A mentor helps youth see that a dream can become a reality.

7
USING THE WEB TO DEVELOP MENTORING PROGRAMS

"If you take the way the internet is changing month by month, if somebody can predict what's going to happen three months from now, nine months from now even today my hat's off to them, I think we've got a phenomena here that is moving so rapidly that nobody knows exactly where it will go."

Bill Gates, Founder of Microsoft

Purpose

The purpose of this chapter is to provide an overview on how to use the World Wide Web to access information to support mentoring programs in substance abuse and mental health careers.

Introduction

The Web can help you obtain information on resources to support your mentoring program. It can also provide you with information on important linkages useful for identification of potential mentors and mentoring sites. More importantly, you can use the Web to disseminate information about your mentoring program.

The World Wide Web is a useful tool for developing a mentoring program. The Web is a system of millions of computers linked together across the globe. Each computer stores electronic files, known as Web pages that can be accessed from computers, some phones and even television. The Web provides information including text, full color graphics, photos, sounds and video.

The Web is a client-server system. The Web browser software is the client; the remote computer that stores the data is the server. For example, when exploring the ASPIRA Web site http://www.aspira.org, the computer requests the web page from a server located in Washington, DC. The ASPIRA Web server sends the data requested over the internet to the local computer. The local computer Web browser interprets the data and displays it. The ASPIRA Web site also has links (bookmarks) to Web sites of other organizations.

On the Web, the user navigates through pages of information based on one's interests. This is commonly known as browsing or surfing the net.

To access the Web software, you need a web browser, such as Netscape Navigator or Microsoft Internet Explorer.

Web Browsers[1]

A browser is a piece of computer software that allows an internet user to search for information on the World Wide Web. Although many different browsers are available, Microsoft Internet Explorer and Netscape Navigator are currently the two most popular and readily available. Both browsers can be downloaded for free from each company's website:

- Explorer http://www.microsoft.com/
- Navigator http://home.netscape.com/

Harnessing the Browser

Browsers are loaded with many features. Fortunately, the basics can be learned in just a few minutes. Double-clicking on the internet icon such as Netscape or Explorer on your computer launches the Web browser. Immediately, a pre-defined Web page appears. Both Navigator and Explorer have a small picture in the upper right hand corner of the browser. When this image is animated, it means that the browser software is accessing data from a remote computer. The server can be located across

---

[1]Please note that there are slight differences between the Windows and Macintosh versions.

Using the Web to Develop Mentoring Programs

town or on another continent. The browser downloads the remote files to the computer, and then displays them on the screen. The speed of this process depends on a number of factors:

- Modem speed

- The internet service provider's modem speed

- The amount of traffic on the internet

For the most up-to-date information about the browsers and a complete tutorial, check out the online handbook under the "Help" menu of the respective software companies.

Anatomy of a Web Page

The home page is the starting point of a Web site. Like the table of contents of a book or magazine, the home page provides an overview of what one will find on the Web site. A Web site can have many pages or a few depending on how it is designed.

Web pages vary wildly in their design and content, but most use a traditional magazine format. At the top of the page is a masthead or banner graphic. Then there is a list of items, such as articles, often with a brief description. The items in the list are usually "hot", meaning they are linked to other pages in the same Web site and to other Web sites. Sometimes these links are highlighted words in the body of the text or are arranged in a list, just like an index. They can also be a combination of both.

Text links appear in a different color from the rest of the text — usually blue and underlined. When you move the cursor over the link, double-click the left button on the mouse. You will be connected to this link.

Searching The Web

With over 320 million web pages currently online, it is easy to spend a lifetime surfing the World Wide Web.

Where does one start? Searching the internet requires time, patience and skill. Fortunately, a number of free on-line resources are available for assistance.

Other commonly used browsers include:

- AskJeeves.com   - Google.com

- Bigfoot.com   - Mamma.com

- Dogpile.com   - Search.com

- Go.com

Search engines are tools that help the user in this process. There are two categories of search engines—directories and indexes. Directories, such as *Yahoo.com*, are good at identifying general information. They group Web sites together under similar categories, such as: internet tutorials, substance abuse and alcoholism. The results of the search will be a list of Web sites related to the subject area.

Indexes, such as *Altavista* and *Lycos* should be used when seeking more specific information—such as cultural competency in medical treatment. These Web indexes can search all the contents of a Web site. They search the net, analyzing millions of Web pages and newsgroup postings and indexing all of the words.

Search results are usually ranked in order of relevancy—the number of times the search terms you used appear in a document, or how closely the document appears to match a concept you have entered. This is a much more thorough way to conduct a search of the Web. It is important to note that each one will provide the user with different information—even if they use the same "search topic". Nearly all search engines will let you choose items in Spanish.

