

**Choose
life**



D5.2. Vlogs



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CHOOSE LIFE

Implementing a drug-(ab)use prevention program & shaping youth policies with disadvantaged young people for psychosocial well-being promotion

D5.2. Vlogs

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1. Executive summary

This document presents the summary of Deliverable D5.2 "Vlogs", developed under Work Package 5 (Communication & youth health literacy) of the Choose-life project. Conceived as a core component of the project's youth awareness campaign, these vlogs serve as an online digital storytelling initiative focusing on health, psychosocial well-being, and substance (ab)use prevention.

Purpose and content

The primary objective of the Vlogs is to empower members of the Youth-Choose Council (YCC) and other young participants to document and share their personal experiences after completing the Choose-life training program. By speaking directly to their peers, the young creators address critical issues such as navigating peer pressure, championing mental health, and understanding the power of active community participation.

The digital stories were structured around four specific thematic prompts:

- **Personal experience & growth:** Reflections on the most powerful moments or lessons taken from the Choose-life activities and how it affected their self-perception.
- **The core awareness message:** Direct advice to peers going through hard times or feeling pressured regarding mental health and avoiding addictions.
- **Social inclusion and participation:** Thoughts on collaborating with other young people and making their voices heard through the YCC.
- **Looking to the future & taking action:** Plans on how to utilize the program's lessons in their daily lives, schools, or neighborhoods.

Methodology and production

To ensure high-quality and cohesive outputs across the consortium, participants were provided with standardized "Video Shooting Guidelines" and a custom Canva video template. The guidelines instructed youth to record in landscape mode, maintain stable cameras, and utilize

clear audio and lighting, keeping responses to approximately one minute. The Canva template unified the visual identity of the project, providing designated spaces for participant names, the specific questions being answered, and subtitles. Furthermore, strict ethical guidelines were followed, ensuring that signed consent forms were collected for all participants prior to production and publication.

Quantitative targets and participation

The project established clear quantitative targets for this Deliverable: each of the six implementing countries (Greece, Portugal, Poland, Serbia, Italy, and Cyprus) was required to produce 4 vlog publications. Furthermore, the production process required the active involvement of at least 5 young participants per implementing country. This yielded a consortium-wide total of 24 vlog publications featuring the voices of more than 30 youths.

Publication and future utilization

To maximize accessibility and cross-cultural impact, the videos incorporate both English and the respective local languages. The vlogs are hosted in a dedicated space on the official project website (chooselife-project.eu/resources/), organized interactively by the specific questions answered. The videos have been successfully published on the platform in multiple rounds.

Looking ahead, these vlogs will be publicly screened during the final national showcase events in each implementing country. This screening will highlight the creativity and commitment of the young participants, capturing their experiences in a visually appealing and direct manner, and further amplifying the project's core awareness messages to the broader community.

The final multilingual video outputs (incorporating both English and local languages) have been successfully published and are fully accessible for interactive viewing at chooselife-project.eu/resources/

2. Introduction

Deliverable D5.2 "Vlogs" is a key output of Work Package 5 (Communication & youth health literacy) of the Choose-life project. The overarching objective of this work package is to raise community awareness about evidence-based prevention methods for youth drug-related risky behaviors, promote healthy leisure activities, and emphasize the need for strong, youth-centered social welfare policies.

Traditional awareness campaigns often rely on top-down communication from adults to youth. The Choose-life project utilizes an innovative, participatory approach by positioning the youth as the primary communicators. Conceived as an online digital storytelling initiative, these vlogs serve as a direct communication channel for the members of the Youth-Choose Council (YCC) and other young participants who completed the "Choose-life" training program.

To structure this storytelling process and ensure the narratives remained focused on the project's core objectives, the youth were asked to respond to four specific prompts:

1. **Personal experience & growth:** "What was the most powerful moment or the most important lesson you took away from your participation in the 'Choose-life' activities, and how did it affect the way you see yourself?"
2. **The core awareness message:** "If you could speak directly to a peer who is going through a hard time or feeling pressured, what message would you send them regarding mental health and avoiding addictions?"
3. **Social inclusion and participation:** "What is it like collaborating with other young people and making your voice heard through the Youth-Choose Council (YCC)? What does it mean to you to actively participate in such a group?"
4. **Looking to the future & taking action:** "Now that this training cycle is coming to an end, how do you plan to use what you've learned in your daily life, at your school, or in your neighborhood?"

