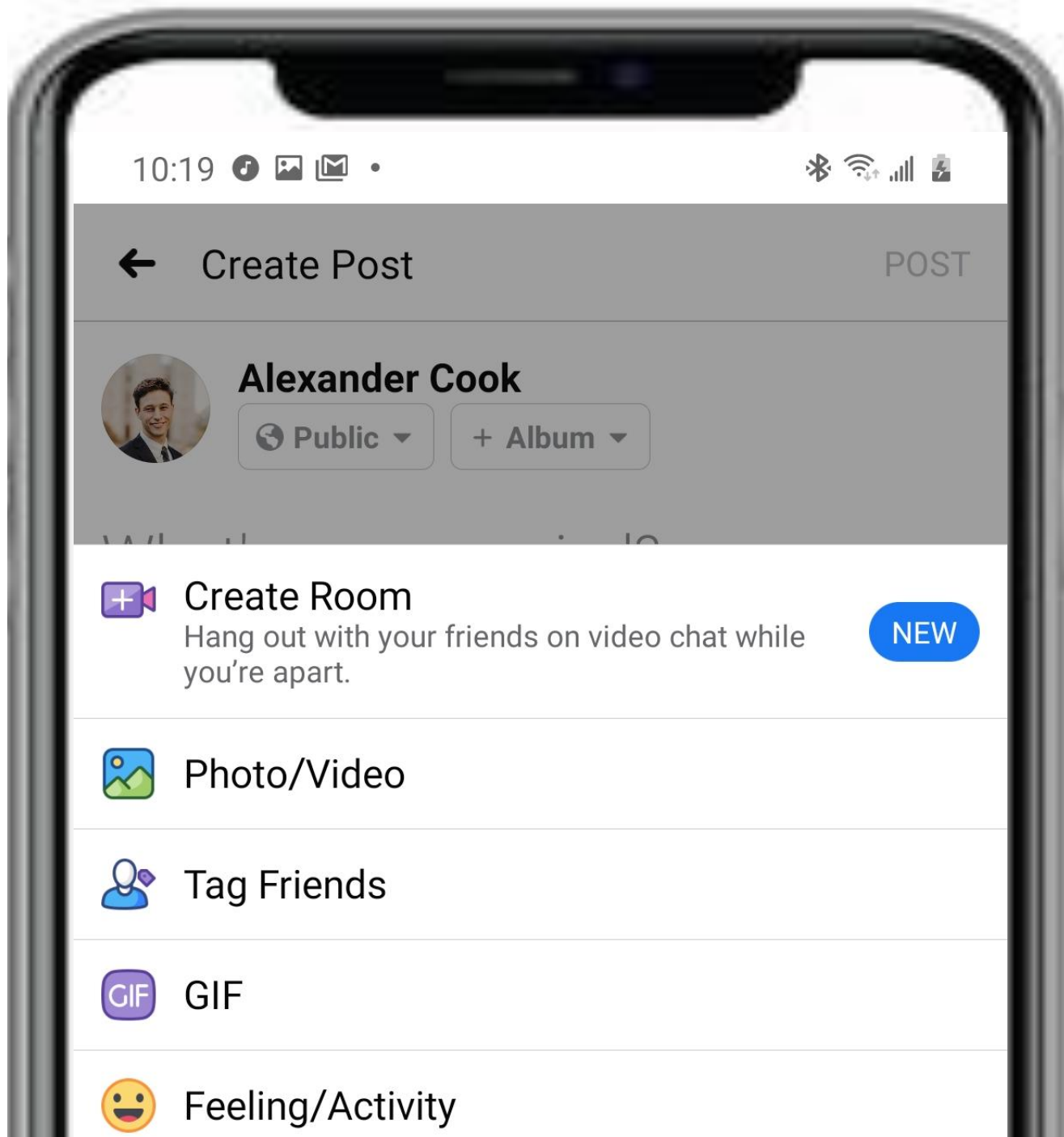