The most popular search engines available on the World Wide Web are listed below:

- AltaVista.com
- Aol.com
- Excite.com
- Hotbot.com
- InfoSeek.com
- Lycos.com
- WebCrawler.com
- Yahoo.com

Caution: It should be pointed out that Web addresses are subject to change without notice.

AltaVista—http://www.altavista.digital.com Creates complete indexes of every word on every Web page it encounters, allowing for highly targeted searches. AltaVista searches by keywords that it derives from the text of a Web page. It indexes millions of Web pages and articles from Usenet newsgroups.

America Online—http://www.aol.com Although technically not a browser, America Online (AOL) is a multifaceted service company that supplies its subscribers with access to the internet and electronic mail (email) services. Other features of AOL include chat rooms that allow users to exchange live messages on various topics; electronic versions of popular newspapers and periodicals; software libraries from which users can download sound clips, games, programs and online shopping.

Excite—http://www.excite.com Features a "confidence rating" or a percentage rating that is given to each of the results it returns. A higher percentage indicates a closer match to your original query. In addition, Excite provides the option to view more documents similar to those described in that particular result. Channels are another feature of Excite. These are groupings of Web sites according to categories, such as: news, sports and shopping.

HotBot—http://www.hotbot.com Performs fast and powerful keyword searches of Web sites and newsgroups. Search results are ranked according to a confidence rating.

InfoSeek—http://infoseek.go.com Searches by keywords, scanning the information in its database. With InfoSeek, you can search a variety of databases, including the Web, Usenet and E-mail addresses. InfoSeek gives a score to your search results and returns the "best" matches to your query. It also groups Web sites into categories, similar to Excite.

Lycos—http://lycos.com is a Web-indexing robot. This means Lycos software robots actually go out and travel the net every day looking for new web sites. It searches by keywords, assigning a percentage rating for relevancy of each search return. Lycos also offers channels grouped by categories. An interesting feature of this search engine is the ability to locate pictures and sounds on the Web.

WebCrawler—http://www.webcrawler.com Searches for documents within a Web site that match your search terms, not just Web sites as a whole. WebCrawler searches the contents of pages within a site for a match with the search terms entered, even if the site itself is unrelated to the topic area. It builds a complete index and sorts the documents it finds according to how closely they match the search terms.

Yahoo!—http://www.yahoo.com is one of the most popular directories and is a good starting point. It can be searched by subject or like the other search engines, one can specify a search term. Yahoo! works well when searching for general information on a subject. However, when searching for something specific or the most recent Web sites, Yahoo may not easily find them.

Conclusion

The World Wide Web can serve as a tremendous resource for finding information on developing a mentoring program. The Web provides information on programs, funders, community organizations and resources, such as articles and books. You can also disseminate information about your program by developing a Web page. In the tools section we provide a list of Web sites that can be explored regarding mentoring programs and substance abuse and mental health careers.

They are categorized under four major groupings:

- *Tool 7-1. Using the Web to Develop Mentoring Programs (p.158)*

- *Tool 7-2. Mentoring Web sites (pp. 159-161)*

- *Tool 7-3. Hispanic-Serving Organizations (pp. 162)*

- *Tool 7-4. Substance Abuse and Mental Health Web sites (pp. 163-167)*

Tools

7.1

7.2

7.3

7.4

TOOL 7–1. USING THE WEB TO DEVELOP MENTORING PROGRAMS

Perhaps the best source for finding out information on mentoring programs is the World Wide Web (www). Known as the Web, it provides information including text, full color graphics, photos, sounds and video. It also provides valuable information on important linkages to other mentoring sites.

Web servers send information requested over the internet to a local computer. The local computer Web browser interprets the data and displays it. On the Web, the user navigates through pages of information based on interest. To access the Web, web browsers such as *Netscape Navigator*™ or *Microsoft Internet Explorer*™ are needed.

Explorer http://www.microsoft.com

Navigator http://home.netscape.com

With over 320 million web pages currently online, it is easy to spend a lifetime surfing the World Wide Web. Some search engines are also now being created in Spanish, such as: *Ask Jeeves in Spanish* and *Ciber Centro.* Listed below are the most popular search engines:

- AltaVista.com
- AskJeeves.com
- Bigfoot.com
- Dogpile.com
- Excite.com
- Go.com
- Google.com

- HotBot.com
- InfoSeek.com
- Lycos.com
- Mamma.com
- WebCrawler.com
- Yahoo.com

TOOL 7–2.   MENTORING WEB SITES

Organization: America's Promise
Address: http://www.americaspromise.org
Description: Motivates Americans to pursue relationships with youth as mentors, tutors and coaches. Based on fulfilling "five promises" for young people, they help youth build character, competence, create safe places where youth can get together on non-school hours and offer opportunities for to give back through community service.

