

Youth Impact Communication

How To Clarify Teenagers' Cognition Towards Drug Overdose And Its Categories More Effectively With Digital Media.

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Summary

Once we started our program, we devote ourselves to create the biggest impact. In order to achieve this objective, we made a detailed plan and mainly divide it into four steps----ascertaining our goal, which show clearly what we are going to work for; determining the way of taking measures, which enable us to operate more efficiently; convening group members to realize the measures; at last, evaluating the effect and making adjustment accordingly.

Step 1 Confirming the goal

Modern society faces, among other problems, the prevail of illegal drugs. However, anyone no matter the adults or the students could be the victim of incorrect use of drugs. Trying to make difference on all kinds of people is unwise for being too grand for high students like us to do. To ensure our impact is pointed, we choose our target as teenagers like us. The goal of our project is to get know of the current situation of teenagers' understanding of the drugs and to raise their anti-drug awareness.

Step 2 Finding the correct way

Designing poster for publicity or writing articles, uploading educational videos online or offering lectures offline, we have got many choices of taking actions but the problem is whether these methods is valid. Although we are also teenagers but we believe that there will still be different preference on the education ways. Therefore, we design a questionnaire on which way of knowledge teaching do teenagers accept most. The result shows that they like the online educations by using new technologies like short-video apps rather than traditional teaching such as listening to a long lecture, which seems tedious for them. By doing so, we turn our direction to making impact in digital ways.

Step 3 Making the impact come true

We called all our members together to discuss about this most crucial part of the whole plan. Firstly, we need to raise our celebrity before having further actions. Considering that some of our group mates are good at shooting and video editing, what we plan is to shoot a short advertising video and publicize it onto some popular video website. This is thought to be done as early as we can because time is required to spread through the internet. Hence, we take up all the noon-break time and carry out a five-minute video within two weeks. Secondly, we are going to show our professional knowledge, aiming to gain trust from our audience. We designed website called "Guardians for Teenage Drug Control" that is available to both

Chinese and foreigners. By doing so, some particular knowledge of traditional drugs, new synthetic drugs, laws on drugs set by the government and prevention of incorrect use of drugs are able to be taught internationally. Finally, we are going to expand our impact. Instead of being far away from people, we want to make impact from people's daily life because this makes our impact more solid. As a result, we set up a Wechat official account and upload some articles in it. Our group mates sent this official account into their Wechat Moments so that it is known to all their friends.

Step 4 Evaluating impacts

Our expectation is that our effect on raising teenagers' awareness can spread through the internet to many places. And we hope that whenever people talk about anti-drug of students, they can think of our contribution. However, since we are not authorities, our impact may still in a small range so what we want to do next is to get help from the local government. We try to get the opportunity to cooperate with Guangzhou anti-drug institution.

Identify the Topic

| Topic Description

Under the circumstances of more frequent drug-related juvenile delinquency, we would like to get to the root of the problem and start with publicity. Do people really understand why drugs are bad? Do they clearly understand besides traditional drugs, how psychoactive drugs like caffeine or fentanyl affect human body in different ways, or does drugs always do bad? We discover that certain drug-related issues actually often receive ingrained prejudice or unclear recognition. The new trend of Internet promotion in the age of social media provides opportunities for global citizens to make a change to the world, including online education and commonweal platforms. We hope to explore deeply in teenagers' perspectives towards drug using, and come up with better strategies to protect our peers from life risks caused by vague cognition towards these drugs by effective digital publicity, instead of simply sharing the idea: cherish your life and stay away from drugs.

| Why it is important

In the context of large-scale of anti-drug publicity in official media, what is the point of perfecting existing mass communication? Recent news indicates that victims of the last decade were mostly harmed by common synthesized drugs, which are actually less exposed on public education than the traditional drugs are, and vague regulations on drug prescriptions. We care about the issue because there are peers around us have relatively weak consciousness between illegal drugs and medicine drugs, or traditional drugs and psychoactive drugs, leading to several irreparable consequences including tragedies like death that we have witnessed. To make our contribution to youth physical and mental development, and make a change to the social status, we would like to explore the topic by carrying out the youth impact project.

| Project Objective

Our main objective for the project is to raise awareness. Firstly we search for online literature review and do case study on effective methods of certain digital media to catch audience' s attention as well as authoritative websites (UNODC, APHA,etc.) in order to find accurate drug-related knowledge to confirm the validity of our later publicity approach. Then we distribute survey paper for teenagers from age 13-18 in China and other countries to check their knowledge towards the definition and function towards drugs, and means they get information about drugs from. After that, we figure out the similarities and differences between their attitude towards drugs and preferences of which types of media for education. This will help us to improve the publicity system by understanding the main problems at present, and promote more considerate platforms for drug education.

