



Locally produced documentary soon to be released!

The Ripple Effect is a documentary for youth highlighting the challenges and consequences of decision making while under the influence of drugs and alcohol. The project was first conceived by the Safe Grad/Party Committee of Brantford, Brant, Haldimand and Norfolk approximately two years ago. The committee is a not-for-profit group comprised of local community agencies working together to promote the health and well being of youth across Brantford, Brant, Haldimand and Norfolk. Partner agencies include local health units, police services, Ministry of Transportation and the Centre for Addiction and Mental Health.

“The video is about helping kids to understand the importance of making good decisions and to understand the terrible impact that bad decisions can have,” explains Kim Baker, a counsellor with Addiction Services at the Haldimand-Norfolk Health Unit. Baker adds that using drugs and alcohol can impair a person’s ability to make good decisions. “Drinking and using drugs tends to put people in the position to make decisions that put themselves and others at risk. We want youth to understand these risks and take actions that minimize them.”

In a time where youth respond to technology as much as people, a video production seemed to be a good way to reach as many youth as possible. The 20-minute documentary was co-written, filmed and produced by Roger Duck, of Digital Duck Inc., in Brantford.

The video features youth and families who know first hand how one poor decision can change everything. These local experiences are shared so that other youth will see the impact and the *Ripple Effect* an impaired decision can have.

Fellow committee member Cindy Jessome, Public Health Nurse at the Brant County Health Unit adds that the goal is to screen the video for at least half of all grade 11 and 12 students across the district. “In addition to screenings at local schools, the product will be made available for use in classrooms, and to other agencies working with youth across the region, province, and potentially nationally,” adds Jessome.

The video production is scheduled to be premiered in three locations in early September 2005. Project sponsors, media representatives, schools administrators, and youth will be among the invitees. “We are really excited about the prospect of premiering the video in red carpet fashion,” says Jessome.

For more information about the video project or upcoming premieres, please contact either:

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