



# H.E.L.P.

## Heroin Epidemic Learning Program

### What is H.E.L.P. (Heroin Epidemic Learning Program)?

H.E.L.P. is a two part youth empowerment opioid use prevention program that incorporates interactive education and hands on filming. Each class is hosted by a volunteer expert; representatives from the areas of law enforcement, medical, family and addiction/recovery.

Students establish groups and apply what they learn to design and create their own PSA (public service announcement). All PSA's are submitted to the H.E.L.P. committee by a certain deadline, where each PSA will be viewed and voted on to determine a winner. The winning PSA is professionally edited to air on local and national television. In some cases, students and the participating school will win a prize.

Most importantly, the program educates students on the heroin and opiate epidemic we face in our local communities and across the country.

### How do we incorporate H.E.L.P. at our school?

The program can be built into the curriculum in several ways:

- Using one free period per week for 8-10 weeks (sometimes known as a "FIT" block or "Call Back")
- Incorporate it into a class already learning about prevention or film (such as a digital story board writing class or a health class).

### How long is the program?

H.E.L.P. is typically an 8 or 10 week program depending on what the school can commit to. We recommend building in extra days (or weeks) for snow days, special event days, holidays and vacations.

### Do we need any special equipment?

No. Typically, students use their smart phones and utilize free video programs/apps to film their PSA's such as *iMovie*. There are tools that could help students film more effectively that the program has for students to loan (such as a stabilizer) but mostly we find that schools already have many of the tools on campus that students need or look to use. Additionally, we have successfully collaborated with community partners for resources such as props that are needed to film a PSA; a body bag, NARCAN and even a police car have been donated for filming purposes.

H.E.L.P. was created by Jeremy Holm a Vergennes, Vt. community member and TV/Film actor from the Netflix series *House of Cards* & by Jesse Brooks a Vergennes Vt. community member and Prevention Coordinator for Addison County through the United Way.

### Do you want to learn more about H.E.L.P.?

Contact: Jesse Brooks at [jesse@unitedwayaddisoncounty.org](mailto:jesse@unitedwayaddisoncounty.org) or call: 802-388-7189.

To donate, text HELPUWAC to: 41444

**Media Links:**

WPTZ Report <http://www.mynbc5.com/article/state-of-addiction-actor-aids-addiction-education-in-schools/8992117>

Addison Independent <http://www.addisonindependent.com/201701program-gives-teens-platform-addiction>