3. Methodology and implementation process

To ensure the vlogs maintained high technical quality and a cohesive visual identity across the six implementing countries, the consortium deployed a standardized production methodology. Partner organizations were responsible for providing continuous support to the young people throughout this creation process.

3.1. Technical guidelines

The youth participants were provided with a specific set of "Video Shooting Guidelines" to assist them in capturing high-quality footage. The instructions required creators to:

- Record in landscape (horizontal) mode.
- Keep the camera or phone stable by utilizing a tripod or a fixed surface.
- Use good lighting and avoid strong backlight.
- Record in a quiet environment to ensure clear audio.
- Keep the speaker's face well-centered and visible.
- Ensure the video is in high resolution and keep the duration to approximately one minute.

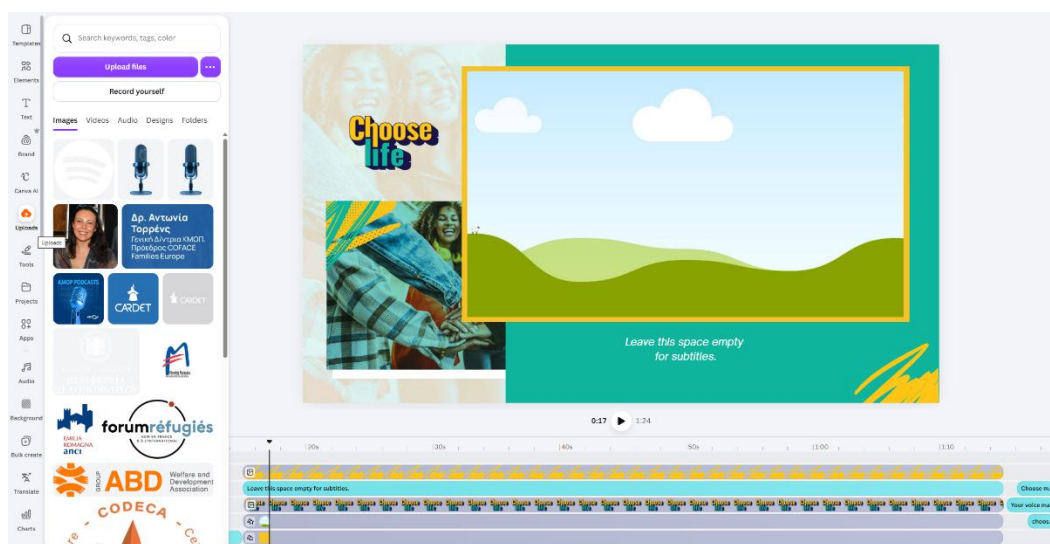
3.2. Visual Identity and subtitling

To unify the final outputs across the consortium, a custom Canva video template was created and distributed to all partners. The standardized workflow required partners to:

1. Open the provided Canva template link and generate a new design.
2. Replace placeholder text with the participants' actual names and the specific question being answered.
3. Upload the recorded video into the designated video placeholder, ensuring the video did not loop unexpectedly or cut off prematurely.

4. Generate a shareable link with "Anyone with the link" access for final submission to the WP5 lead.

To guarantee accessibility and maximize cross-cultural exchange across the European network, the videos were required to feature both English and the respective local languages. Partners utilized the designated spaces in the Canva template to insert English subtitles (or local language subtitles if the youth chose to speak in English).



3.3. Ethical Compliance and Consent

Before any recording or publication took place, partner organizations were explicitly instructed to distribute and collect signed Consent Forms from all participants, ensuring full compliance with data protection and child protection standards.

4. Quantitative results and project integration

4.1. Quantitative targets

The Choose-Life project established clear quantitative targets to ensure equal representation and substantial youth involvement across the consortium. According to the project parameters, each of the six implementing countries (Greece, Portugal, Poland, Serbia, Italy, and Cyprus) was required to produce 4 vlog publications. Furthermore, the production process required the active involvement of at least 5 young participants per implementing country.

The consortium successfully met these targets, yielding a total of 24 vlog publications featuring the voices and reflections of more than 30 young participants.

4.2. Integration with wider project activities

The Vlog Initiative (Task T5.2.3) was strategically integrated with other core project activities to incentivize youth engagement. Specifically, active contribution to the awareness-raising campaign through the creation of these vlogs served as a primary selection criterion for young participants to attend the International Youth Camp (IYC) hosted in Poland (Task T3.5).

