

Breathe California's Youth Advisory Board Presents...



The 7th Annual

Anti-Tobacco PSA Video Contest

Calling all middle school and high school students in Sacramento County!

We want YOU to create a **Public Service Announcement (PSA)** about the dangers of tobacco use!

WIN GIFT CARD PRIZES!

There will be 6 winning PSA's total:

Middle School 1st, 2nd and 3rd places

High School 1st, 2nd and 3rd places

Winners will also be featured on Breathe's Youth Advisory Board Instagram account!

Winning PSA's made by teams will split the gift card amount evenly between their group.

1st place prizes: \$100

2nd place prizes: \$75

3rd place prizes: \$50

All students who participate in the contest are invited to the

2021 Breathe Youth Media Awards

in March 2021 where the winning PSA's will be announced!

To be determined if this event will take place in person or virtually

DEADLINE:
January 31st,
2021

Visit
sacbreathe.org/psa
to learn more!!!



PSA Creation and Submission Checklist - DUE 1/31/2021

TO MAKE YOUR PSA VIDEO:

- Be a middle or high school student in Sacramento County
- Decide if you will submit this video on your own or with a team of your peers
 - *If you make this video with a team, you must adhere to mask wearing and social distancing requirements at the time the PSA is filmed.*
- Pick your PSA topic area that you will research to highlight in your PSA:
 - **Tobacco and the Environment** – tobacco litter, commercial tobacco manufacturing, etc.
 - **Secondhand Smoke or Vape** – health risks of exposure, policies to reduce exposure, etc.
 - **The Vaping Epidemic and Flavored Tobacco** – the youth vaping epidemic, commercial tobacco marketing flavored products to youth, etc.
 - **Tobacco as a Health Equity and Social Justice Issue** – historical practices of the tobacco industry marketing to minorities, inequities in tobacco use rates between different groups, etc.
- Create your PSA – it can be up to **60 seconds** long - not any longer!
 - **DO NOT** depict actual tobacco products – make props
 - Make sure the PSA includes **at least one** researched fact from your topic area – save the link(s) you find facts from because they must be included in your submission email!
- Upload your PSA video to [Vimeo.com](https://vimeo.com)
- Have all team members fill out the release form found [HERE](#) or at sacbreathe.org/PSA

TO MAKE YOUR SUBMISSION:

- Team leader emails PSA@SacBreathe.org with:
 - These things in the body of the email:
 - The **link** to your video on Vimeo
 - The **title** of your PSA video
 - The **topic area** you selected above
 - Links to your sources** for tobacco facts included in the video
 - Reminder – you must include *at least* 1 fact in your PSA
 - The name of the **school** you go to
 - List of all **team members'** names, grade and emails
 - These things as attachments:
 - Signed waivers** from **ALL** team members

To be considered for winning prizes, PSA videos must:

- Present accurate facts with links provided in submission email
- NOT depict any actual tobacco products nor drugs or drug paraphernalia
- Be submitted by middle or high school students in Sacramento County

Videos that don't meet the criteria are subject to disqualification.

QUESTIONS? We would love to hear from you!

Contact:
PSA@SacBreathe.org