Identify the Target Audience

| Who Are They?

Our target audience is mainly teenagers who are receiving formal education in China, aged ranging from 13 to 18. Starting from an existing problem: the lowering trend of criminal age worldwide, our research orients on teenagers' awareness towards illegal drug usage. As public propagation and education are major influences on a person's cognition, we attach attention to students at middle and high schools, then figure out how existing anti-drug publicity influences their apprehension towards drug-related knowledge through survey. Our job focuses on teenagers aged from 13-18 in China, as Guangzhou, Shanghai and Suzhou are our main experimental subjects. Ultimately we will enact effective social practices which are teenager-targeted based on analysis on the research results.

| Why Are They?

As we are teenagers ourselves, we are more aware of the common teenage comprehension towards drug intake. In consequence of our frequent participation in anti-drug lectures held at schools, examination of drug control imposed by local education bureau, or other interactive activities during our middle and senior school days, we are knowledgeable towards how these kinds of social implementations are carried out, and how school students—including us—are affected by prevailing educational forms. By self-examine and close observation to peers, our social study is able to test how teenagers among 13 to 18 perceive about drug-related knowledge in details. The target group includes our researchers themselves, who also need to rediscover the truth about drug overdose during survey design.

| What is your scope?

Our audience scope is narrowed down to several schools: Guangdong Experimental High School in Guangzhou, Suzhou High School, WLSA Fudan Academy in Shanghai, and Berwick Academy in Maine, U.S.. Young generations included in the

scope are high school students aged from 14-18 in these communities. Meanwhile, middle school students in Guangzhou are also used as our research references.

| How to reach them?

To receive knowledge about the status quo of teenage cognition to drugs, we distributed our survey to targeted adolescents through email, student chat groups and online billboards built by students from our designated schools. According to our research, most participants receive drug education by taking part in relative school-arranged lectures; nevertheless, less than 50% of them take it seriously, while 18% of our participants report that such lectures are boring. When American students reported their common interest in certain types of media outlet for drug education lies in promotion broadcast on TV, YouTube and Tiktok, Chinese students reported the similar response, with 58.1% of the participants choosing mass media as their favorite education form : publicity video played on TV, Bilibili, YouTube or other digital platforms. Therefore, our social practice will follow the results and enact our publicity through digital media such as Weibo, Wechat, Bilibili and YouTube.

Identify the Key Message

| The Key Message

Be Smart and Identify Drugs.

| The Tactics Behind

What exactly is drug overdose? In fact, illegal drug usage does not only include smoking pots or doing party drugs. Our slogan highlights the possibility of coping with depression, intensive study and pain through inappropriate intake. When the public often accepts the conception of 'drug using' with imagery with a bony man snuffing heroin in a shady corner projected in their mind, some teenagers are prone to improper drug intake, for instance, hoping to improve school grades with 'smart drugs', dealing with depression with unintentional illegal usage, or coping with body injuries with loose restriction on doses. These cases are also listed in the column of 'drug abuse' —to tell from a medical perspective. Likewise, most people—including our research participants—consider substances such as fentanyl or morphine as untouchable things, however, proved wrong since they can also be applied in medication. Moreover, teenagers are confused with the meaning between 'drug' and 'medicine', which also engenders a partial apprehension to illegal drug overdose and therefore a higher rate of body damage. The key message aims to remind people of how much do they know about the topic, rather than keeps yelling 'Cherish your Life and Stay away from Drugs' or 'Drugs are Bad'.

Choose the Platform

| The Platform Chosen

We decide to create an educational website for teenagers to learn more about drugs (and medicine). We cover for what's missed in common educational propagation, such as user experience and key learning points: drug prevention and self-protection, laws and regulations in different regions, hot topics, etc. These information are systematically integrated into the single medium. Then we will run an official account on Wechat to share drug-related films and popular science articles to catch audience's attention so as to help them learn more about drug prevention by just swiping up to read interesting news and facts. A promotion video, which is planned to broadcast on video platforms like Youtube, Bilibili or Tencent, aims to raise awareness and cultivate clearer cognition towards drug overdose; our team members will cast in the film.

| The Alternative Platforms

a. On-line activities

After the coronavirus resolved, we decide to publicize our video on TV stations as an educational advertisement. We hope for extra parental guidance and heart-to-heart communication for children resulted from the broadcast, as parents or educators make more precise steps to educate teenagers about drug overdose and its prevention based on more explicit recognition towards the actual problems prevailing in teenage development.

b. Off-line activities

Those articles written by us in our official account will be sent to the school administrators and relevant regulatory authorities to ask whether they can be parts of the courseware in the official anti-drug education. Since we have received some good feedback and proved what we have done could somehow increase the interest and arouse the awareness of anti-drugs among teenagers, the relevant education may consider updating their old systems.