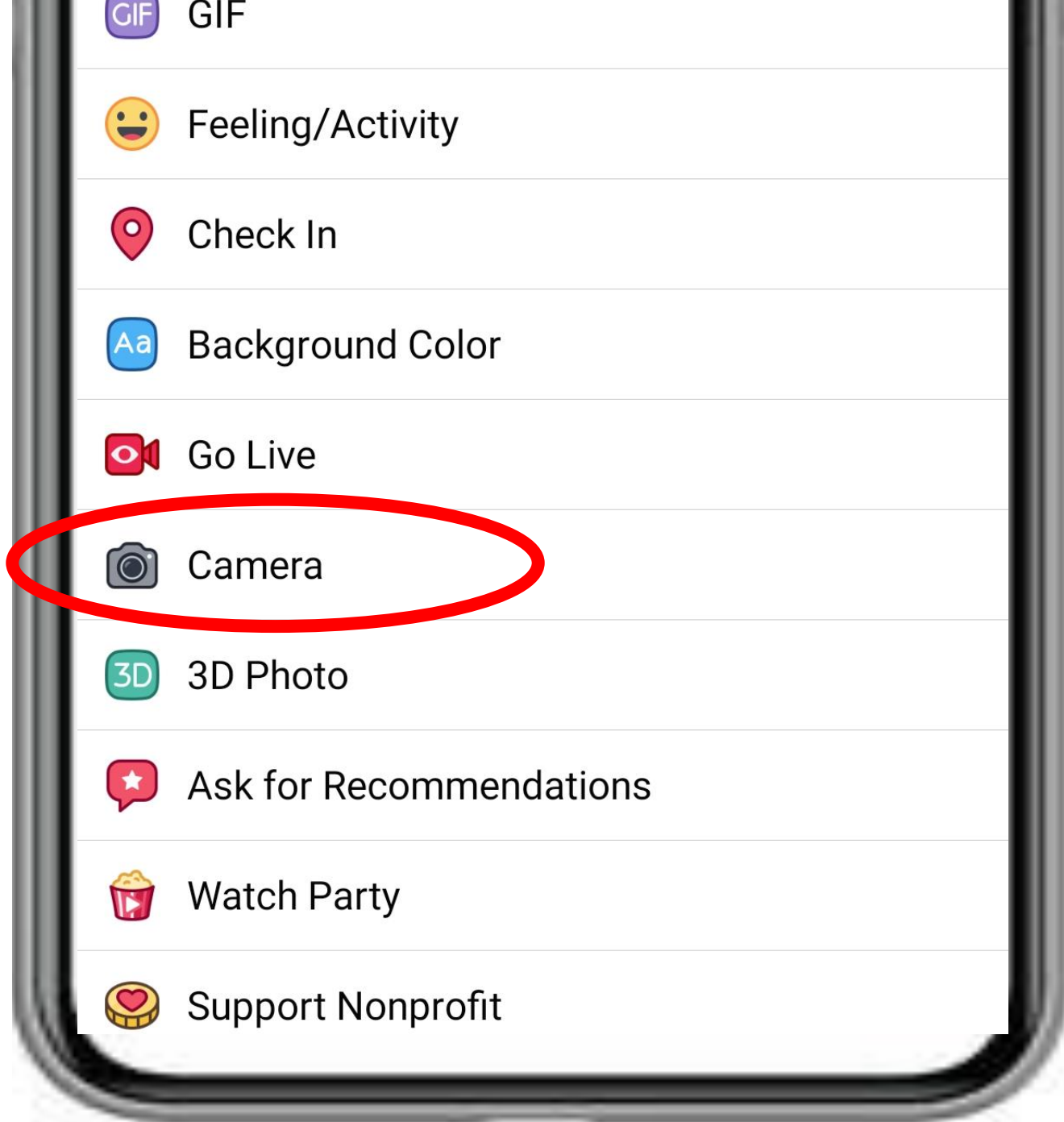


Make Your First Video Post!

