

Operation Snowball, Inc.



OPERATION SNOWBALL LINGO

OPERATION
SNOWBALL

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ABOUT THIS TOOLKIT



This toolkit was made to explain and review the terminology, lingo and traditions that support Operation Snowball programming! This toolkit is for both new and existing Teams and individuals looking to better understand Operation Snowball!

In this toolkit, you'll find information on the foundations of our programming, where we get some of our terms and ideas from, event-specific lingo and more. We hope these explanations open the door for you to use them yourselves and incorporate them into your own planning.

Although we do want our Teams to incorporate our terminology, we know that they have also developed their own traditions! We encourage you to find ways to make events your own while staying true to the fidelity of the program.

OVERVIEW OF SNOWBALL

Let's start with the basics: why is it even called Operation Snowball?

Good question! The name Operation Snowball comes from the idea that if you teach, help, spread the word, etc. to others, that they'll do the same. Together it will create something similar to the effect of a rolling snowball collecting more mass. Our individual impacts come together to make a *big difference*.

The "snowball" theme is sprinkled throughout our events (read more below), logos and more.



THE "WHO"

SNOWBALL TEAM: A Snowball Team is a group of students, led by Adult Mentor(s) that work to create an impact in their school or community. These teams are comprised of High School or Middle Schoolers.

ADULT MENTOR: An Adult Mentor leads an Action Team and is responsible for providing year-round support to students. Adult Mentors can be teachers, counselors, prevention specialists, etc.

PARTICIPANTS: Participants are the students who make up an Action Team. Students can also join OS as individuals if they don't have a team!

MORE LINGO: Often, Teams will have student leaders or directors! These titles vary by team as do what the participants may be called.



THE "WHAT"

OUR MAIN PURPOSE

What do our Snowball Teams *do*? They take action, of course! Snowball Teams work together to create an **action plan** - this plan is an organized series of steps based on the **Strategic Prevention Framework (SPF)**. The SPF was created by the Substance Abuse and Mental Health Services Administration (SAMHSA) to assist youth and adult leaders in addressing issues in their communities in an efficient and effective way. It has five steps!

STEP 1: ASSESS

Think about the issues you perceive in your community and compare those perceptions to data found in the Illinois Youth Survey (IYS). What are the real issues and why are they a problem?

STEP 2: CAPACITY

What are our resources? What do we need to make an impact and who can help us achieve our goals? Do we need funds and what is our budget?

STEP 3: PLAN

Based on the data and our resources, what steps can outline that we can then put into action to address our issue?

STEP 4: IMPLEMENT

Put the plan you've created into action, step by step. Think about your target audience, materials you'll need, and the time frame!

STEP 5: EVALUATE

Using data collected during the implementation process, think about how successful your plan was. How do you categorize success and what will you do in the future to continue making an impact or improve your efforts?

THE "WHY"



PREVENTION: Our programs are founded on the idea of advancing youth leadership and promoting prevention and mental health awareness through these action plans.

Prevention focuses on eliminating youth substance use (drugs, alcohol, etc) as well as any other risky behaviors. Below you'll see more important prevention & mental health terminology!

ATOD: Alcohol,
Tobacco and
Other Drugs

MHFA: Mental
Health First Aid

SUD: Substance
Use Disorder

IYS: Illinois
Youth Survey

SPF: Strategic
Prevention
Framework

RISK/PROTECTIVE FACTORS: Something that increases or decreases a person's chance of using a substance or experiencing a mental health challenge

EVENT TERMINOLOGY

INCORPORATING THE SNOWBALL THEME

One of the ways we most see the Snowball overarching theme incorporated in our programming is through four of our events. These events provide Action Teams a way to provide programming, information and resources for all ages! Typically these events last a full day or weekend and include workshops and presentations, team building activities, and more!

SNOWBALL: Prevention and leadership programming event for high school students.

SNOWFLAKE: Prevention and leadership programming event for middle school students.

SNOWFLURRY: Prevention and leadership programming event for elementary school students.

BLIZZARD: Prevention and leadership programming for parents.

There are many other events, campaigns, and programming ideas that Teams can use such as social media campaigns, 5Ks, pre and post proms and more. You can learn about these in our other Toolkits!

DIVING IN DEEPER

LARGE GROUP: Also called a General Session or Keynote, these presentations are around an hour and presented to a full group at a Snowball event!

SMALL GROUP: Also called a Discussion Group, these groups are for participants at events to work in smaller settings, process information, play games and get to know each other.

WORKSHOPS: Workshops are a way to host multiple speakers at once! Students can rotate through the sessions throughout the event.

SMALL GROUP LEADER: There are many terms that can be used here, but Small Group Leaders are youth that are trained to lead groups of their peers through activities, processing and more!



MAKING IT FUN

Of course, Snowball events have more to them than just information dissemination! There are many traditions we have that make Snowball special.

ENERGIZERS: Energizers are songs sung at Snowball events to get participants excited and energized. You can find a list of songs in the games and activities toolkit.

ATTENTION GRABBERS: Attention grabbers are quick phrases that have a call and response that Teams can use to get attention in a large audience quickly in a fun way.