c. Further elaborate current practices

As for the website, we will keep working on a mobile version of the site and translation. A Wechat Mini Program is also considered to be launched since young

generations frequently update on Wechat and love to play mini games on Wechat programs, appealed by their convenience and novelty.

| **The Criteria to Evaluate**

Popularity, Effectiveness, Scope, Cost

| **The Rating Sheet**

 [Rating Sheet](#)

Set the Agenda

| Set the Agenda

 [Agenda](#)

Design the Packages

- [How to Know if Jane is Doing Drugs?](#)
- [Homeless to Harvard: To escape from drug-infested environment](#)
- [The Guardians for Teenage Drug Control](#)
- [Global Support for Drug Prevention](#)

Create and Track the Impact

| The Execution Plan

December 14-31

- √Design and create the questionnaires. Then give out the questionnaires through Wechat and other online ways. [done by all members]
- √Collect all the questionnaires and analyze the result. [done by Zhenzhen Wu]

January 7-20

- √Write the plot of the advertising video; decide where to shoot each scene and what actors are needed for each scene [done by Zhenzhen Wu & Yuanyuan Sun]
- √Prepare stage properties and lines [done by Zhenzhen Wu]
- √Actual film of the video [done by all, for some scene we may invite some classmates that are not in our group to help]
- √Editing raw video in to the designed work. [done by Kehan Du & Feilin Chen]

February 1-29

- √Set up the anti-drug website and Official Account of Wechat, and design various of functions [done by Zhenzhen Wu]
- √Publish articles and video about anti-drug knowledge, stories and method on the website and Wechat. [done by Jing Feng, Yuanyuan Sun, and Zhenzhen Wu]
- √Have contact with city-belonged anti-drug organization to help for publicity. [done by Qingxuan He]

March 1-15

- √Check comments and advice on website and Wechat to adjust as well as improve our design. [done by all]

| Impact Statistics

1. Total Participants in Questionnaire: 756

Domestic: 611 ; Abroad: 145

2. Total Views in Wechat Account: 710

3. Total Views on Website, The Guardians for Teenage Drug Control: 789

4. Total Views on Video, How to Know if Jane is Doing Drugs: 806

Total Views on Video, Global Support for Anti-Drug Movement: 19,699

| Collect Feedback

Website User Feedbacks:

HAPPY: This drug education website is a great way to give students a deep understanding of the diversity of drugs. It is possible that we have unwittingly become addicted to drugs, which is also a dangerous thing to do, increasing the dose and causing the unfortunate thing to happen. I hope that the website can continue to update the knowledge of anti-drug, targeted anti-drug action will bring a better future! Keep going!

Phyllis: I suggest the font in the Lecture pages and additional materials to be unified! Maybe this would make the website a little bit more beautiful lol.

Unknown: Thanks, I learned a lot! I really want to know more about how to refuse others and save myself.

Hannah: I think the design of this website is beautiful! The anti-drug content is also very interesting, it won't make people feel rigid. I hope there will be more knowledge involved in the Lecture pages.

 [Discussion room in website](#)

Review and Reflections

| Overall Self Check

This part is absent or not available temporarily.

| What Are Successful

The official account has attracted followers to pay attention to the teenager drug prevention project. Since Jan. 26th, the micro film release date, our videos have been viewed for 806 times in total in 4 days. Our website views increase to 374 in the first day of release. Based on the observation in the website backstage, most users are middle and high school students. Things are going as expected since our ideal audience is students aged from 13-18. The website and the video are spread through online billboards built by students, and student chat groups.

Our website and micro film cover for what's missed in common educational propagation, such as user experience and key points in regard to relevant knowledge: drug prevention and self-protection, laws and regulations in different regions, hot topics, etc. We received feedback from our teachers and classmates at schools that they haven't noticed the significance of paying attention to medication and mental health before. We are glad that our efforts have brought impact on people's cognition as well as clarify their understanding on anti-drug. Additionally, each article in the official account and our website has been read for hundreds of time and we actually have received comments on drugs or the anti-drug project from friends and mates. Our group carried out practical activities to propagandize the anti-drug opinion in Guangdong, which also received a good reflection. We decide to spread those articles to more relevant official websites and authorities as well as operate more practical activities in more various ways.

