

# Video has strong message for students



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## CAMPUS

“Everyone goes through their life making decisions. Some have little impact, but others have the possibility of catastrophic consequences.”

According to Roger Duck of Brantford's Digital Duck Inc., this is the message of the 27-minute local documentary he just finished co-writing, directing, editing and producing called *The Ripple Effect*.

After 2½ years in production, this long-awaited DVD is finally ready for distribution. Geared towards high school students, *The Ripple Effect* explores different true stories about how one bad decision can reverberate throughout people's lives. Through real scenarios involving local residents, *The Ripple Effect* Development Committee hopes to motivate teens to be very careful about the decisions they make, especially while under the influence of

alcohol and drugs.

“We didn't want our video to be preachy because we knew teenagers wouldn't be receptive to that. It had to be put together in a way which encourages teens to reduce risks, but still have fun,” says Cindy Jessome, a public health nurse involved in the creation of *The Ripple Effect*.

Jessome further describes *The Ripple Effect* as a film that relies on appealing to the emotions rather than the more common “scare tactic” type of video many teens see today.

Chris Mussche, 22, who appears on the DVD, strongly believes that this is not the type of video that Grade 11 and 12 students would simply laugh off or sleep through. There were many instances during the filming when members of Chris' family broke down in tears when reminded of his accident. He acquired a head injury

nearly four years ago in an alcohol-related incident. “Unfortunately, I found out I wasn't invincible the hard way,” Chris says.

Members of the Safe Grad/Party Committee of Brant initiated this project

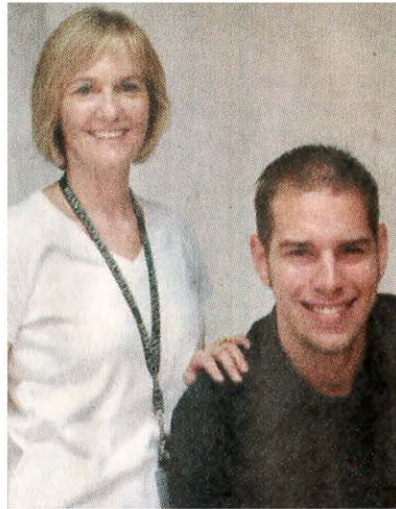
approximately two years ago when they discovered that holding their annual tri-county harm reduction workshop was causing difficulties.

“We had a problem getting kids to the workshop, so we wanted to find a way to take the message to Grade 11 and 12 students,” says Jessome.

Since kids today are more technologically-conscious, the *Ripple Effect* Development Committee thought having a portable DVD would be the best means of relaying their message, with results kids

would understand.

Duck was chosen to take on this challenge because he truly believes that this is a message worth getting to as many youth as possible.



Cindy Jessome and Chris Mussche.

Photo by Kyleigh Buryta for *The Expositor*

*The Ripple Effect* Development Committee was lucky to have Duck in charge of their lengthy project; he donated about \$15,000 in free time and extra work to the making of the DVD. Other generous donations were given for the production of this documentary by the Ontario Trillium Fund and the Ministry of Transportation.

“A lot of people gave their time despite their grief. They rose above personal loss to deliver a story they thought was important,” says Duck. “The real heroes were the ones who gave their stories so others could prevent these tragedies.”

*The Ripple Effect* has already been screened at three different high schools for high school principals, educators and the OPP. Jessome wants *The Ripple Effect* to be screened in high schools across Brant, Haldimand and Norfolk counties. Her hope is that the documentary will be shown to at least 50 percent of the Grade 11 and 12 students at each high school.

In order to help Cindy Jessome realize her hope, teachers and educators interested in ordering *The Ripple Effect* and the accompanying teaching package can order it through the Brant County Health Unit's Web site, [www.bchu.org](http://www.bchu.org).

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