POPCORN: Popcorn is a great way to have youth meet and network with other leaders - announcing a "popcorn" during a session means everyone should get up and trade seats.

WARM FUZZIES: Warm Fuzzies are a way to share a compliment with a friend! Usually, you wear a yarn necklace with a ball of cut pieces of yarn at the end - you take one off, give a friend a compliment and tie it to their necklace so they can remember the nice thing you said! You can read the story of the Warm Fuzzies on the next page!

WARM FUZZY STORY

Once upon a time there was a village. All of the people in the village got along very well. There was kindness, love, and compassion. Every person in the village owned a special bag. Inside this bag were hundreds of warm fuzzies. Warm fuzzies were soft, cuddly, cottony little puffs. When you gave someone a warm fuzzy, they felt warm and fuzzy inside. People in the village gave each other warm fuzzies anytime they wanted to let someone know they were loved. When someone received a warm fuzzy, they put it in their bag.

One day, an evil sorceress came to town. She saw that everyone was giving out these warm fuzzies from their bags and she didn't like it. She went up to one villager and said, "Why do you keep giving away your warm fuzzies? Aren't you afraid you're going to run out? Here, take this bag of cold pricklies and give these to the people in your village instead, and keep all your warm fuzzies for yourself." The villager took the bag because he believed the sorceress' tale. The next time he ran into a friend, he handed him one of the cold pricklies from his new bag. A cold prickly made someone feel cold and prickly inside, like they were swallowing a pin cushion. Soon all the villagers went to the sorceress and asked for their own bag of cold pricklies since they didn't want to be the only people handing out warm fuzzies if everyone else was going to hand out cold pricklies. Once you had a cold prickly, you wanted to give it away to someone else as fast as possible.

The sorceress was pleased. Her plan was working perfectly. Now the village was in a state of fear and panic. Everyone started avoiding everyone else so they wouldn't be given a cold prickly. People hoarded their small supply of warm fuzzies and didn't give them out to anyone anymore. But no one was happy anymore either.

WARM FUZZY STORY CONTINUED

One day a prince arrived in town and almost immediately someone handed him a cold prickly from their bag. The prince, recognizing the cold prickly, refused to take it. The villager was surprised and tried again. The prince handed the person a warm fuzzy from his bag. The villager was surprised, and a little ashamed that he had tried to give this warm prince a cold prickly and instead received a warm fuzzy.

The prince addressed the crowd and said, “Why do you give each other cold pricklies?” One villager said, “Why should we give away all of our warm fuzzies? Shouldn’t we keep them for ourselves?” Other villagers agreed. But the prince said, “Every time you give away a warm fuzzy a new one is created in your own bag. Don’t you see? The more you give away, the more you will have.”

To demonstrate, the prince had everyone put down their bag of cold pricklies and retrieve their bag of warm fuzzies from their homes. He asked everyone to take out a warm fuzzy from their bag and hand it to a neighbor. This they did, but warily. Then the prince told them to notice that they all still had the same amount of warm fuzzies in their bags as before. People started giving away more warm fuzzies and noticed their bag was never empty. There were indeed enough warm fuzzies for everyone.

The sorceress was very upset and tried to interrupt the prince and get everyone to give out cold pricklies again. But the villagers didn’t want to listen anymore. They threw all their bags of cold pricklies into a wagon, set the sorceress inside it, and sent her out of town. The villagers realized they’d learned a valuable lesson.

When you give someone a warm fuzzy, they in turn will give it to someone else. Eventually, it will come back around to you.

SNOWBALL EXTRAS



Some other terms you might here in the Snowball Community:

SNOWBALL BOARD: The Snowball Board is made up of both adults and youth from across the state! They assist the Prevention Program Manager in making programming decisions for the overall organization, fundraising, creating innovative ideas for teams to use and more!

YOUTH ADVOCATE: Youth Advocates hold the youth seats on the OS Board and work on bringing a student voice to programming!

OS 5K: The OS 5K is one of OS's biggest events of the year! The 5K raises money for programming and goes directly back into supporting our youth. It is held every October and was held virtually in 2020 and 2021!

IMPACT: Impact is the monthly OS newsletter! All Teams and Individuals receive this newsletter that highlights upcoming trainings, Team successes and more!

SOURCES AND CREDITS

This toolkit was made based on suggestions from the SPF-trained staff of the Illinois Association for Behavioral Health, Operation Snowball and the Cebrin Goodman Teen Institute. These staff are not responsible for any medical issues or otherwise that occur at any events hosted based on this toolkit. Teams and individuals hosting events are responsible for what occurs at their specific events and how there themes are used.

This Toolkit is meant to be used as a basis for understanding basic Operation Snowball terminology and set-up. This Toolkit is meant to serve Snowball Teams and CGTI attendees in action planning within their communities and to support thorough, organized and detail-oriented events and is based on the experience of past event- planning and hosting, the SPF framework and years of training.

This toolkit should be used by and shared with Operation Snowball Teams and Cebrin Goodman Teen Institute actions teams only and was made with that specific use and implementation in mind.