#CADCAYouthChallenge
Meet the Trainers

Curtis Mark

Alexander Cook
#CADCAYouthChallenge

WHAT?  WHY?  HOW?
WHAT is a #Challenge?

- Engaging Activity
- Trendy
- Spreads Positivity!
WHAT is a #challenge?
Tik Tok #Challenges
TikTok #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
#CADCAYouthChallenge Example
Why A #Challenge?
Social Influence

- Deliberate
  - Purposeful
  - Positive
- Accidental
  - Unconscious
  - Accidental
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 to Use The Guide

Facebook

TikTok
Your Facebook Guide
Your Tik Tok Guide
Download The App

Tik Tok
Download The App
Becoming An Official App User!
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!
Make Your First Video Post!
@maggiecorson08
I guess some things never change
#carpoolkaraoke #fyp #xyzbca #foryou #EatEmUp #littlethings
🎵 ginal sound - audiobear 🎵
Make Your First Video Post!
What's on your mind?
Create Post

Alexander Cook

Create Room
Hang out with your friends on video chat while you’re apart.

Photo/Video

Tag Friends

GIF

Feeling/Activity
Click to edit

GIF

Feeling/Activity

Check In

Background Color

Go Live

Camera

3D Photo

Ask for Recommendations

Watch Party

Support Nonprofit

Facebook
I Beg Your Pardon?!
Shoot a video
Grant camera access to shoot

- Allow access to camera
- Allow access to microphone
I Beg Your Pardon?!
View and share your photos and videos here

Allow Access
Welcome To The Stage!

Tik Tok
Welcome To The Stage!
The Video Caption & Post

TikTok
The Video Caption & Post
Congratulations!
“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”
**Example From Wyoming.**

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
</tr>
</thead>
</table>
| **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 |

*Sources of Strength*

*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