



SRAETTA

Sexual Risk Avoidance Education
Training and Technical Assistance

Empowering Personal Agency Through Creativity

PEGGY PECCHIO, B.S., SRAS

DEBORAH LANDIS, A.S., SRAS

JAY BROWNLEE, VIDEOGRAPHER AND MUSICIAN

VINCENT LEONE, B.S., SRAS

OK, Inc.

February 23, 2021



ADMINISTRATION FOR
CHILDREN & FAMILIES

FYSB Family & Youth
Services Bureau

The views expressed in written training materials, publications, or presentations by speakers and moderators do not necessarily reflect the official policies of the department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



Peggy Pecchio, B.S., SRAS

Executive Director

Peggy Pecchio is co-founder and Executive Director of OK, Inc., with 32 years of experience in healthy relationship education focusing on sexual risk avoidance. Since 1988, OK, Inc. has served 400,000 youth and has been the recipient of more than \$15 million in state and national grant awards. She is the visionary for the Friends4Friends Campaign, a social media campaign designed to increase youth's personal agency through creative expression.



Deborah Landis, A.S., SRAS

Program Liaison

Deborah Landis is the Program Liaison for OK, Inc., with 30 years of experience in marketing and public relations.

She creates high-level community energy, awareness, and sustained buy-in for OK, Inc.'s Friends4Friends Campaign and other multimedia projects.



Jay Brownlee, Videographer and Musician

Media Specialist

Jay Brownlee is the Media Specialist for OK, Inc., with 16 years of experience in film and music production and other virtual resources. He spearheads OK, Inc.'s Friends4Friends Campaign, working with youth in the production of short films, original music, and an annual film festival.



Vincent Leone, B.S., SRAS

Assistant Media Specialist

Vincent Leone is the Assistant Media Specialist for OK, Inc., with four years of experience in web design, animation, and other virtual resources. He is intricately involved in OK, Inc.'s Friends4Friends Campaign, working with youth in the production of short films.



What Is Personal Agency?

PERSONAL AGENCY



Self-Regulation



Resiliency

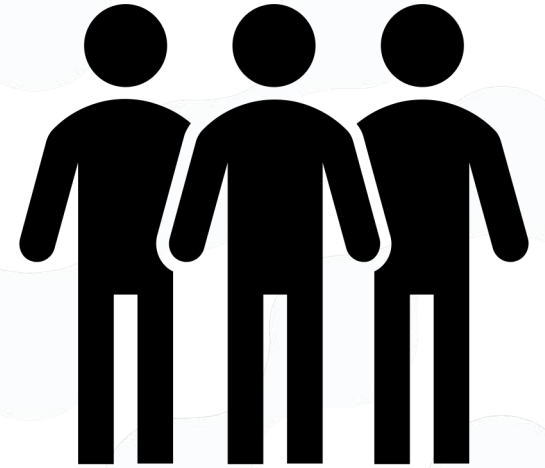
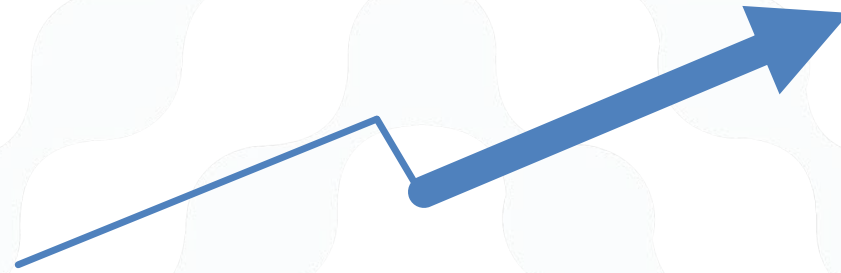