We are also very delighted to have Liu Dianzuo and Feng Xiaoting, vital players in the well-known football team from Guangzhou Evergrande Taobao Football Club to be our anti-drug spokespersons. The promotional video, to which they offered aid for our shooting, highlights global efforts on drug prevention and celebrates the International Day Against Drug Abuse and Illicit Trafficking, posing a great influence on the public. We are encouraged to devote more in teenage drug prevention and

anti-drug education since it is an honor for us to receive recognition to our work from celebrities.

| What to Improve

Shortcomings and reflections in the design and implementation of the questionnaire:

The disadvantage of the questionnaire design is that, due to the differences in drug control policies and laws and regulations in different countries and regions, we made Chinese and English questionnaires with different contents to adapt to the differences. However, there are differences in the results of the final data, which bring difficulties to statistic analysis. There may be overlap or irrelevance in the results of the surveys among similarly educated adolescents in the United States. Our reflection is to optimize the similar questions in the two questionnaires and integrate them into a single question, conduct a more comprehensive survey on the whole student group, and conduct a holistic analysis on their cognition of drugs, so as to obtain a mutual relationship rather than divide the whole group.

Shortcomings and reflections in our implementations:

Enhancing people's awareness towards the significance of what we did is vital to spread influence on people's learnings towards the topic. A possible question might be: Why would I use the website? We need to put more consideration around this issue. Other ways to attract users can be improvement on the mobile version of the anti-drug learning website and development of a synchronous APP so as to increase portability. We also received feedback from users suggesting pages to be lighter and more contents included. The design will be revised at great length when updates will be continued.

| Summarize Learnings

After cooperating and making great effort for four months, our team finally finished the project and reached our goal on impact creating. During this long process, we do some introspections regularly and learn quit a lot from the activities. And we separate our learning into two major aspect: knowledge and practical skills for this specific project and skills that can apply to the future work.

Firstly, we grasp lots of professional anti-drug knowledge when prepare for the publicity. In order to write the credible anti-drug advertising articles, we have to be familiar with the information of those harmful drugs. Therefore, we do research on technical books as well as on the Internet and as a result, we get access to some interesting knowledge that we didn' t know before. The new information is

consolidated as we transform the rigid academic words into attractive language on the articles. Being teenagers, a group of people who have a high risk of suffering from dangerous drugs annually, the deep understanding of anti-drug knowledge plays and significant role in preventing us from becoming one of those victims. Secondly, we try to use some the advertising technologies, which is useful for other kinds of similar activities. To be honest, none of us are specialize in building website or distributing questionnaires before so opportunities of getting touch with these unknown skills are provided by this program. Consult from teachers; have the first try; improve the first edition; accomplish and carry out the final website. Step by step, the basic sequence of creating a website becomes confirm to us. Some of our members' dream major for college is Media, which having early practice on relative field benefit to their future study.

Thirdly, we discovered that making a detailed plan is not enough to realize our goal because it's always easier said than done. The true core factor that lead us to achieving the target is to take action as early as we can. If we closely look at the plan, we will find that mountains of works are waiting for us to start. Staring at the complex plan we may feel it difficult to take the first step, but doing no effort will definitely increase our pressure and anxiety. In addition, starting early leave time for us to deal with the occur of accident such as sudden shot-down of the computer. And this exceed time is also valuable for advice collecting and improvements, which lead to a better outcome.

Team Credits

Zhenzhen Wu is responsible for questionnaire design and survey analysis.
Website builder; Film director; Wechat Account operator.

Qingxuan He is responsible for outreach affairs, questionnaire distribution and acting in our micro film.

Yuanyuan Sun is responsible for questionnaire distribution, acting in our micro film and Wechat article publish.

Zhiheng Feng is responsible for questionnaire distribution and acting in our micro flim.

Jing Feng is responsible for questionnaire distribution and Wechat article publish.

Yongmei Yan is responsible for questionnaire distribution and filming in our micro flim. Director of Photography.

Feilin Chen is responsible for questionnaire distribution and the production of the micro film.

Kehan Du is responsible for questionnaire distribution and filming in our micro film.

Congge Xu is responsible for outreach affairs and acting in our micro film.

Zijie Zhang is responsible for questionnaire distribution and acting in our micro film.

Judge Comments

" It was smart to develop a strategy aimed at a certain age demographic, and your scope of local high schools is a great way to start because then you can see whether your strategies can be scaled to a wider audience or need to be amended. Really well thought out. If anything is too broad, it might be your topic itself. Drug abuse is such a wide-ranging topic, and the motivations of addicts and distributors can be very different whether you are talking about illicit drugs, prescription drugs, or abuse of easily obtained medicine. You might consider looking at a particular drug or class of drugs that is especially of concern to this age group. Your video was pretty well shot and nicely edited, although there's always fear that scripted or dramatized videos will play into the lack of authenticity that addicts point to when it comes to attempts to help them. I strongly recommend speaking to psychologists and addiction experts about what kind of messaging and intervention techniques work best for them. Overall, however, your website has provided a ton of information and clearly shows a passion for helping people overcome this problem.

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