

Utilizing and Incorporating Pop Culture into Strategic Education and Prevention Events

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Agenda

- Purpose, mission, and values of outreach programming
- Will detour to a research project on outreach and strategic intervention
- Discuss implications for future

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What is outreach

- Outreach is programming focusing on prevention of issues and development of students
- Often times it is meeting folks where they are at
- As large-scale programming, outreach has a lens toward social justice to address events that impact students (Golightly et al., 2017)
- Various levels of outreach (Glass, 2019)
 - Level 1: Marketing the presence of resources, tabling at fairs, having an information booth
 - Level 2: Psychoeducation on mental health, promoting positive habits, discussing signs or symptoms of an issue or problem

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What is outreach (Glass, 2019)

- Various levels of outreach
 - Level 3: Community-level interventions
 - Extends expertise of professional into an arena with students or a group
 - Can be used to address social justice and diversity concerns
 - Can help challenge toxic dynamics of power and privilege
 - This level is strategic in nature to address an issue
 - Helps continue conversations and dialogues
 - Goal is healing, growing, and learning
 - Level 4: Enhanced Level 3 intervention with consultation of leaders, facilitate training, help others launch relevant initiatives

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Level 3 Outreach (Glass, 2019)

- Takes information and allows for more processing
- Can be in the form of workshops, classes, seminar
- Might be intergroup dialogues, discussion groups
- Most effective when strategic mindset is in place
 - Must aware of the needs of the group(s) and student(s)
- This level of outreach and programming is best used to address social justice and norms

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Social justice

- “Social justice is a vision of society in which the distribution of resources is equitable and all members are physically and psychologically safe and secure” (Bell, 2007)

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Benefits of outreach

- A supportive campus helps foster growth, increase retention and graduation, and facilitate student success
- A supportive campus can help address student well-being and launch potential changes in the environment
- Typically on a larger-scale and can reach more folks
- Ultimately another avenue for students to learn (and that's why they're at college, no?)

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Professional values

- If we are meeting students where they are at... What does that look like?
- "The campus climate has a profound influence on students' lives, outreach services must be informed by perspectives that address the intersection of multiple social identities, promote social justice, and celebrate diversity in all its forms." (AUCCCO, 2020)
- Part of our job is to facilitate that development while working toward a community that is psychologically and physically safe and secure for all... which also means being up to date on trends

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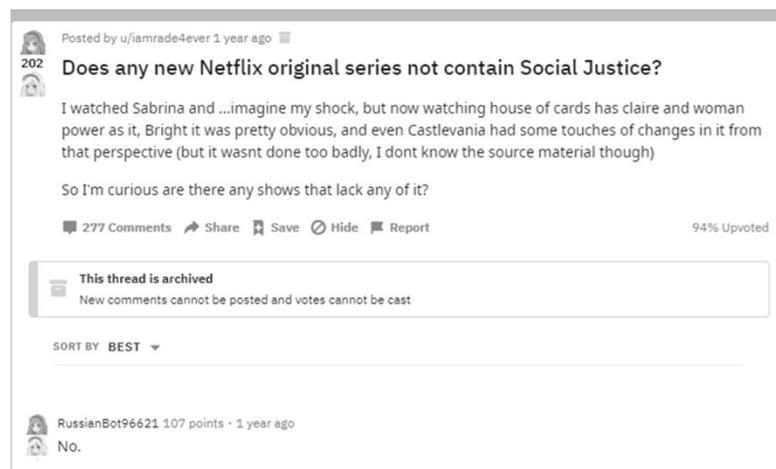
Generation X, Y, Z, Millennials,

- Heavy cultural divide with major emphasis on tribalism
- 90% of college students use a streaming service such as Netflix, Amazon Video, and Hulu (BNC Marketing, 2018)
- 87% of students spend up to 20 hours each week viewing online/streaming content (BNC Marketing, 2018)

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How this idea came about

- “Work smarter, not harder”
- Do we find documentaries? Do we create a curriculum?
- How can we be sneaky about addressing social justice issues to avoid direct resistance?



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Implications for practice and prevention

- We've come full circle:
- This study results highlight need to for more strategic outreach efforts and prevention interventions to address prejudice and discrimination
- Using pop culture media works!

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Implications for practice and prevention

- Prevention efforts might use this episode, or other strategic material, to engage in conversations and discussions about attitudes and beliefs on behalf of marginalized groups
- The possibilities of topics are endless
- Start-of-school year screenings about...?
- Recreate this study with another episode and discussion afterward
- Movie screenings with discussions or Q&A panels

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Implications for practice and prevention

- A variety of media options are available to use; groups on college campuses might find ways to incorporate similar intervention efforts like this study to have conversations with peers.
- Ultimately, the use of diverse media helps challenge the status quo
- (And please cause an uproar where there is not diversity represented in entertainment)

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Suggestions

- Be bold and be brave
- Use where you see fit
- What movies, episodes, books have resonated with you?

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