

CLAY SOPER MEMORIAL FUND PRESENTS



"If They Had Known"

FACILITATOR'S GUIDE

Streaming Program for
Distance Learning and Online Presentations

High Schools : Colleges/Universities : Communities

They had no idea that combining prescription drugs
with alcohol could kill them or their friend.

DOCUMENTARY STREAMING PROGRAM KIT INCLUDES:

- **FEATURE FILM LINK AND PASSWORD**
- **ONLINE FACILITATORS GUIDE INCLUDES:**
 - BACKGROUND AND IMPORTANT INFORMATION ABOUT THE FILM
 - GUIDELINES FOR VIRTUAL CLASSROOM AND ONLINE PRESENTATION SHOWINGS
 - SUGGESTIONS FOR INTRODUCING THE DOCUMENTARY
 - SUGGESTIONS FOR HOLDING AN IMPACTFUL POST VIEWING DISCUSSION
 - KEY TAKEAWAY MESSAGING
- **ONLINE DOCUMENTARY TOOLKIT INCLUDES:**
 - EMAIL AND SOCIAL MEDIA GRAPHICS
 - POSTER GRAPHIC
 - PDF ARTWORK OF IMPORTANT TAKEAWAY PIECE WITH KEY MESSAGING

“If They Had Known”

A documentary EVERY student should see...it could save their life.

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Questions ?

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“If They Had Known”

BACKGROUND



CLAY SOPER 1995 - 2015

Clay's Story / Why We Made This Film

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 them or their 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 students who also many be unaware of the potentially fatal outcome of this toxic trend.

By sharing Clay's story, the Soper family hopes to advance awareness and promote conversation among teenagers, families and our greater community about the very real dangers of mixing prescription drugs with alcohol.

“If They Had Known” is a film that focuses on the risks of current party culture. It is not a film about drug addiction or substance abuse. Mixing prescription drugs with alcohol has become a recreational trend in high schools and on college campuses across the country and is resulting in accidental deaths. With this film, we hope to help others avoid such a tragic accident.

Important Streaming Information

The Licensor shall provide the Licensee with a Link and Password that may be used to stream the documentary for the duration of the Licensing term. The Documentary Link and Password shall be used for Permitted Uses only. The Documentary Link and Password shall be uploaded and made accessible, via the Licensee's online learning/presentation system for purposes of streaming the Documentary to students, parents and other community audiences associated with agreement. The Documentary Link and Password may not be shared or distributed to any other person, student, parent or entity, without “Licensor's” express written permission and may not be aired on local TV.

If you have any questions, please email us at: iftheyhadknown@gmail.com

Maximize your License Agreement with Multiple Showings

Below are some suggestions for different ways to reach your students

HIGH SCHOOL/COMMUNITY:

- Classroom Curriculum
- Pre-Prom and Graduation Required Viewing
- Athletic Department/Athlete Viewing
- Wellness Day Workshops

COLLEGE/UNIVERSITY

- Orientation Week
- Athletic Department / Athlete Viewing
- Alcohol Awareness Week
- Fraternity/Sorority Co-Sponsor

"If They Had Known"

GUIDELINES FOR VIRTUAL CLASSROOM AND ONLINE PRESENTATION SHOWINGS

1 BEFORE YOU BEGIN:

- The film should be previewed by all facilitators and teachers prior to showing the film to students/audience so they are not processing their own reactions while trying to lead a discussion following the film.
- 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.
- 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.
- Let the film play through the end credits, until the "www.iftheyhadknown.com" banner.
- Following the viewing, discuss the Handout PDF "What Clay's Friends Want You To Know" with your students — this is very important KEY MESSAGING to accompany the film.

2 HOW TO INTRODUCE THE FILM

Suggested Introduction

We are watching the film "If They Had Known" today to bring awareness and spark a discussion around the toxic risks of recreationally mixing prescription drugs with alcohol. I want to prepare you - it can be difficult to watch and may trigger strong emotions. Following the film we will have an opportunity for discussion and questions.

