

THE PEER2PEER PROJECT YOUTUBE CHANNEL

Created on **March 11, 2020**, this channel houses video projects developed by the Peer2Peer team. We work to **develop, implement, and evaluate** support interventions that would be valuable and effective for **peers/experiential workers working in overdose response settings.**

- 1 #PEERLIFE**
 #PEERLIFE - A DAY IN THE LIFE OF A PEER (LONG)
 #PEERLIFE - A DAY IN THE LIFE OF A PEER (SHORT)
 'PEERS' BY KAT AND TRACY

APRIL 21, 2020
 MARCH 11, 2020
 MARCH 11, 2020
- 2 EXPERIENTIAL WORKER TRAINING**
 HOW TO USE A PULSE OXIMETER
 HOW TO RESPOND TO AN OVERDOSE DURING COVID-19
 HOW TO USE AND DISPOSE OF PPE DURING COVID-19
 HOW TO PLACE SOMEONE IN RECOVERY POSITION
 HARM REDUCTION AND OVERDOSE RESPONSE DURING COVID-19

JUNE 30, 2020
 JUNE 30, 2020
 JUNE 30, 2020
 JUNE 30, 2020
 JULY 6, 2020
- 3 COMPASSIONATE ACTION VIDEO SERIES**
 INEQUITY FACED BY PEERS/EXPERIENTIAL WORKERS IN THE WORKPLACE.
 HIERARCHIES OF ACCEPTABLE SUBSTANCES AND MODES OF INGESTION
 PEOPLE WHO USE SUBSTANCES AND EMPLOYMENT
 PEOPLE WHO USE SUBSTANCES AND HEALTHCARE
 PEER WORKERS' INTERACTIONS WITH OTHER PROFESSIONALS

AUGUST 13, 2020
 AUGUST 13, 2020
 AUGUST 13, 2020
 AUGUST 13, 2020
 AUGUST 13, 2020



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ABOUT PEER2PEER

THE PEER2PEER PROJECT (RESEARCH REELS)
ROSE: A PEER-DEVELOPED MODEL FOR SUPPORTING EXPERIENTIAL WORKERS
IN OVERDOSE RESPONSE SETTINGS

MARCH 11, 2020

NOVEMBER 4, 2020

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PEER WORKER TRAINING

DRUG USE AND MENTAL HEALTH: COMORBIDITY EXPLAINED
CONFLICT RESOLUTION FOR PEER WORKERS USING THE CALM DIALOGUE
COMMUNICATING WITH AUTHORITY AT THE SCENE OF AN OVERDOSE
AN EXAMPLE OF INEFFECTIVE COMMUNICATION AS A PEER WORKER
WHAT IS ANXIETY: A GUIDE FOR PEER WORKERS
CONFLICT RESOLUTION TIPS FOR PEER WORKERS
INAPPROPRIATE BEHAVIOUR IN THE WORKPLACE FOR PEERS