By linking the digital storytelling effort to international mobility opportunities, the project successfully motivated high-risk youths and participants from socio-economically disadvantaged backgrounds to share their voices on a European platform.

5. Dissemination and sustainability

5.1. Website integration and interactive layout

To maximize accessibility and ensure cross-cultural impact, the finalized videos incorporate both English and the respective local languages. The vlogs are publicly hosted in a dedicated section on the official project website (chooselife-project.eu/resources/). To accommodate the

consortium's production schedule, the videos have been successfully published on the platform in multiple upload rounds.

The webpage is designed to be highly interactive and user-friendly. Visitors are greeted with an introductory text inviting them to *"Dive into the inspiring, unfiltered stories of our Youth-Choose Council (YCC) members and young participants from across Europe..."* and to discover how this generation is taking action to build healthier communities.

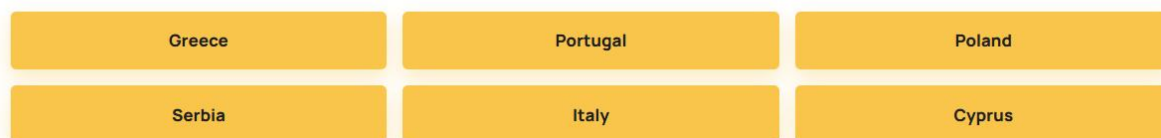
Rather than a simple list of videos, the layout is organized by the four thematic prompts. Under each displayed question (e.g., *"What was the most powerful moment or the most important lesson you took away..."*), users are presented with interactive buttons corresponding to the six implementing countries (Greece, Portugal, Poland, Serbia, Italy, Cyprus). Clicking these buttons allows viewers to easily navigate and compare the diverse, cross-border perspectives of the participating youth.

4. Vlogs

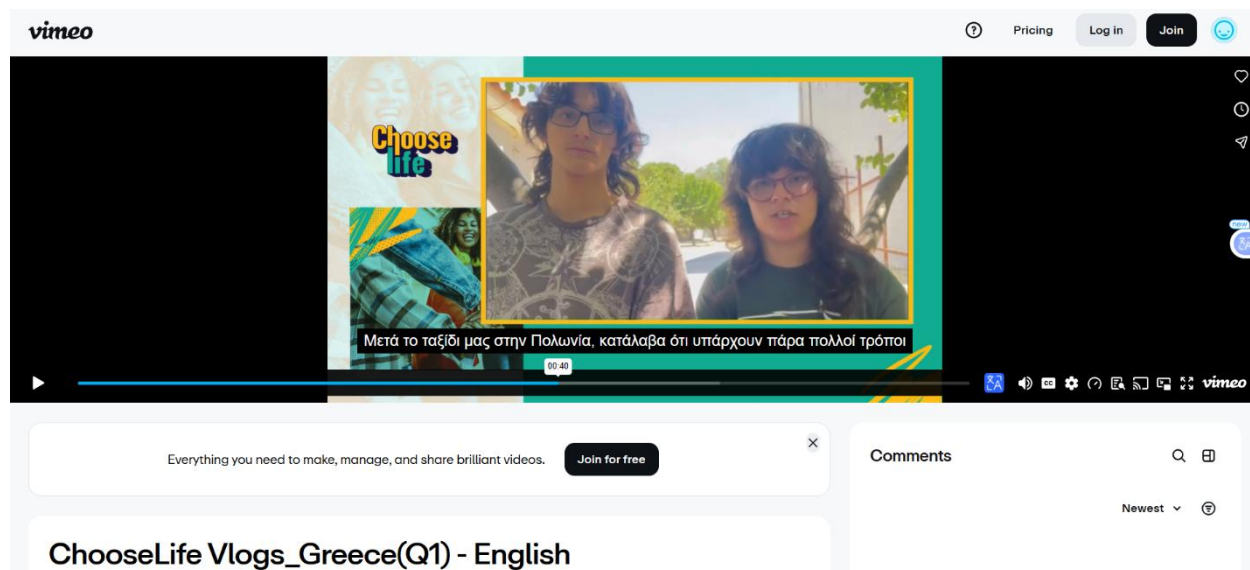
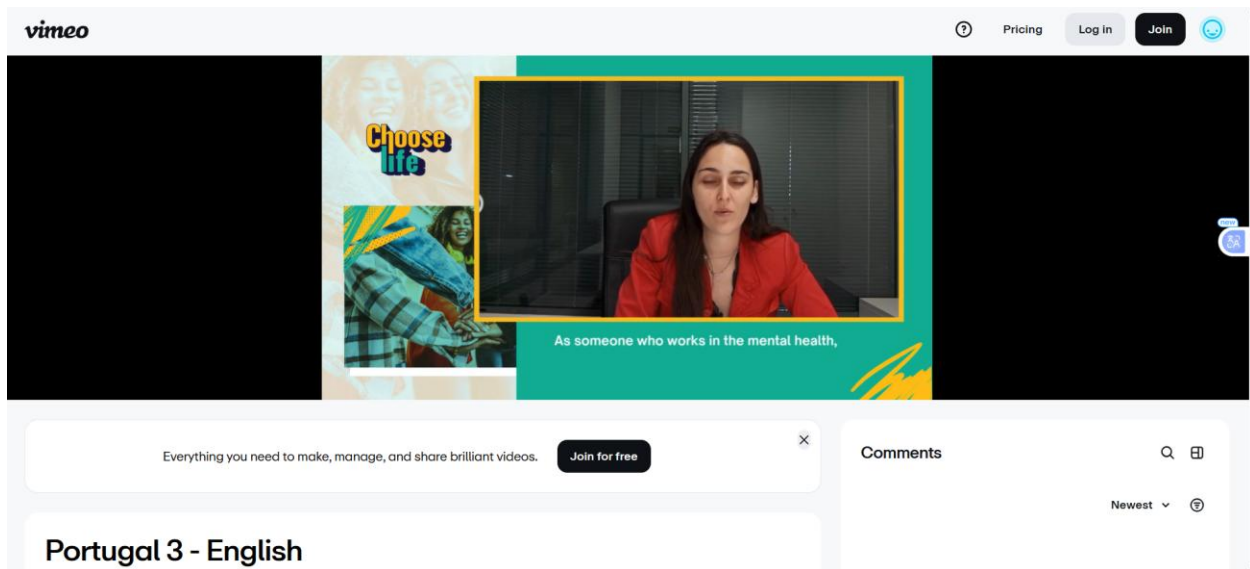
Welcome to the Choose-life Youth Vlogs!