Personal Power



Increasing Youth's Personal Agency

The Arts



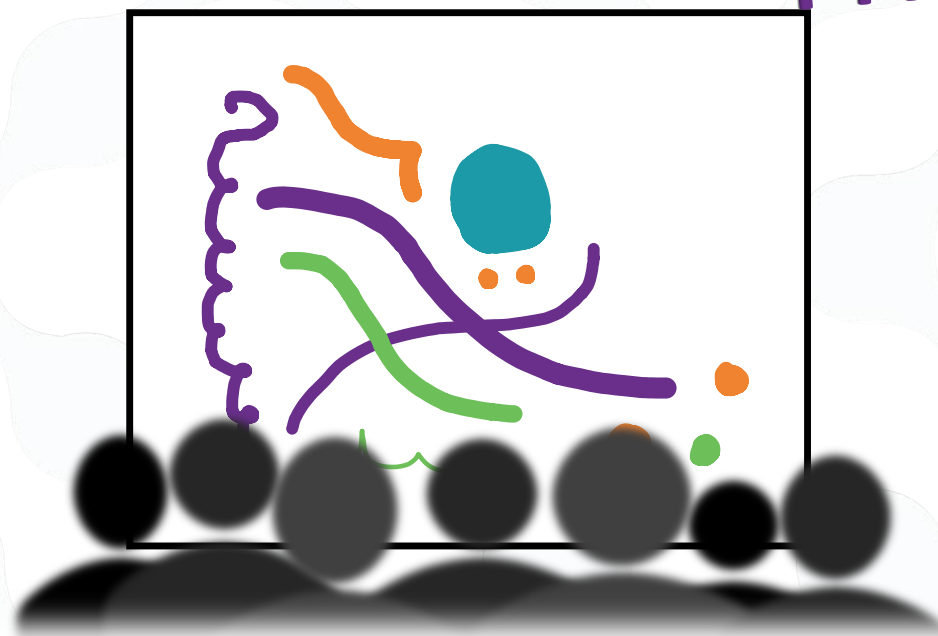
PERSONAL AGENCY



Increasing Youth's Personal Agency Through The Arts



Creation



Experience

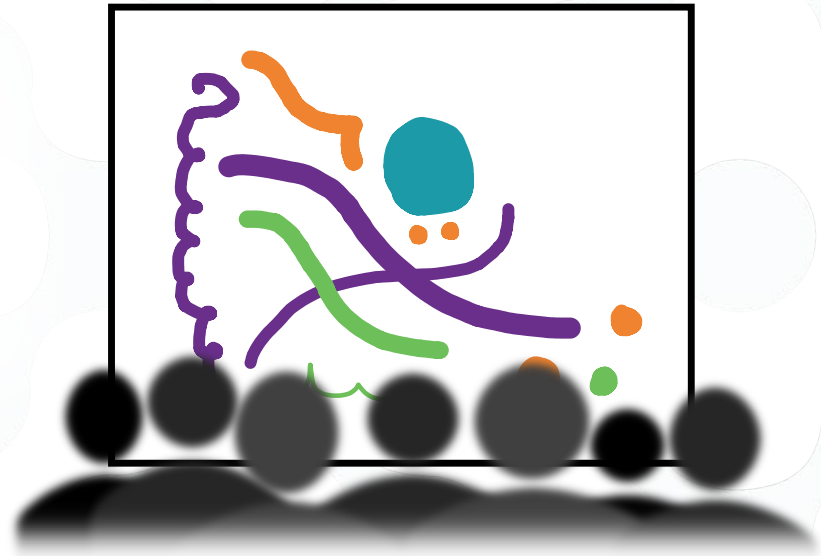


Increasing Youth's Personal Agency Through

The Arts



Creation



Experience



Friends4Friends Campaign© Framework



F4F Campaign Framework

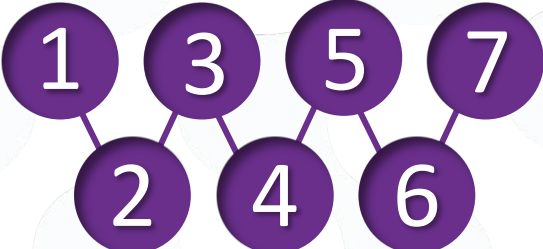
Storytelling



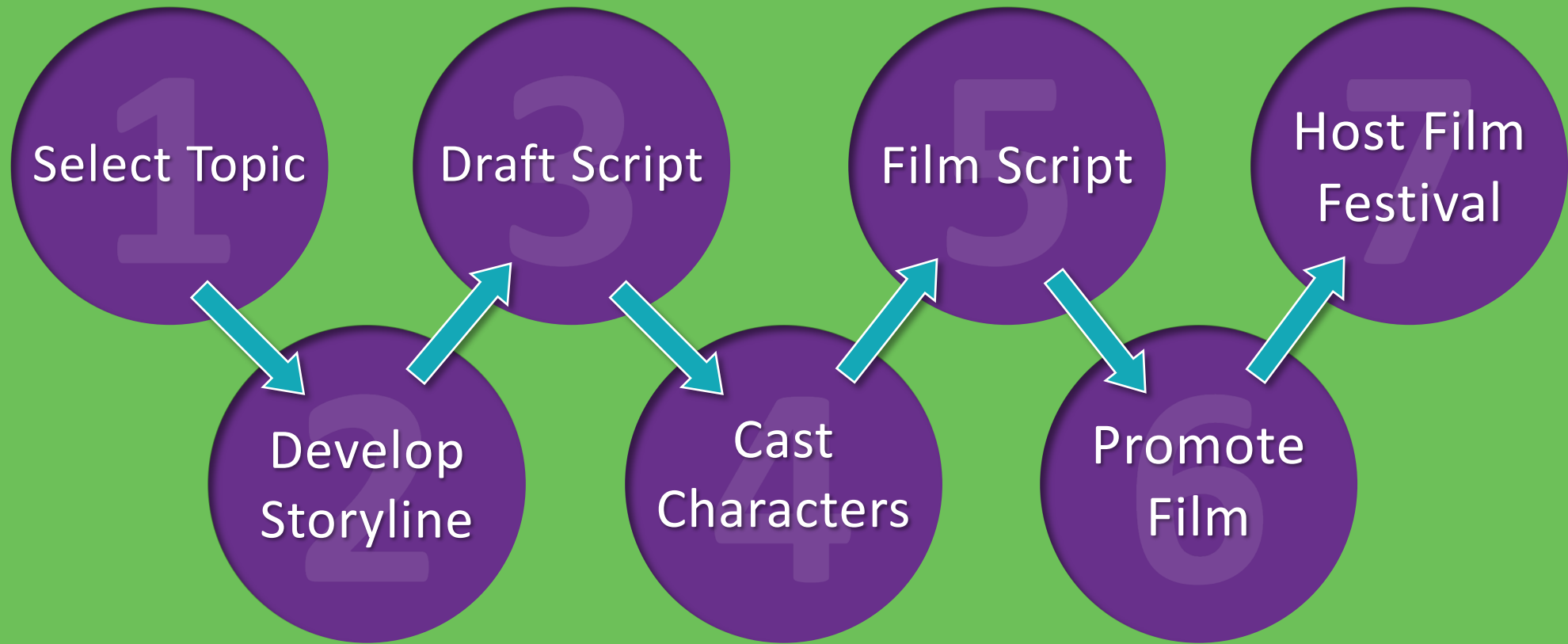
Filmmaking



F4F Campaign Framework



F4F Campaign Framework



F4F Short Film Spotlight

I'm Pregnant



F4F Short Film Spotlight: I'm Pregnant

Campbell Memorial High School 



F4F Peer Leadership Team



F4F Short Film Spotlight: I'm Pregnant

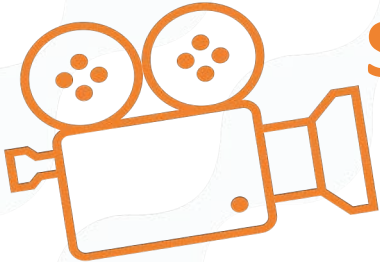




F4F Short Film Spotlight: I'm Pregnant



F4F Short Film Spotlight: I'm Pregnant



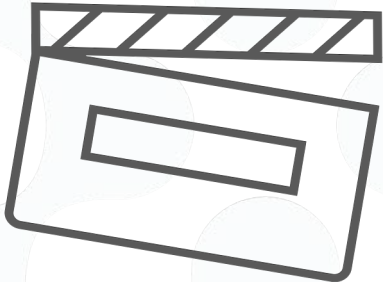
STORYLINE

CHARACTERS



MUSIC

EQUIPMENT



CUT!



F4F Short Film Spotlight: I'm Pregnant





Alex challenged herself to understand the emotional and physical realities of a pregnant teenager.

Alex





The Arts

Impact on Adolescent Development



The Arts

Impact on Adolescent Development

PERSONAL AGENCY



