

INFORMATION SHEET

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 and the Program Toolkit catalyze peer-to-peer discussions about the risk of misusing and abusing prescription drugs and provides teens with potentially life-saving information.

FILM LENGTH: 35 Minutes

FORMAT: Presentation for in-class, online curriculums, small groups, and auditoriums

PROGRAM TOOLKIT: Includes guidelines on how to facilitate a viewing, conduct a dynamic post-viewing discussion and promotional materials:

- How to apply the documentary program
- Documentary pre-viewing suggestions
- Topics to help introduce the film
- A post-viewing question set to start discussions and closing comments
- A press release for local media outlets
- Two 8.5"x14" posters for pre and post viewing promotion
- Key message audience handout: "Knowing These 5 Things Could Save Your Life or the Life of a Friend"
- School Email Blast Copy for Parents & Guardians

LICENSE "IF THEY HAD KNOWN"

To license the documentary program, visit our website and fill out our contact form, we'll email you a license agreement. Complete it, and email it to Dar Heikkinen at: dheikkinen@claysopermemorialfund.org

We'll send you an invoice and you will receive information on how to access the film and Program Toolkit.

\$25 for one month of unlimited viewings

\$150 for one year of unlimited viewings

KEY MESSAGING : HANDOUT

"Knowing These 5 Things Could Save Your Life or the Life of a Friend"

1

Misusing or abusing prescription drugs can be fatal

2

Prescription drugs are not for partying or self-medicating

3

Be aware of the consequences of a toxic mix

4

Don't hesitate to get help if someone needs it, every minute counts

5

Remember how your choices will impact everyone around you



EDUCATE • ENGAGE • EMPOWER
OUR YOUTH