

Advisor Training Notes: Tools and Virtual Campaigns/Projects

1. Tools for Virtual Activities and Social Media

a. [Google Jamboard](#)

- i. Virtual whiteboard that is accessible to everyone at the same time
- ii. Utilize Jambord to create icebreakers, activities, and edit together in real time
- iii. Important Note: You might not be able to use your organization's email to access Jmabord. If this is the case for you then you will need to create a separate gmail account to access.
- iv. Features
 1. Writing Toolbar that you can access on the left side
 2. Multiple Panel View - Create multiple frames
 3. Background Styles

v. [Tutorial Video](#)

b. [TriviaMaker](#)

- i. Find and create games to play with your students
- ii. Great for icebreakers and presentations
- iii. There is a free version and a premium version. The premium allows you to access more game styles, create more answer options, and gives you the ability to customize more. Free version works well too, it just has certain limitations.
- iv. 4 Game Styles
 1. Jeopardy
 2. Family Feud
 3. Wheel of Fortune
 4. Trivia
- v. Different Casting Options Feature
 1. Presenter/Controller under 'Play'

c. [Canva](#)

- i. Spice up your social media posts using Canva which allows you to add and change different elements to your post
- ii. Features
 1. Templates for a wide range of Social Media
 2. Edit and add text
 3. Add Images, Symbols, and logos

2. Virtual Campaigns and Projects

a. Photovoice Campaign

- i. Action research method that uses photography as a means for young people to capture & reflect on their community's issues and through their own experiences & perspectives.
- ii. Purpose - To promote youth development and youth empowerment by allowing them to identify, critically reflect, and share their communities strengths and weaknesses to address ATOD issues.
- iii. Photovoice Steps
 1. Select a Framing Question
 - a. Open ended question relevant to your issue
 2. Gather Images that support your question
 - a. Social Media screenshots
 - b. Accessibility of purchasing ATOD products online
 - c. Google Maps and Google Earth
 - d. Symbolic Images
 3. Reflect on the photos and create captions with the youth
 - a. Work with you on finding patterns and themes that help reveal the root causes to community problems.
 4. Develop findings and recommendations
 - a. What are potential solutions? What does this mean to us?
 5. Share Photovoice Project
 - a. Who should see it?
 - b. Social media or traditional media

b. Social Norms Campaign

1. Social norms are cues or expectations about how we should or should not behave within a society or group
2. Our environment shapes our social norms whether it be through Media, Friends, Family, or the Community
3. We can underestimate how often others engage in substance use and what we think our peers are doing influences our behaviors, even if what we think our peers are doing is not what they are actually doing
- ii. Purpose
 1. Highlight youth making healthy choices
 2. Elevate and highlight young people, and show how they are agents in their community. Highlight the actual facts!
 3. Create hope and positive change
- iii. Injunctive and Descriptive Norms
 1. Injunctive Norms - Perceived approval of ATOD use & perceived moral rules of the peer group.
 2. Descriptive Norms - Perception of others quantity & frequency of ATOD use

- iv. Must include factual data
 - 1. California Healthy Kids Survey
 - 2. National Survey on Drug Use and Health
 - 3. American Medical Association
 - 4. Substance Abuse & Mental Health Services Administration
 - 5. Youth Risk Behavior Survey System.

c. Smaller Projects

- i. ATOD Prevention Projects using media
 - 1. Create PSAs, TikToks, and videos around substance prevention.
 - 2. Healthy Lifestyle Campaign
 - 3. Movie Nights
 - 4. Letters to Essential Workers
 - 5. Ask us! We are here to support you and help you come up with projects and activities!