

FACILITATOR'S GUIDE

High Schools | Colleges & Universities | Communities

“If They Had Known”

WATCH THIS FILM. HELP SAVE A LIFE.



“If They Had Known” is a documentary program that shares the story of Clay Soper’s tragic, accidental death at 19 from mixing prescription drugs with alcohol. Narrated by friends and family, the film is an honest and emotional account of the night Clay died and the lasting impact of his death. The documentary, combined with the Program Toolkit, catalyzes peer-to-peer discussions about the risk of misusing and abusing prescription drugs and provides teens with potentially life-saving information.



EDUCATE · ENGAGE · EMPOWER
OUR YOUTH

“If They Had Known” is a program of the Clay Soper Memorial Fund. Our mission is to educate, engage and empower today’s teens with life-saving information about the risks of misusing and abusing prescription drugs and to help motivate cultural change among young people.

The Clay Soper Memorial Fund is a 501(c)(3) nonprofit organization.

FACILITATOR'S GUIDE OVERVIEW

To download promotional materials please visit: www.claysopermemorialfund.org/access-toolkit

FACILITATOR'S GUIDE

- ▶ Applying The Documentary Program
- ▶ Documentary Pre-Viewing Requirements
- ▶ Topics To Introduce The Documentary
- ▶ Post-Viewing Question Sets
 - Educators
 - Community Leaders
- ▶ Post-Viewing Closing Comments

DOWNLOADABLE PROMOTIONAL MATERIALS

- ▶ Local Press Release
- ▶ High School Email Blast Copy for Parents & Guardians
- ▶ 8.5" x 14" Posters
 - Pre-Event Promotional Poster
 - Key Message Poster
- ▶ Key Message Audience Handout
- ▶ Banner Graphic
- ▶ Logo Artwork

BACKGROUND & SUPPORT US

- ▶ Why We Made This Film
- ▶ We Want To Hear From You!

FACILITATOR'S GUIDE

Applying the Documentary Program : EDUCATORS | COMMUNITY LEADERS | INDIVIDUALS

EDUCATORS

Your license agreement allows for unlimited viewings at your school. We recommend the documentary program "If They Had Known" for academic and extracurricular groups. Here are different ways to reach students, faculty, and parents:

- ❖ Health Education Class lesson or unit
- ❖ Required viewing for sports teams and extracurricular groups
- ❖ Required pre-prom viewing
- ❖ Required viewing during Drug and Alcohol Awareness Week
- ❖ Educational viewing for parents at PTA meetings
- ❖ Programming for first-year high school and college orientation
- ❖ Training programming for administrators, teachers, and coaches
- ❖ A resource tool for school and social counselors

COMMUNITY LEADERS

Community coalitions nationwide are taking the lead in teen substance abuse prevention by bringing educational programs like "If They Had Known" to their towns. Reach out to these community members and ask them to bring "If They Had Known" to your town:

- ❖ Youth leadership groups and organizations
- ❖ Mental health, wellness, and rehabilitation facilities
- ❖ Local community action and community service groups
- ❖ Local Rotary organizations
- ❖ Government officials
- ❖ Community service-oriented businesses and corporations

INDIVIDUAL RENTAL

Let parents and families know **"If They Had Known"** is available (without the toolkit) for individual rental on

The Amazon logo, featuring the word "amazon" in a lowercase, sans-serif font with a curved arrow underneath it pointing from the letter 'a' to the letter 'z'.The Google Play logo, consisting of the multi-colored Google Play icon (a triangle) followed by the text "Google Play" in a sans-serif font.

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Documentary Pre-Viewing Suggestions

- 1) The documentary program should be seen and reviewed by all facilitators and teachers prior to showing the film to student audiences so they are not processing their own reactions while trying to lead a discussion following the film.
- 2) It is important to acknowledge that the film is an honest and emotional account of a real event. It is a valuable viewing experience, especially for young people who may find that it reflects some of their own experiences.
- 3) Let your audience know there will be an opportunity for discussion and questions following the film, and provide a way for them to submit their comments and questions online.
- 4) Before the ending credits, there are a series of short candid clips. Be aware these clips, spoken and recorded by Clay's friends, act as a bridge to the post-viewing discussion.
- 5) It's very important to play the film to the end credits, wait to see the **www.claysopermemorialfund.org** banner and allow everyone to reflect on the information. Give the audience time to process what they've seen.