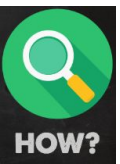


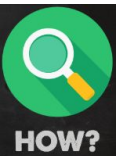
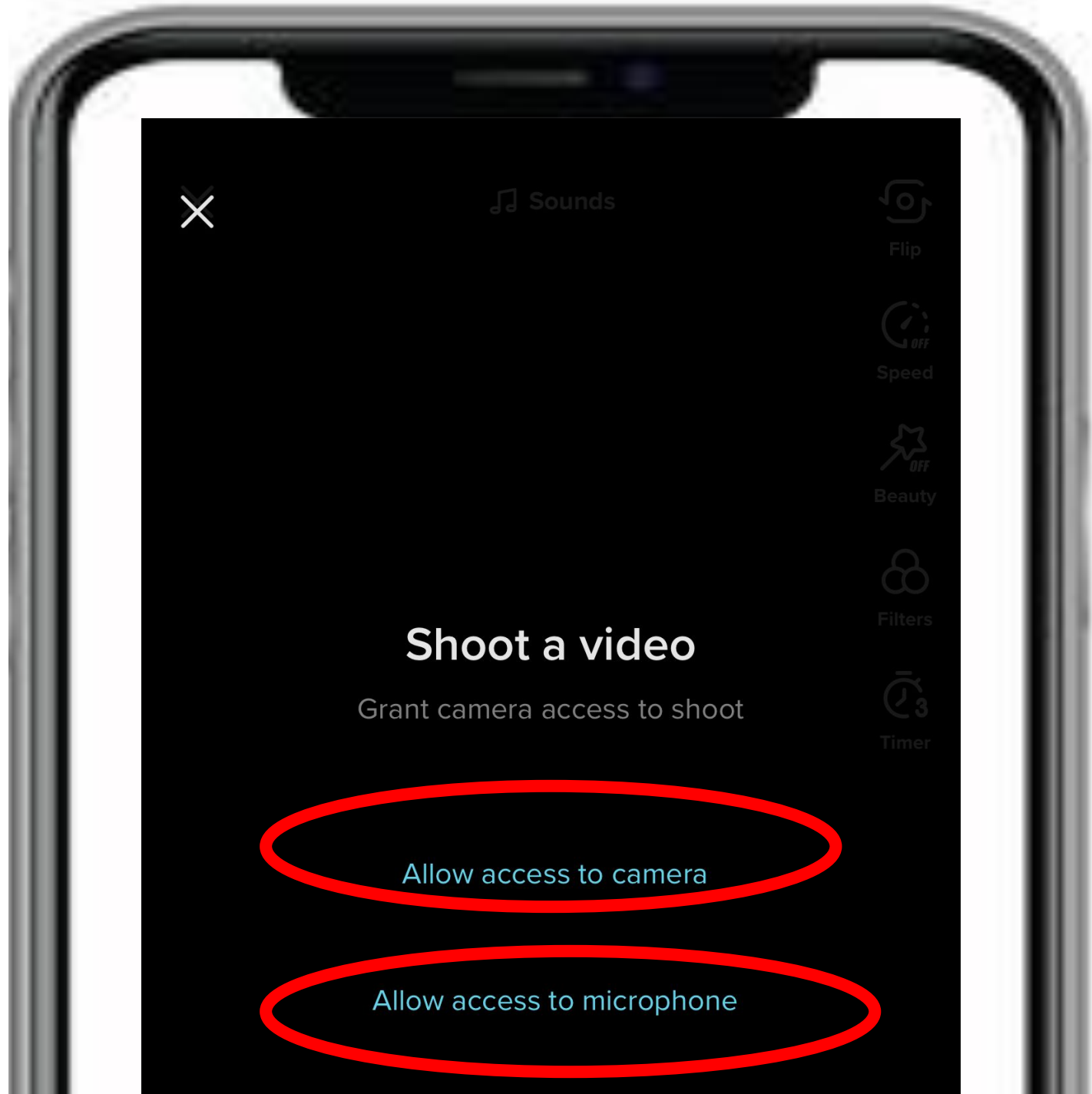




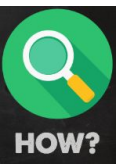


I Beg Your Pardon?!





I Beg Your Pardon?!