Organization: American Psychological Association
Address: http://www.apa.org
Description: Advocates for the advancement of psychology as a science, as a profession and as a tool in promoting human welfare.

Organization: Big Brothers Big Sisters of America
Address: http://www.bbbsa.org
Description: Provides caring adult volunteers with opportunities to mentor youth with programs throughout the U.S.

Organization: Corporation for National Service
Address: http://www.cns.gov
Description: Provides links to Americorps and other national service organizations.

Organization: International Mentoring Association
Address: http://www.wmich.edu/conferences/mentoring/
Description: Provides information on innovative mentoring practices.

Organization: International Telementor Center
Address: http://www.telementor.org
Description: Highlights successful online mentoring programs.

Organization: Mother Lode Big Brothers Big Sisters
Address: http://www.innercite.com/~bgbrosis
Description: Mentors children from single-parent homes.

Organization: The National Alliance for Hispanic Health
Address: http://www.hispanichealth.org
Description: Improves the health and well-being of Hispanics in the United States via education, seminars, etc.

Organization: Peer Resources – The Mentorship Directory
Address: www.peer.ca/mentor.html
Description: Serves as an information source on the art of mentoring.

TOOL 7–3.   HISPANIC-SERVING ORGANIZATIONS

Organization: ASPIRA Association, Inc.
Address: http://www.aspira.org
Description: Works on behalf of Hispanic youth and parents promoting education, leadership development and advocacy.

Organization: Cuban American National Council
Address: http://www.cnc.org
Description: **Works on behalf of Cuban citizens and refugees to improve human services, education** and affordable housing.

Organization: Dialogue on Diversity
Address: http://www.dialogueondiversity.org
Description: Targets entrepreneurship as the key to progress for women to better their economic and social conditions in the U.S. and globally.

Organization: Hispanic Association of Colleges and Universities
Address: http://www.hacu.com
Description: Improves access to and the quality of post-secondary educational opportunities for Hispanic students.

Organization: Hispanic Employment Program
Address: http://www.hepm.org
Description: Provides specific attention on the needs of Hispanic Americans in all areas of federal employment.

Organization: Hispanics in Philanthrophy
Address: http://www.hiponline.org
Description: Advocates for increased philanthrophic support of Hispanic communities and greater representation of Hispanics on boards and staff of foundations.

Organization: Hispanic Federation
Address: http://www. hispanicfederation.org
Description: Builds and strengthens community-based organizations which provide Latinos with a host of services,including: healthcare, economic development, job training, AIDS prevention, youth services, leadership development and housing.

TOOL 7-3.   CONTINUED...HISPANIC-SERVING ORGANIZATIONS

Organization Hispanic Radio Network
Address: http://www.hrn.org
Description: Informs Hispanics about health, environment, education, social justice, information and resources.

Organization; (LULAC) The League of United Latin American Citizens
Address: http://www.lulac.org
Description: Advances the economic condition, educational attainment, political influence, health and civil rights of the Hispanic population in the U.S.

Organization: (MALDEF) Mexican American Legal Defense and Educational Fund
Address: http://www.maldef.org
Description: Protects and promotes the civil rights of the more than 29 million Latinos living in the United States.

Organization: MANA, A National Latina Organization
Address: http://www.hermana.org
Description: Works towards the empowerment of Latinas of all ages.

Organization: The Mexican and American Solidarity Foundation Fundacion Solidaridad Mexicano Americana
Address: http://www.laneta.apc.org/fsma/
Description: Helps foster and strengthen cultural, educational and economic ties uniting Mexico and Mexican Americans and other Latinos in the United States.

Organization: National Council of La Raza
Address: http://www.NCLR.org
Description: Reduces poverty and discrimination, and improves life opportunities for Hispanic Americans.

Organization: National Hispanic Council on Aging
Address: http://www.nhcoa.org/
Description: Improves the quality of life for Latino elderly, families and communities through advocacy, capacity and institution building.

Organization: (NHMA) National Hispanic Medical Association
Address: http://home.earthlink.net/~nhma/
Description: Provides policymakers and healthcare providers with information and support to strengthen health service delivery to Hispanic communities.

TOOL 7-3.   CONTINUED...HISPANIC-SERVING ORGANIZATIONS

Organization: National Latino Children's Institute
Address: http://www.nlci.org
Description: Focuses on promoting and implementing programs for children.