JUNE 21, 2021

JUNE 21, 2021

JUNE 21, 2021

JUNE 21, 2021

JUNE 22, 2021

JULY 19, 2021

JULY 19, 2021

TOTAL: 22 VIDEOS

ANALYTICS

57.1%

of views come from websites/apps that embed our videos

10.1%

of views come from directly entering URL

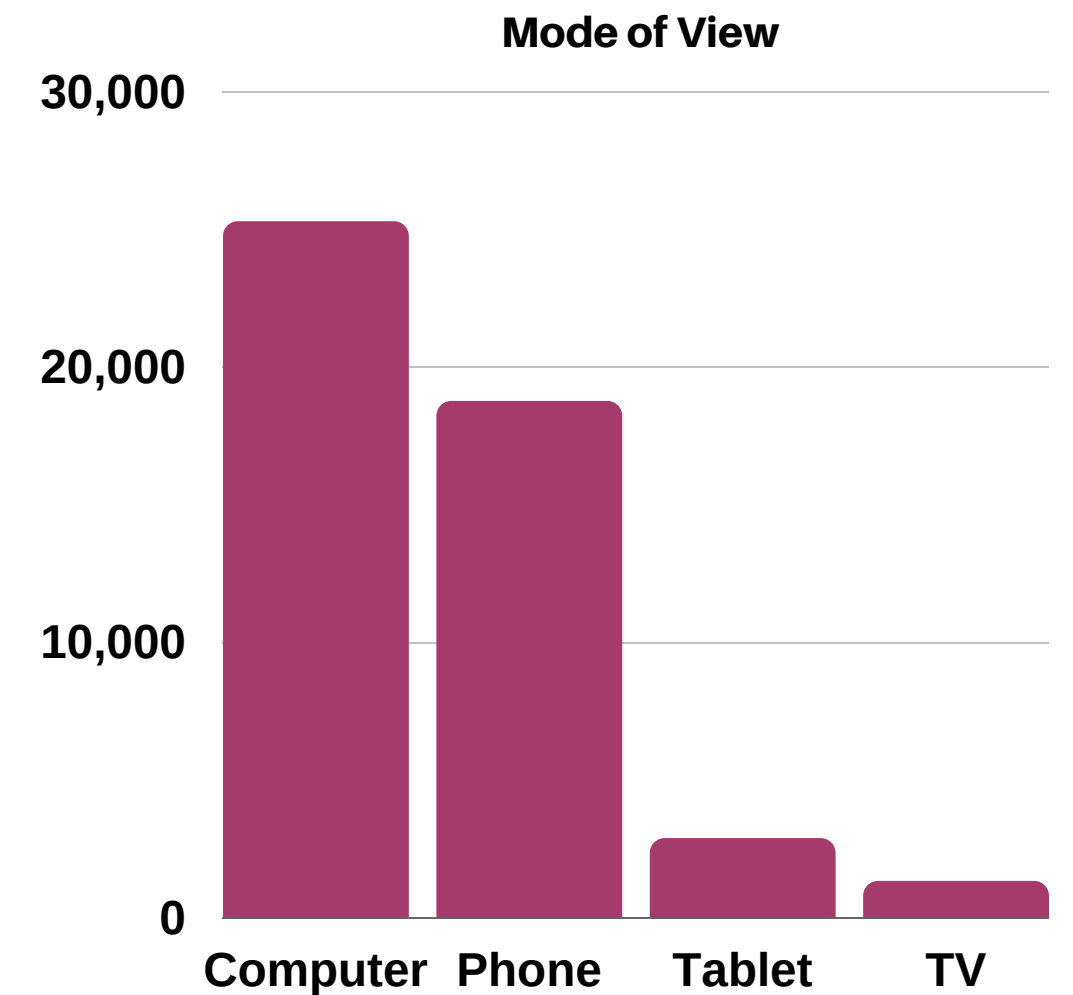
22%

of views come from YouTube searching

48.7K TOTAL VIDEO VIEWS 
1.4K HRS WATCH TIME 

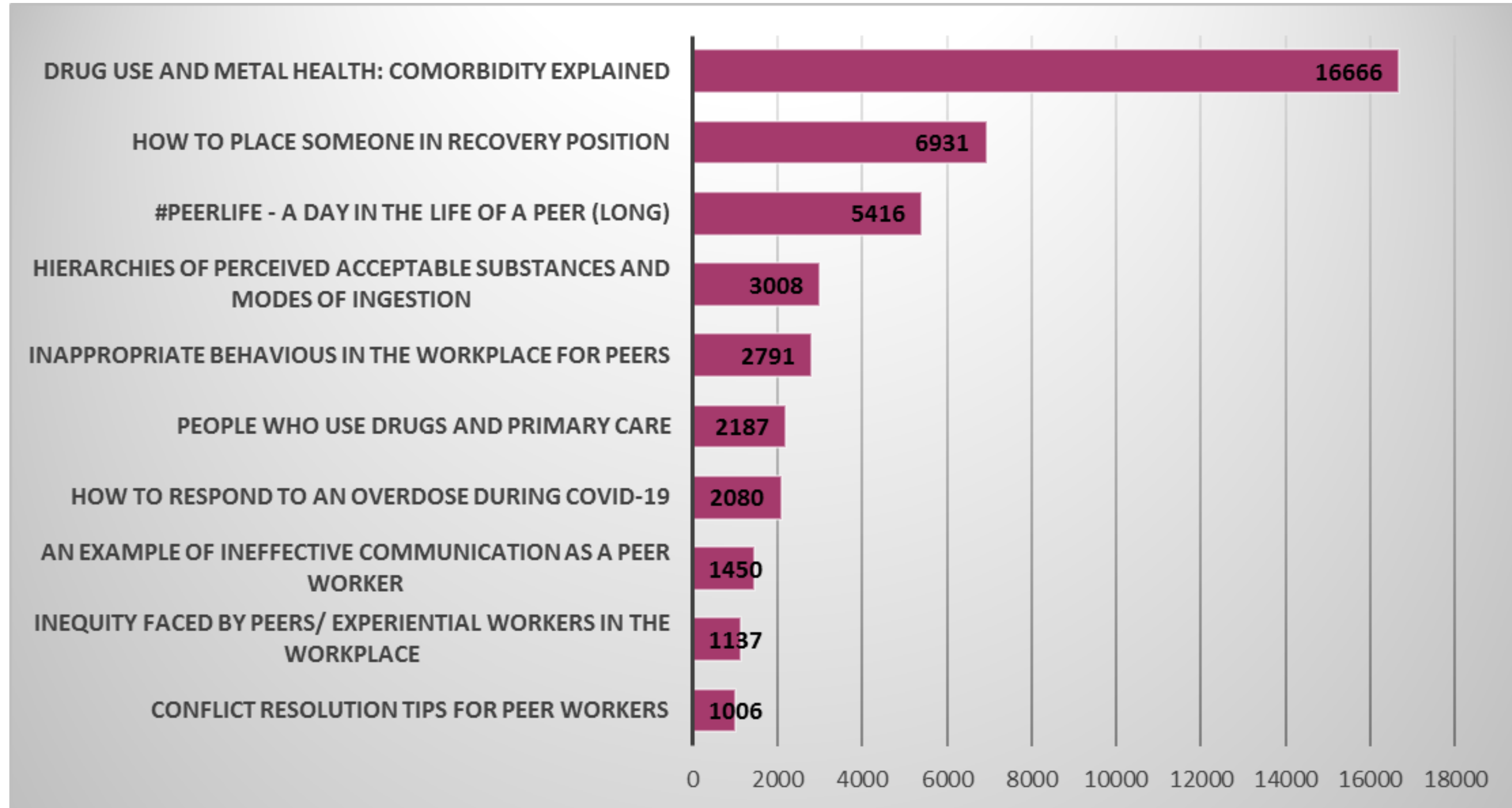
388,573 IMPRESSIONS 
HOW MANY TIMES OUR VIDEO THUMBNAILS WERE SHOWN TO VIEWERS (1) ON WATCH PAGES, (2) ON CHANNEL PAGES, AND (3) VIEWERS DIRECTLY SEARCHING FOR OUR CONTENT.