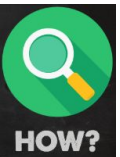
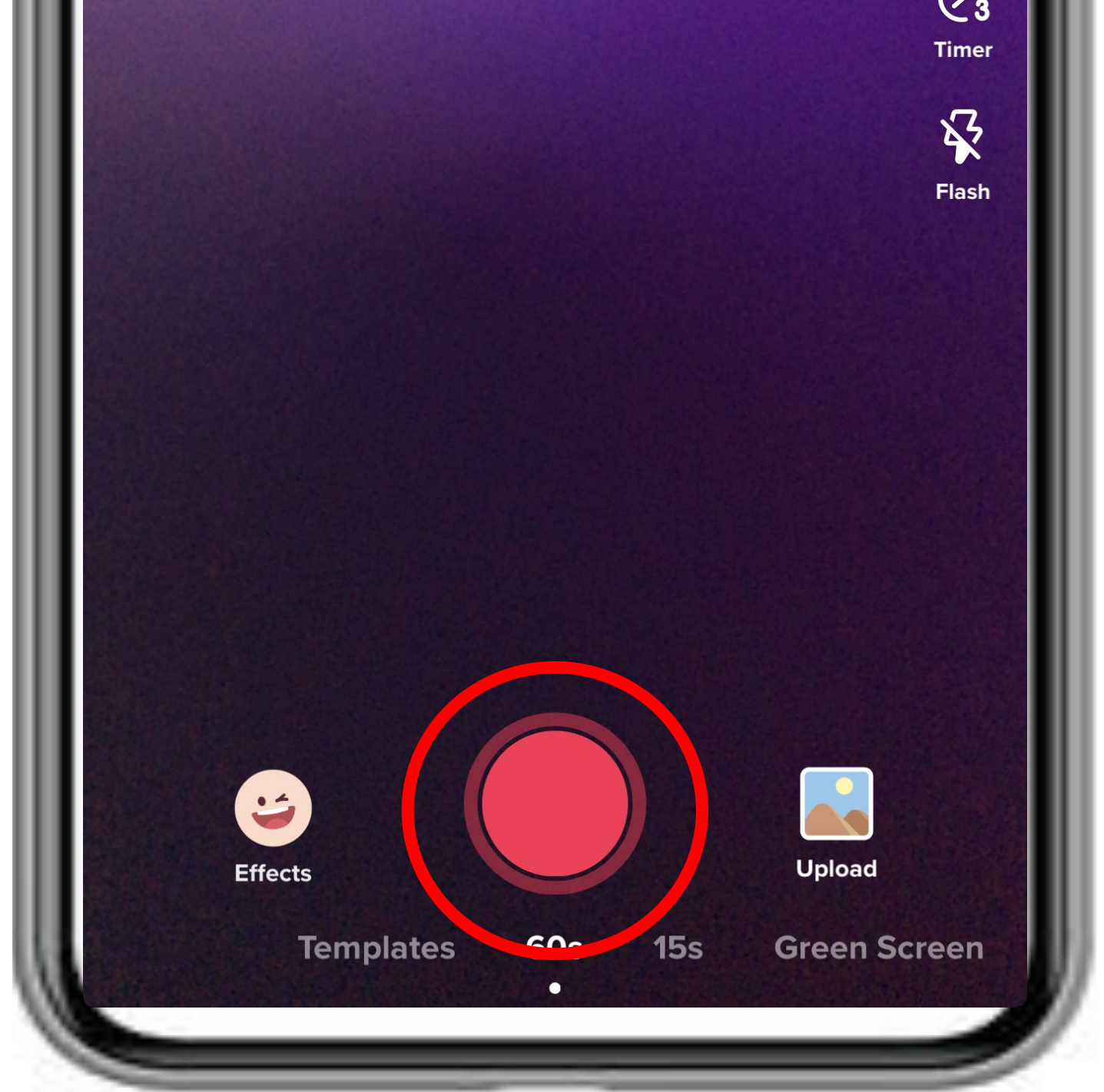
View and share your photos and
videos here

