

# Using Videos for Counseling Center Outreach

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# Objectives

- Describe how videos may enhance Counseling Center outreach and education efforts.
- View and discuss a selection of outreach videos.
- Be prepared to use a needs assessment, collaborate with campus partners, and develop videos as effective outreach tools.
- Explore ethical concerns relating to the development of video content and identify best practices.

# Why Videos?

## Community Intervention Approach

### Socio-Ecological Model

### The Spectrum of Prevention

1. Strengthening Individual Knowledge & Skills
2. Promoting Community Education
3. Educating Providers
4. Fostering Coalitions and Networks
5. Changing Organizational Practices
6. Influencing Policy Legislation



# Why Videos?



# Process: Creating an Outreach Video

- Objectives & Target Audience
- Timeline
- Funding & Resources
- Partners
- Creator
- Casting
- Distribution & Promotion



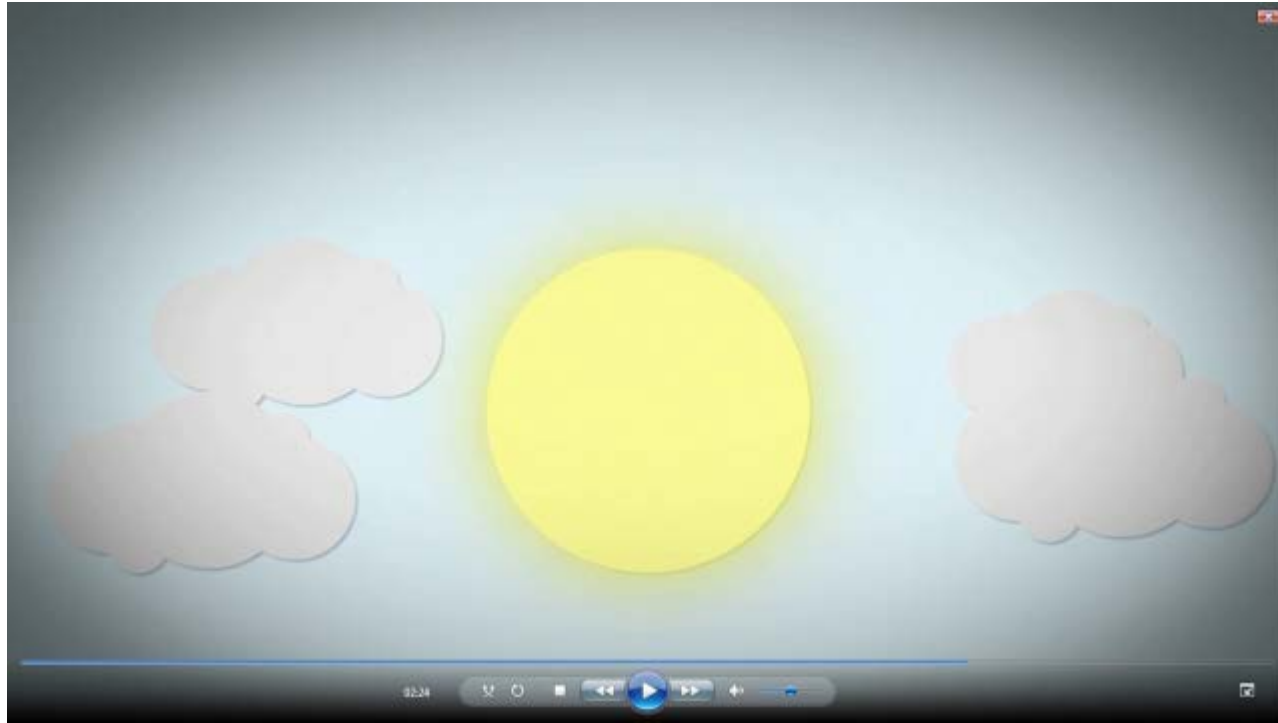
# Video Example #1



# Video 1: Diversity & Ethics



# Video 1: Tone

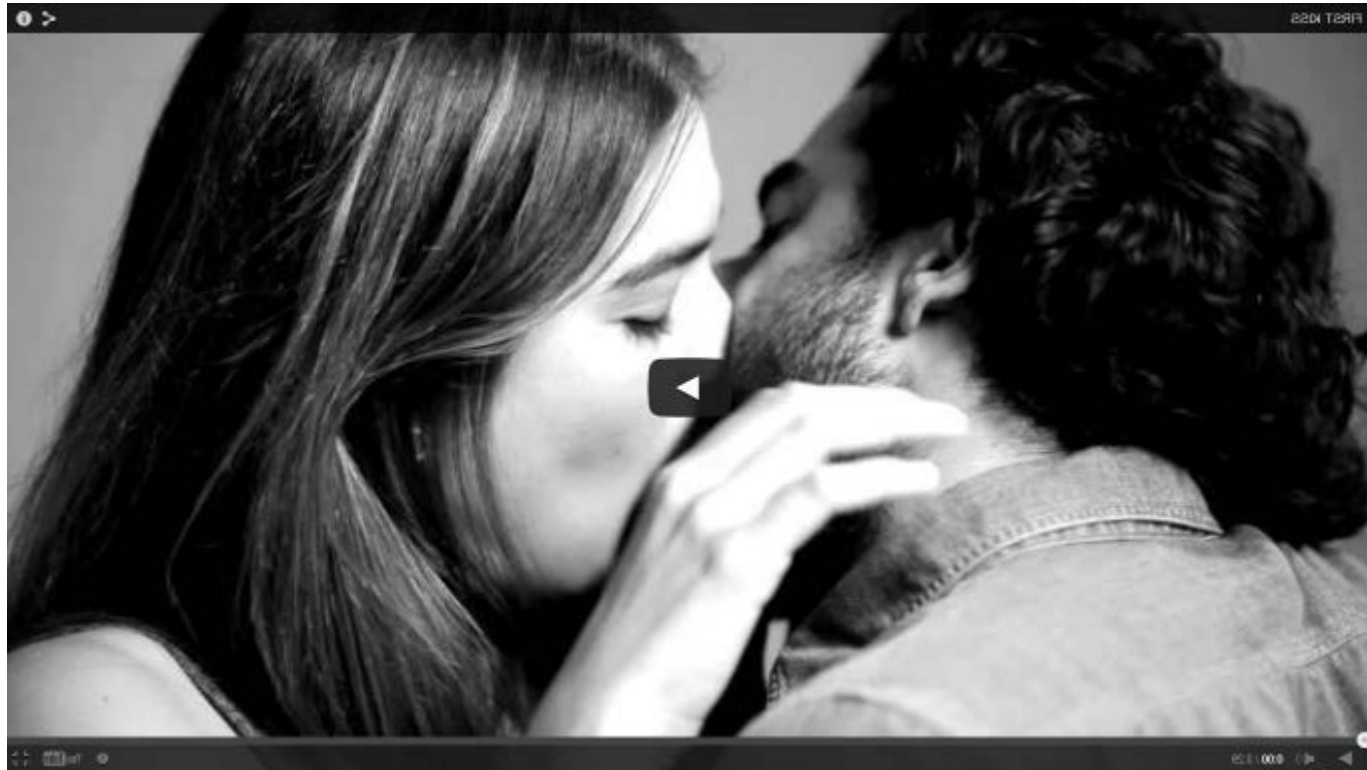




# Video 1: Social Norms



# Lessons Learned



# Video Example #2



# Tie In With Bystander Model



**THE MUSTANG WAY**  
PRIDE      RESPONSIBILITY      CHARACTER

**As Cal Poly Mustangs:**

**We are focused on excellence. We embrace one another.  
We are one community. We accept responsibility.  
We lead by example.**



Video player controls: 25:28, play button, progress bar, volume icon.



Sharing Your Videos

# References

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