1104 TOTAL VIDEO SOCIAL MEDIA SHARES 



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DISTRIBUTION OF TOTAL VIEWS



#PEERLIFE SCREENINGS

SHARING STORIES, HEALTH INNOVATION & PUBLIC POLICY CONFERENCE IN SASKATOON, SK.

MARCH 11, 2020 - 200+ ATTENDEES (SHORT VERSION)

CHALLENGING STIGMA IN MENTAL HEALTH AND SUBSTANCE USE

MARCH 13, 2020 - 280 ATTENDEES (LONG VERSION)

BCCDC HARM REDUCTION TEAM MEETING

MARCH 10, 2020 - 15 ATTENDEES (LONG VERSION)

BCCDC CLINICAL PREVENTION SERVICES MUNCH AND LEARN

MAY 21, 2020 - 15 ATTENDEES (LONG VERSION)

MAPLE RIDGE COMMUNITY ACTION TEAM (CAT) MEETING

MARCH 13, 2020 - 30 ATTENDEES (LONG VERSION)

KEYNOTE - MOYO HEALTH & COMMUNITY SERVICES PEER-WORK FORUM

SEPTEMBER 28, 2020 - 28 ATTENDEES (SHORT VERSION)

US TRANSFORMING OUR COMMUNITIES, UNIVERSITY OF WASHINGTON. PEER 2 PEER: MOVING FROM PARTICIPANT TO PARTNERSHIP IN RESEARCH AND PRACTICE.

OCTOBER 1, 2020 - 80 ATTENDEES (LONG VERSION)

BC RESEARCH ETHICS VIRTUAL SYMPOSIUM: "COLLIDING PUBLIC HEALTH EMERGENCIES; THE ROLE OF PEOPLE WITH LIVED EXPERIENCE AS EXPERTS AND RESEARCHERS"

OCTOBER 21, 2020 - 147 ATTENDEES (SHORT VERSION)

SIXTH INTERNATIONAL CONFERENCE ON LAW ENFORCEMENT AND PUBLIC HEALTH

MARCH 24, 2021 - 25 ATTENDEES (SHORT VERSION)

BC CO/LAB WEBINAR: "STIGMA FACED BY PEER WORKERS IN OVERDOSE RESPONSE SETTINGS"

MAY 28, 2021 - 40 ATTENDEES (SHORT VERSION)

TOTAL NUMBER OF EVENTS: 10
TOTAL NUMBER OF OFFLINE VIEWERS: 860