Allow Access

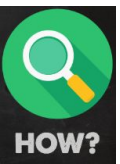


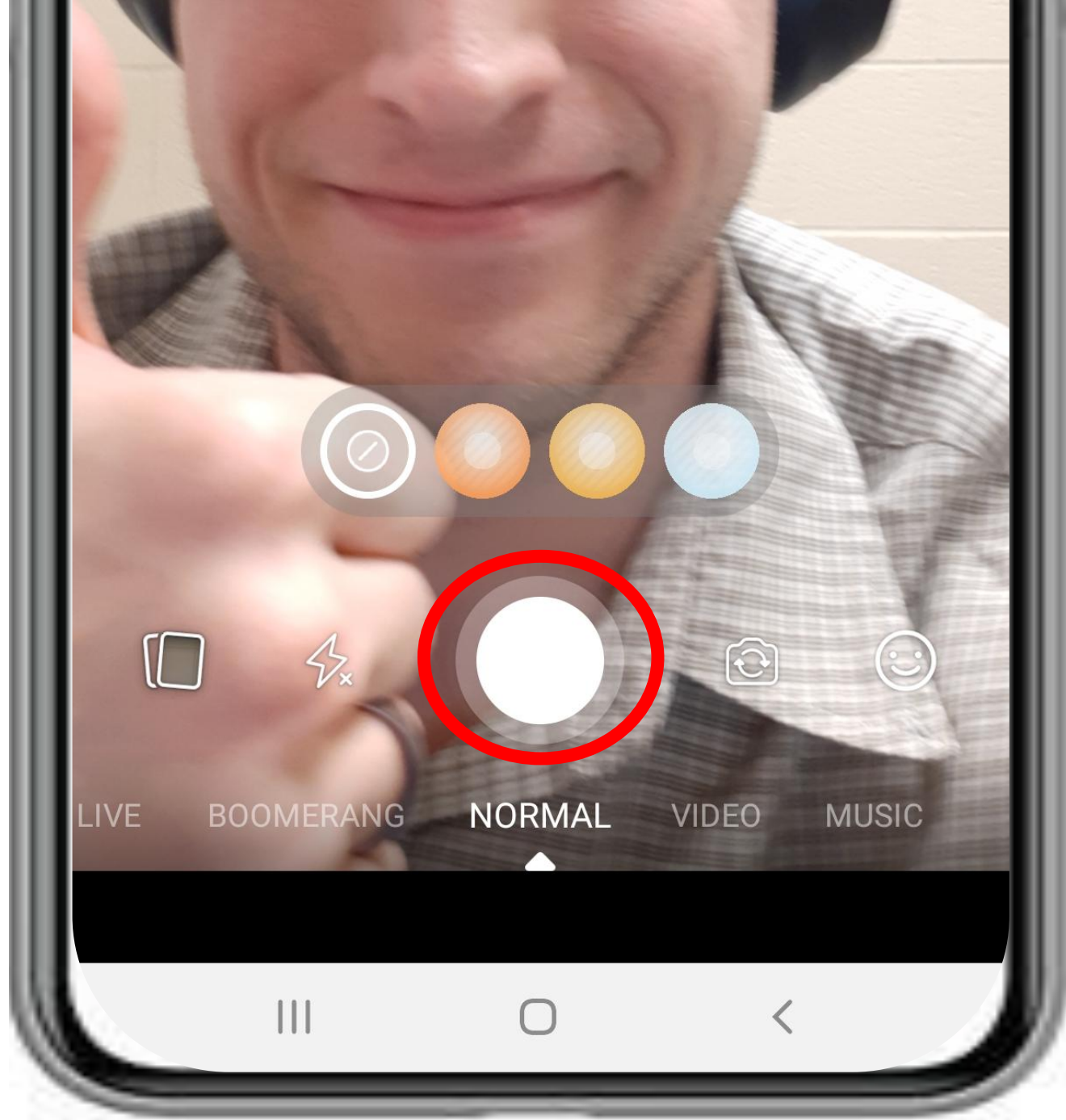
Welcome To The Stage!





Welcome To The Stage!





The Video Caption & Post





Tik Tok

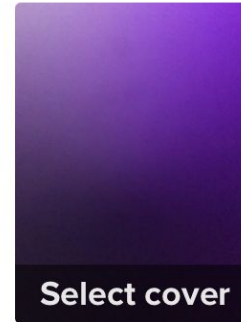


Post

#CADCAYouthChallenge

Hashtags

@ Friends



Who can view this video

Public >



Allow comments



Allow Stitch, Duet, and React



Save to device





Tik Tok

Allow Stitch, Duet, and React



Save to device

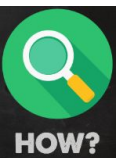


Automatically share to:



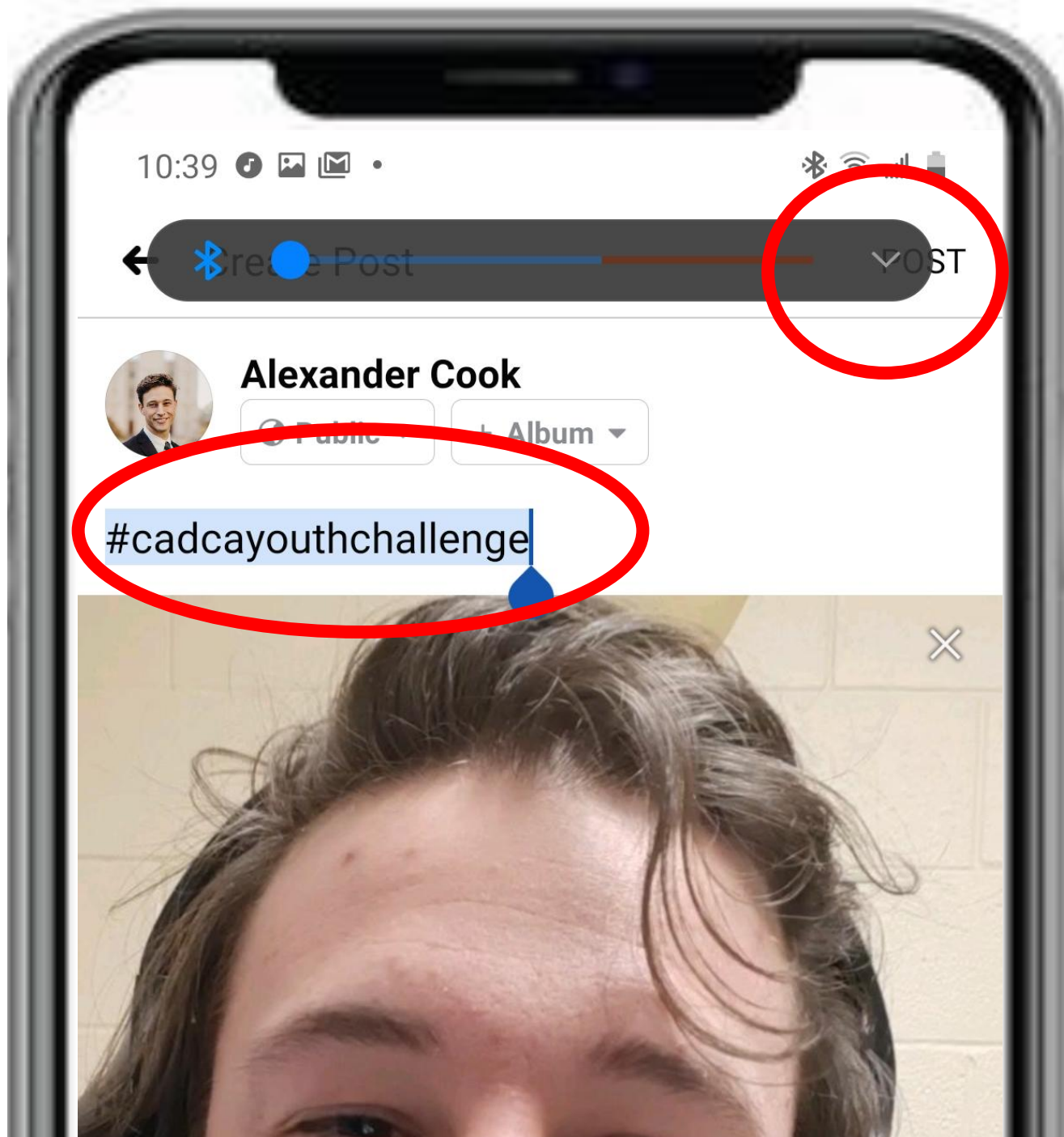
Drafts

Post



The Video Caption & Post







Congratulations!

congratulations!

Moving Forward

“So-called "Prevention Curriculum" in these uncertain and stressful times may need to look very different from what it's traditionally been. Simply reminding students that they're important, that's prevention. Checking in with them about their safety and comfort in their homes, that's prevention”



Quarantine Social Media Challenge



Don't forget to tag **newc.sos** and use **#DogieStrong**

Example From Wyoming.

SUNDAY

Spirituality

post about 3 things that you are thankful for

MONDAY

Family Support

post a picture of you and your family (doesn't have to be blood family)

TUESDAY

Positive Friends

post a picture of you and your positive friends before quarantine

WEDNESDAY

Mentors

post a picture of you and a mentor

THURSDAY

Healthy Activities

post a picture of a healthy activity you do during quarantine

FRIDAY

Generosity

post about doing something generous while you stay at home

SATURDAY

Medical Access

make a post thanking healthcare workers for their hard work

SUNDAY

Mental Health

post about something that helps you destress



Do all 8 and you can win a \$25 Amazon gift card!



How Was It Posting Your #CADCAYouthChallenge?



How Are You Reaching Out to Youth Now?



Questions?



Annual Survey of Coalitions

CADCA's Annual Survey is a leading source of information on community-level substance use and misuse prevention.

Your participation helps:

- Determine coalition development needs
- Prepare relevant briefs and webinars
- Identify successful coalition strategies
- Develop collaborative projects between coalitions, CADCA and our partners
- Inform community-level prevention research

Complete the survey by May 27 for a chance to **win a \$100 Visa gift card**

Email survey@cadca.org to receive a survey link

More info available on cadca.org/annual-survey