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Topics to Help Introduce the Film

- ❖ Today we are watching the documentary “If They Had Known” to bring awareness and spark a discussion about the toxic risks of recreationally misusing or abusing prescription drugs.
- ❖ Teen fatality due to prescription drug misuse is rising. In addition to the recreational misuse of prescription drugs, teens who have stress, depression or ADHD are turning more and more to prescription drugs to recreationally self-medicate.
- ❖ I want to prepare you for the film can be difficult to watch and may trigger strong emotions. Following the film, we will have an opportunity for discussion and questions.
- ❖ What you are about to see is an honest and emotional account of a real event that resulted in the accidental death of a young man. Perhaps his death could have been avoided if he and his friends had known.
- ❖ “If They Had Known” is the story of Clay Soper’s tragic death, told by his friends who were with him the night he died. Clay did not struggle with addiction, nor did he have a substance abuse issue.
- ❖ He should not have died. He made a bad decision that is all too common, unfortunately, in today’s party culture. What Clay and his friends “didn’t know” - cost him his life.
- ❖ Perhaps things would have been different for Clay and his friends had they known that combining prescription drugs with alcohol could kill one of them.

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EDUCATOR : Post Viewing Question Set

- ❖ What is your initial reaction to “If They Had Known?”
- ❖ Do you have friends with prescription medication for anxiety, depression, or ADHD? Have you ever known anyone to share their prescription medication?
- ❖ Understanding the risks of Fentanyl laced prescriptions, have you ever known anyone to purchase prescription medications online or on the street?
- ❖ Before seeing this film were you aware of the dangers of mixing prescription drugs with alcohol?
- ❖ Did you know that the death rate from Fentanyl laced pills is the fastest growing among teens?
- ❖ Now that you have seen the film do you think this could happen to you or someone you know?
- ❖ Would you call for help if you were someplace where people were drinking and taking prescription pills or other drugs, and you were worried about a friend or peer?
- ❖ What do you think the consequences would be if you did call for help? What if you didn't?
- ❖ How can you bring this topic up in discussion with friends in order to spread the word on the risks of recreationally misusing prescription drugs?
- ❖ What is our community/campus policy regarding the “Good Samaritan Law” or Medical Amnesty Law?

FACILITATOR'S GUIDE

COMMUNITY LEADERS : Post Viewing Question Set

- ❖ What is your initial reaction to “If They Had Known?”
- ❖ Before seeing this film were you aware of the dangers of mixing prescription drugs with alcohol?
- ❖ What are your thoughts about how the experience of Clay and his friends are playing out in our community?
- ❖ If your child takes prescribed medications for anxiety, depression, or ADHD, was there a conversation with their doctor about the risks of mixing the prescription with alcohol?
- ❖ What are some of the ways parents and members of the community can support young people in their decisions around prescription drugs and alcohol?
- ❖ How can we help as community members to prevent a tragedy like Clay's from happening in our town? Dispose of your prescription medications properly. The DEA has a National Prescription Drug Take Back Days. Visit dea.gov to fill out the form where you can enter your zip code, country, city and state to find collection sites near you. The DEA suggest you check back often as new sites are added daily.
- ❖ Does anyone else have ideas of how we can as a community keep our teens safe from recreational substance misuse?
- ❖ What is our community policy regarding the “Good Samaritan Law” or Medical Amnesty Law?

Post Viewing Closing Comments & Key Message Handout

It's vital that everyone knows these 5 Things that could save your life or the life of a friend:

- 1 Misusing or abusing prescription drugs can be fatal**
If you share, steal, or purchase prescription drugs online you're putting yourself at risk. Remember, Fentanyl laced prescriptions are sold online and on the street.
- 2 Prescription drugs are not for partying or self-medicating**
Whether it's your first time you have misused prescription medication while partying or done it before, you or your friend are putting yourself at risk. Someone could die.
- 3 Be aware of the consequences of a toxic mix**
Mixing prescription drugs with alcohol can also kill you.
- 4 Don't hesitate to get help if someone needs it, every minute counts**
Don't assume it's "ok" to let someone sleep it off and don't ever leave someone alone. Help your friend if you think your friend is in trouble. Call 911 immediately. Don't worry about getting in trouble. You might be saving a life.
- 5 Remember how your choices will impact everyone around you**
It's not worth the risk. Losing a friend or a family member changes everything forever.