Mixing prescription drugs with alcohol has become a recreational trend in high schools and on college campuses across the country and is resulting in accidental deaths. What you are about to see is an honest and emotional account of an actual event that resulted in the death of a young man that could have been avoided. "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 was just like one of you. He should not have died - he made a bad decision that is all too common within party culture today. What Clay and his friends "didn't know" - cost him his life.

"If They Had Known" is NOT about the opioid epidemic, substance abuse or, addiction.

It IS about :

- Understanding the consequences of today's party culture,
- Understanding the toxic risks of combining prescription drugs with alcohol, and
- Understanding your responsibility to act if you think someone is at risk.

We will watch the film through the closing credits to allow everyone to reflect on the information in the film and give them time to process what they have seen.

Clay and his friends had no idea that combining prescription drugs with alcohol could kill them or their friend. Perhaps things would be different . . . "IF THEY HAD KNOWN"

(CONTINUED)

“If They Had Known”

GUIDELINES FOR VIRTUAL CLASSROOM AND ONLINE PRESENTATION SHOWINGS - CONT'D

3 HOW TO LEAD A POST VIEWING DISCUSSION

Before the ending credits, a series of short, candid clips are included in our film. These clips, spoken and recorded by Clay's friends, will act as a bridge to your discussion. These clips reiterate the **5 key messaging points** that we hope students will remember — they might just help save their life or their friends'.

KEY TAKEAWAY MESSAGING

- 1 Understand the toxic risks of combining prescription drugs with alcohol
- 2 Prescription drugs are NOT for recreational use
- 3 Accidents do NOT discriminate
- 4 Know your responsibility to act if you think someone is at risk
- 5 The Ripple Effect and Its Impact

4 RECOMMENDED POST VIEWING DISCUSSION QUESTIONS

We regard the post viewing discussion to be as important as the viewing of the film and feel it presents a valuable opportunity to gather feedback from your students /audience. Below are some suggested questions to help spark a dialogue with your high school, college, or community audience.

High School and College Students:

- What is your reaction to “If They Had Known”?
- Do you have friends who are prescribed medications for anxiety, depression or ADHD?
- Before seeing this film, were you aware of the dangers of mixing prescription drugs with alcohol?
- Have you ever known anyone to share prescriptions or purchase them over the internet?
- 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 or other drugs, and you were worried about a friend or peer?
- What are the signs that a friend or peer is in trouble?
- 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 dangers of mixing prescription drugs and alcohol?
- What is our community/campus policy regarding the “Good Samaritan Law” / Medical Amnesty Law?

Communities:

- What is your 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 children currently take prescribed medications for anxiety, depression or ADHD, was a conversation had with their doctor about the risks of mixing 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?
- What can each of us do in our communities - students, parents, educators, health professionals - to prevent a tragedy like Clay's from happening in our community?
- What is our community's policy regarding the “Good Samaritan Law” / Medical Amnesty Law?

"If They Had Known"

ONLINE TOOLKIT

A TOOLKIT of graphic assets can easily be found on our website (iftheyhadknown.com). Included are a variety of digital graphics for use on social media as well as, downloadable artwork for customizable posters and the handout "What Clay's Friends Want You To Know".



BANNER GRAPHIC

For all your social media/digital needs



**CUSTOMIZABLE
PROMOTIONAL POSTER**
Download artwork
finished size: 8.5" x 14"
color

"If They Had Known"

ITHK LOGO(s)
(jpg and png)



HANDOUT:

"WHAT CLAY'S FRIENDS WANT YOU TO KNOW"

Download artwork
8.5" x 11" - two up on page
finished size: 4.25" x 8.5"
color

“If They Had Known”

FEEDBACK / SURVEY

Thank you for hosting our film. You have taken the first step in creating awareness and dialogue about the risks of current party culture. We established the Clay Soper Memorial Fund because we wanted to make a difference in Clay’s memory. Clay had an amazing ability to connect with people. We hope this film will allow for Clay to continue to connect with people and help to change party culture. Be safe.