Organization: National Latino Council on Alcohol and Tobacco Prevention
Address: http://www.nlcatp.org/
Description: Promotes services dedicated to reducing the harm caused by alcohol and tobacco in the Latino community.

Organization: National Puerto Rican Coalition, Inc.
Address: http://www.bateylink.org
Description: Strengthens and enhances the social, political and economic well-being of Puerto Ricans throughout the United States and in Puerto Rico.

Organization: Puerto Rican Legal Defense and Education Fund
Address: http://www.igc.org
Description: Promotes and protects the civil and human rights of the Puerto Rican and Latino community.

Organization: SER-Jobs for Progress
Address: http://www.sernational.org/
Description: Serves low-income individuals in providing them with employment services.

Organization: Society for Advancement of Chicanos and Native Americans in Science
Address: http://www.sacnas.org
Description: Encourages Chicano/Latino and Native American students to pursue graduate education and advanced degrees necessary for research careers and teaching.

Organization: National Hispana Leadership Institute
Address: http://www.nhli.org/
Description: Helps in developing Hispanic women and girls as ethical leaders through training, professional development, relationship building , community and world activism.

TOOL 7–4.   **SUBSTANCE ABUSE AND MENTAL HEALTH WEB SITES**

Organization: Another Empty Bottle
Address: http://www.alcoholismhelp.com
Description: Provides individuals with a means to share real experiences about how alcoholism has affected a loved one and themselves.

Organization: Caron Foundation
Address: http://www.caron.org
Description: Provides rehabilitation services to adults, adolescents and their families suffering from chemical dependency and related addictions.

Organization: (CASA) Center on Addiction and Substance Abuse
Address: http://www.casacolumbia.org/home.htm
Description: Brings together all of the professional disciplines needed to study and combat all forms of substance abuse as they affect society.

Organization: Center for Disease Control Office on Smoking and Health
Address: http://www.cdc.gov/tabacco
Description: Leads Federal efforts to prevent tobacco use among youth, promotes smoking cessation and protects nonsmokers from environmental tobacco smoke.

Organization: (DHHS) The U.S. Department of Health and Human Services
(CMHS) Center for Mental Health Services
Address: http://www.mentalhealth.org
Description: Leads Federal efforts in treating mental illnesses.

Organization: (DEA) Drug Enforcement Administration
Address: http://www.usdoj.gov/dea
Description: Leads Federal efforts in enforcing the controlled substances laws and regulations of the United States.

Organization: Hazelden
Address: http://www.hazelden.org
Description: Assists in the recovery of individuals, families and communities affected by alcoholism, drug dependency and related diseases.

Organization: (ICPSR) Inter-University Consortium for Political and Social Research at the University of Michigan
Address: http://www.icpsr.umich.edu/index.html

TOOL 7–4. CONTINUED...SUBSTANCE ABUSE AND MENTAL HEALTH WEB SITES

Description: Provides access to the world's largest archive of computerized social science data, including data on substance abuse and mental health.

Organization: Join Together
Address: http://www.jointogether.org
Description: Serves as a resource center for communities working to reduce the harms associated with the use of illicit drugs, excessive alcohol and tobacco.

Organization: Mothers Against Drunk Driving (MADD)
Address: http://www.madd.org
Description: Support victims of violent crime associated with drinking and driving.

Organization: National Association of Alcoholism and Drug Abuse Counselors
Address: http://www.naadac.org
Description: Represents the interests of alcoholism and drug abuse professionals in the Nation. The NAADAC Web page contains information on current legislation, certification and membership.

Organization: National Association of State Alcohol and Drug Abuse Directors
Address: http://www.nasadad.org
Description: Supports the development of effective alcohol and other drug abuse prevention and treatment programs throughout every state in the U.S.

Organization: National Center for Tobacco-Free Kids
Address: http://tobaccofreekids.org
Description: Advocates change in public policies at Federal, state and local levels to protect children and youth from tobacco and create a healthier environment.

Organization: (NCADD) National Council on Alcoholism and Drug Dependence
Address: http://www.ncadd.org
Description: Provides education, prevention, intervention treatment and information.

Organization: National Council for Community Behavioral Healthcare
Address: http://www.nccbh.org
Description: Keeps community behavorial healthcare organizations informed about the rapid changes in behavioral healthcare.

TOOL 7–4.   CONTINUED…SUBSTANCE ABUSE AND MENTAL HEALTH WEB SITES

Organization: National Criminal Justice Reference Service Bureau of Justice Assistance Clearinghouse
Address: http://www.ncjrs.org
Description: Serves as a reference and referral service for criminal justice professionals.

