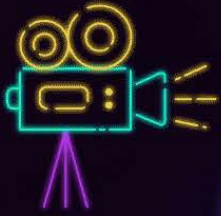






10TH ANNUAL



PSA VIDEO CONTEST

WIN CASH PRIZES!

Calling **6-12th grade** Sacramento County students to **create a Public Service Announcement video** that **highlights an issue with commercial tobacco** such as:

-  Tobacco and the environment
-  Tobacco as health equity/social justice issue
-  Tobacco-related disease
-  The Vaping Epidemic/Flavored Tobacco

Deadline

January 12, 2024



www.sacbreathe.org/PSA



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Public Service Announcement (PSA) videos are used to create messages to educate the community.

Contest winners will be announced LIVE at our 2024 Youth Fest!

How to Enter:



Pick a topic:

- **Tobacco and the Environment:** the impacts of tobacco product litter and waste
- **The Vaping Epidemic/Flavored Tobacco:** The impacts of the tobacco industry's marketing of flavors and vapes to youth in our community
- **Tobacco as a Social Justice Issue:** The impacts of the tobacco industry marketing their products specifically to different groups of people (Latinx, Black, LGBTQ+, etc.)
- **Tobacco-Related Diseases:** The diseases, illnesses, and health impacts of commercial tobacco products, including secondhand and thirdhand smoke/vape

Create a video! Make an animated or live-action PSA video with any kind of camera or your phone. PSA videos can be up to 60 seconds long!

Upload your video to YouTube or Vimeo. Make sure it's public so we can watch it!

Enter the Contest! Scan to QR code to complete the entry form. If multiple people worked on the video EACH PERSON must submit a form.

Other Details

- Do NOT use any depictions of smoking or vaping behavior (product hand to mouth, inhaling, etc)
- Do NOT use any actual tobacco products, brand, or accessories (lighters, vapes, etc.) You can use real litter to show litter.
- You can make the video in any language you're most comfortable using.

Questions? smokefreesac@gmail.com