Love, the Soper Family

WE’D LOVE TO HEAR FROM YOU:

Whether a student or administrator, we want to hear your thoughts.

How did this film impact you? What did you learn? How will you bring the themes learned into everyday life? We hope you’ll visit our website under “Toolkit” and complete the online survey. Or, please connect with us via email: iftheyhadknown@gmail.com

POST PHOTOS/COMMENTS FROM YOUR SHOWING:

Please share photos and comments from your showing on Facebook, Twitter, Instagram and LinkedIn. By doing this you’ll help us to create awareness around this serious issue and help save lives.

Thank you — Together, we can help to create change in Clay’s memory.



ABOUT CLAY SOPER MEMORIAL FUND (CSMF)

Shortly after Clay's death we established the **Clay Soper Memorial Fund (CSMF)** because we wanted to make a difference in Clay's memory. His tragic death was something we felt needed to be talked about and understood. He should not have died - he made a bad decision that is common within party culture today. He died because of what he and his friends DIDN'T know.

Clay was a unique person. He possessed an inviting personality and sense of humor that made people naturally feel comfortable and safe with him. He appreciated differences and thrived on learning about people's backgrounds. He touched more people in his 19 years than some do in an entire lifetime.

The CSMF seeks to educate youth about Clay's death and how to avoid such a tragic accident as well as, promote his passion of connecting youth from different cultures and promote acceptance, kindness, and understanding of differences.

CSMF has three initiatives;

1) "IF THEY HAD KNOWN" —

A documentary spoken BY kids TO kids about the risks associated with current party culture. We hope to educate every high school and college student coast to coast about the toxic risks of mixing prescription drugs with alcohol.

2) CLAY CONNECTIONS —

program partnered with Youth Enrichment Services (YES), Boston, MA

During his high school years, Clay volunteered with Youth Enrichment Services (YES) a Boston-based youth enrichment program designed to provide inner city kids an opportunity to experience the pride of achievement through outdoor adventure. Through his volunteering, his love of connecting and appreciating people from different backgrounds was recognized. **CLAY CONNECTIONS** program connects inner city and suburban middle school students together to help create an awareness, appreciation and desire to learn about people from different cultures and backgrounds.

3) CLAY SOPER MEMORIAL WEEKEND CHAMPIONSHIP —

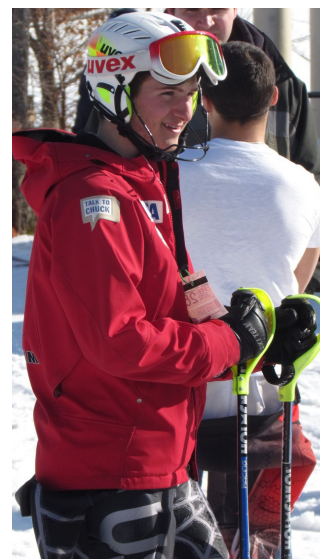
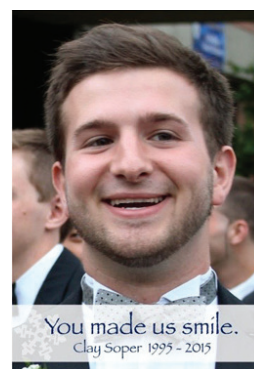
In memory of Clay, a passionate skier and ski racer, the *Clay Soper Memorial Weekend Championship* is an annual alpine ski race held at Clay's home mountain, Waterville Valley, NH. It is a two day, USSA sanctioned event which celebrates the New England "weekend racer's" commitment to ski racing and awards their personal growth within the sport.

For more information on CSMF, please visit our website:

www.claysopermemorialfund.com



Clay and his dog, Kota



“If They Had Known”

“If They Had Known” (ITHK) is a project of the Clay Soper Memorial Fund (CSMF),
a non-profit 501(c)3 established in 2016.

For more information please visit our websites:

www.iftheyhadknown.com
www.claysopermemorialfund.com

Or email us:

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