

**HERE ARE SOME OF THE THINGS
THE YOUTH CREATORS HAD TO
SAY ON PARTICIPATING IN REEL...**

- I LEARNED THAT PUTTING IDEAS TOGETHER WILL HAVE A BETTER UNDERSTANDING TOWARDS OUR KNOWLEDGE.
- EVERYONE WAS PASSIONATE ABOUT MAKING THESE MOVIES.
- I REALIZED THAT FILM-MAKING IS LOTS OF FUN; I WOULD LOVE TO DO IT AGAIN.
- I LEARNED A LOT ABOUT HIV ISSUES AND AS A RESULT I WOULD LIKE TO USE MY KNOWLEDGE TO TEACH MY PEERS.

**...and here are some of the
comments the audience had to say
about the movies' premiere:**

- VERY CREATIVE WAY TO GET THE YOUTH TO EXPRESS THEMSELVES; GREAT CONCEPTS
- I LOVE WHAT YOU ARE DOING WITH OUR YOUTH; WE NEED TO REACH THE WHOLE COMMUNITY.
- EXCELLENT EVENT TO INCREASE AWARENESS, ESPECIALLY TO THE TEENAGE COMMUNITY.
- EFFECTIVE DEMONSTRATION OF VARIED DEMOGRAPHICS (AGE, RACE, ETHNICITY) WORKING TOGETHER WITH A COMMON MISSION FOR AN EDUCATIONAL AND INFORMATIVE PRODUCT.

A partnership project by
the University of Miami
and
Little Director

MILLER
SCHOOL OF MEDICINE
UNIVERSITY OF MIAMI



Special thanks to our supporting foundation:

Community AIDS Alliance



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Keepin' It
REEL!!!

Creative and positive public
service messaging by and for
our youth through the visual
arts

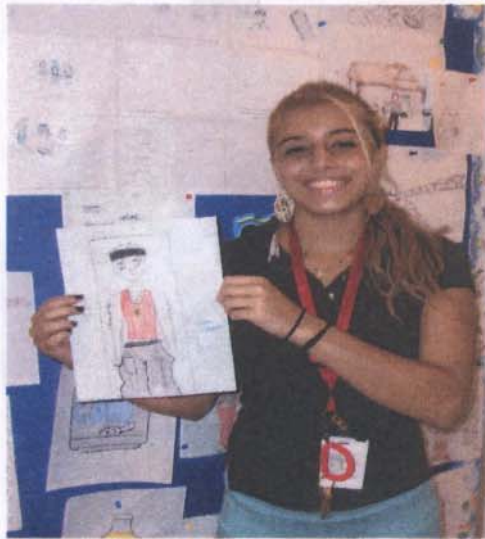


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Lights...Camera... REEL!!!

About the event

Keepin' it REEL is a youth-based health education and empowerment project, utilizing peer education and training, combined with creative art to create public service messages which communicate positive health choice-related information to youth peers.



Peers are an important aspect of an adolescent's transition to adulthood. As youth move away from dependence on their family, closer ties with their peers give them the social support needed during these transition years. Peer education is the most effective way to get health and behavior-change messages to teens.

Similarly, expressive art programs, coupled with social skill building activities and therapeutic interventions, have been shown to reduce drug use and other self-destructive behavior by improving young people's attitudes towards their future, school, peers and adults in their lives, reducing their feelings of alienation, improving their sense of self-worth and increasing their community involvement.

The film-making process



Before our young producers even pick up the pencil and create their characters and ideas, the Promote to Prevent (P2P) staff, at UM's Division of Adolescent Medicine provides 6 weeks of extensive health education with focus on HIV/AIDS, STDs, substance abuse, and self-esteem. Once the training is over, the brainstorming for the films begin. Teens come up with ideas, map out a script and create a storyboard before doing the voice-overs for the animated characters in the films.

The production is run by...

Keepin' it REEL is a powerful and constructive project with collaboration between the University of Miami School of Medicine and *Little Director* (private agency that makes animated films out of drawings and cartoons)

This program is funded primarily by grants from community foundations supporting teen health education and HIV awareness through the arts such as Community AIDS Alliance.



"Keepin' it REEL... At the U"