Organization: National Families in Action
Address: http://www.emory.edu/NFIA
Description Provides accurate drug information to parents and young people. Outstanding features of this site include "ask the experts" and a cultural connection to other ethnic groups working in the area of substance abuse prevention.

Organization: (DHHS) The U.S. Department of Health and Human Services, (NIAAA) National Institute on Alcohol Abuse and Alcoholism
Address: http://www.niaaa.nih.gov
Description: Supports and conducts biomedical research on the causes, consequences, treatment and prevention of alcoholism and alcohol-related problems.

Organization: (NIDA) National Institute on Drug Abuse
Address: http://www.nida.nih.gov
Description: Leads Federal efforts in using research and medical technology with the power of science to attack drug abuse and addiction.

Organization: (DHHS) The U.S. Department of Health and Human Services, (NIH) National Institutes of Health
Address: http://www.nih.gov
Description: Serves as the foremost biomedical research centers and the Federal focal point for biomedical research in the United States.

Organization: (NIMH) National Institute of Mental Health
Address: http://www.nimh.nih.gov
Description: Leads Federal efforts in conducting and supporting research nationwide on mental illness and mental health, including studies of the brain, behavior and mental health services.

Organization: (NLM) National Library of Medicine
Address: http://www.nlm.nih.gov
Description: Serves as the world's largest library dealing with a single scientific/professional topic, carrying over 45 million holdings.

Organization: (DHHS) The U.S. Department of Health and Human
            Services, Office of Minority Health
Address: http://www.omhrc.gov
Description: Leads Federal efforts in improving healthcare policies
            and programs for various ethnic and racial
            populations, including: Hispanic/Latinos, American
            Indians, Alaska Natives, Asian American, Native
            Hawaiians, Pacific Islanders and Blacks/African
            Americans.

Organization: (ONDCP) Office of National Drug Control Policy
Address: http://www.whitehousedrugpolicy.gov
Description: Serves as a national clearinghouse providing
            information on drug-use trends, drug-related crime
            issues and national drug-control policy. ONDCP also
            assists in changing public attitudes about drugs and
            making drug use less acceptable and glamorous.

Organization: Recovery Network
Address: http://www. recoverynetwork.com or
            http://164.109.153.131/htdocs/index.asp
Description: Provides prevention and recovery information,
            interaction, and support concerning substance use
            and abuse, addiction to alcohol and drugs and
            behavioral and mental health problems. The network
            provides these services through a television and
            radio network, online services and a national help line.

Organization: The Robert Wood Johnson Foundation
Address: http://www.rwjf.org
Description: Serves as the nation's largest philanthropy devoted to
            health care, and has served as a leader in addressing
            tobacco use in the U.S.

Organization: (SAMHSA) National Clearinghouse for Alcohol and
            `Drug Inform ation (PREVLINE)`Prevention Online
Address: http://www.health.org
Description: Serves as a resource to the Substance Abuse and
            Mental Health Services Administration, dedicated to
            exchanging ideas and information concerning alcohol,
            tobacco and illicit drug problem prevention through
            electronic communication.

Organization: (DHHS) The U.S. Department of Health and Human
Services, (SAMHSA) Substance Abuse and Mental
Health Services Administration
Address: http://www.samhsa.gov/
Description: Leads Federal efforts to ensure that quality
substance abuse and mental health services are
available to the people who need them and that
prevention and treatment knowledge are used more
effectively in the general healthcare system.

Organization: (DHHS) Office of Minority Health Resource Center
Address: http://www.omhrc.gov
Description: Serves as a clearinghouse for improving the health of
racial and ethnic populations through the
development of effective health policies and
programs that help to eliminate disparities in health

Organization: (DHHS) Knowledge Exchange Network
Address: http://www.samhsa.gov/cmhs/cmhs.htm
Description: Part of the Center for Mental Health Services that
responds to questions from professionals and the
general public concerning information about mental
health, Federal grants, conferences, and other events.

Organization: U.S. Department of Justice
Address: http://www.usdoj.gov/kidspage
Description: Serves as a drug, alcohol and crime prevention site
that provides support to youth and families.

Organization: West ED
Address: http://www.fwl.org
Description: Provides research, development and service
dedicated to mentoring.

Organization: White House Office of National Drug
Control Policy
Address: http://www.whitehousedrugpolicy.gov
Description: Serves as a national clearinghouse that spealizes in
information on drug-use trends, drug-related crime
issues and national drug-control policy.

Using the Web to Develop Mentoring Programs