FACILITATOR'S GUIDE

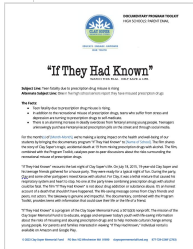
Downloadable Promotional Materials

To download the toolkit promotional materials please click on links below or, visit [claysopermemorialfund.org /access-toolkit](https://claysopermemorialfund.org/access-toolkit)



Local Press Release

Just update the highlighted areas and submit the press release to local media outlets
Format: Word Doc



High School Email Blast Copy for Parents & Guardians

Format: Word Doc



Banner Graphic

Size: 820 x 312px
Format: jpg



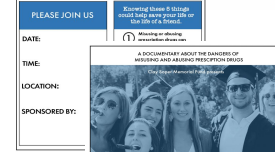
Logo Artwork

Format: jpg



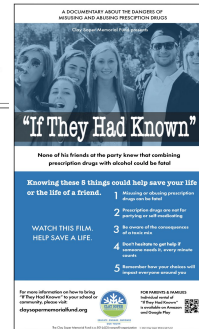
Key Message Audience Handout

Key Message: Knowing These 5 Things Could Save Your Life or the Life of a Friend
Format: PDF, 2-up on 8.5"x11"



8.5"x14" Pre-Event Promotional Poster

Add the date, time, location and if you have a sponsor hosting the documentary program
Format: PDF



8.5"x14" Key Message Poster

Knowing These 5 Things Could Save Your Life or the Life of a Friend
Format: PDF

BACKGROUND

Why We Made This Film



CLAY'S STORY

In the early morning hours of July 18th, 2015 Clay Soper died tragically from the combination of prescription drugs mixed with alcohol. Just shy of his 20th birthday, Clay was a thriving college student home for the summer. That night, he and his friends were doing what many students do in today's party culture. They had no idea that combining prescription drugs with alcohol could kill one of them or a friend.

Days after Clay's death, a group of his friends came together to provide support for one another. As they struggled to understand how this tragedy could have happened to their friend, the phrase "he didn't know ... we didn't know" was repeated over and over. Clay's tragic death motivated his peers to tell his story in a way that was different from other health related films. "If They Had Known" is an honest and emotional account of what happened that night spoken by the people who were with him. Clay's friends wanted his death to have a purpose — they wanted his death to have an impact on other teens who also may be unaware of the potentially fatal outcome of a toxic trend.

Nationwide partying with prescription drugs is trending in high schools and on college campuses. Prescription pill recreational misuse and teen deaths are also rising. With the documentary program, "If They Had Known" we hope to help others avoid such a tragic accident. Our mission is to educate, engage and empower today's youth with life-saving information about the risks of misusing and abusing prescription drugs and to help motivate cultural change among young people.

SUPPORT US

We Want To Hear From You!

Genny Soper

Please contact Genny directly if you have feedback. Your feedback helps the Clay Soper Memorial Fund improve our programs and helps us build awareness for our life-saving documentary program, "If They Had Known."

Genny Soper
Clay's Mom
Executive Director
info@claysopermemorialfund.org



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Dar Heikkinen

Contact Dar directly if you have photos or testimonials that will help build awareness and promote "If They Had Known." If you have any questions about licensing the documentary program please reach out to Dar.

Dar Heikkinen
Associate Director
dheikkinen@claysopermemorialfund.org

Let parents and families know
"If They Had Known"
is available (without the toolkit)
for individual rental on
Amazon and Google Play

Kristi Young

Let Kristi know if you receive any local media coverage for hosting the documentary program, "If They Had Known."

Follow the Clay Soper Memorial Fund @claysopermemorialfund and share your photos and comments about "If They Had Known" on Facebook, Instagram and LinkedIn.

Use the contact form on our website to sign-up for our newsletter
claysopermemorialfund.org

Kristi Young
Program & Marketing Director
kyoung@claysopermemorialfund.org