Dive into the inspiring, unfiltered stories of our Youth-Choose Council (YCC) members and young participants from across Europe. Through this digital storytelling series, you will hear directly from the youth about their personal journeys through the Choose-life training program. Explore their firsthand experiences with personal growth, navigating peer pressure, championing mental health, and the power of active community participation. Press play to discover the lessons they have learned and see how this generation is taking bold action to build healthier, more inclusive communities!

WHAT WAS THE MOST POWERFUL MOMENT OR THE MOST IMPORTANT LESSON YOU TOOK AWAY FROM YOUR PARTICIPATION IN THE 'CHOOSE-LIFE' ACTIVITIES, AND HOW DID IT AFFECT THE WAY YOU SEE YOURSELF?



Direct access to the vlogs: You can watch, explore, and interact with the complete collection of multilingual youth vlogs (available in English, Greek, Portuguese, Polish, Serbian, and Italian) directly at the official project platform: chooselife-project.eu/resources/



5.2. Dissemination: Final National Showcases

While the vlogs currently serve as a core online asset for the project's awareness campaign, their utilization extends beyond the digital sphere. Looking ahead, these digital stories will be publicly screened during the final national showcase events (Task T5.4) organized in each implementing country.

These live public screenings will serve multiple purposes:

- Highlighting the creativity, hard work, and commitment of the young participants.
- Capturing and conveying the youth experience in a visually appealing and direct manner.
- Amplifying the project's core awareness messages regarding mental health and substance (ab)use prevention to a broader community audience, including peers, educators, parents, and local policymakers.

6. Conclusion

Deliverable D5.2 "Vlogs" has been successfully achieved, fulfilling both its quantitative and qualitative objectives. By leveraging an innovative digital storytelling approach, the project empowered over 30 young participants across six European countries to become active advocates for mental health and substance (ab)use prevention. The standardized methodology ensured the production of 24 high-quality, multilingual videos that maintain a cohesive visual identity while respecting strict ethical guidelines.

Currently hosted on the project's interactive web platform, these vlogs will continue to generate impact as they are screened at the upcoming national showcase events. Ultimately, this deliverable successfully bridges the gap between youth empowerment and community awareness, proving that when equipped with the right tools and platforms, young people are highly effective communicators of positive, health-oriented messages.

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