Self-Regulation



Resiliency



Personal Power



SRAETTA
Sexual Risk Avoidance Education
Training and Technical Assistance

F4F Campaign Film Festival

Celebrating youth's creative achievements



ONE STORY AT A TIME

ONE STORY AT A TIME



F4F Campaign Film Festival



Short Films



Live Original Music



Awards





I Can Be a Hero

Bridge

So come answer the call, the world needs us all
To be fearless and look the giant in the face.
So come answer the call, the world needs us all
To awaken the hero that lies beneath.
The hero that lies beneath.
The hero that lies beneath.
The hero that lies beneath.

Chorus

I can be a hero, like the heroes of old,
Who stood up to the giant when no one else would.
It doesn't mean they weren't afraid, just like I am today.
So I know I can be a hero.



F4F Campaign Impact



Parents



Community



Worldwide



F4F Campaign Resources



Short Films



Tool Kit



Edpuzzles ©



represent ® Music





ok@operationkeepsake.com

2305 East Aurora Road, Suite A-1
Twinsburg, Ohio 44087

330.486.0602



THANK YOU!
PRESENTED BY



SRAETTA

Sexual Risk Avoidance Education
Training and Technical Assistance



ADMINISTRATION FOR
CHILDREN & FAMILIES

FYBSB Family & Youth
Services Bureau