

THE BREATHE YOUTH ADVISORY BOARD PRESENTS...



THE 8TH ANNUAL SMOKE- AND TOBACCO-FREE PSA CONTEST

Win Gift Card Prizes!

1st Place: \$100

2nd Place: \$75

3rd Place: \$50

CALLING ALL MIDDLE SCHOOL AND HIGH SCHOOL
STUDENTS IN SACRAMENTO COUNTY!

WE WANT YOU TO CREATE A PUBLIC SERVICE
ANNOUNCEMENT (PSA) VIDEO TO RAISE
AWARENESS ON TOBACCO PRODUCTS AND THE
IMPACT THEY HAVE IN OUR COMMUNITY.



Deadline Extended!!!
Submit by Friday, March 4, 2022

What: The purpose of this contest is to raise awareness of the impact that commercial tobacco products have in our communities by making a PSA video – or Public Service Announcement video. These videos **educate the community** with facts in the form of creative, visual messages.

Who: Anyone who is **in middle school or high school that lives in Sacramento County** can participate in the contest!

When: Your video is **due to the online submission link below on FRIDAY, MARCH 4th, 2022**. There will be a free event on Thursday March 24th, 2022 at the Guild Theater in Oak Park called the Breathe Youth Media Awards! You are invited to this free event where there will be prizes, entertainment, and the announcement of the contest winners!

Here's a step-by-step guide on how to participate in the contest!

1	<p>Decide if you will make the video on your own, or with friends</p> <p>You can create your PSA video on your own, or with a group of friends! Just follow current COVID-19 rules, and if you submit with a team know that prizes will be split equally among group members.</p>
2	<p>Pick your video topic from one of these categories</p> <p>Commercial tobacco and the environment: how do the tobacco industry and tobacco product waste impact the environment?</p> <p>The vaping epidemic and flavored tobacco products: the impact of the tobacco industry's marketing of attractive flavors and electronic smoking devices to youth in our communities</p> <p>Commercial tobacco as a health equity and social justice issue: the impacts of commercial tobacco products being marketed and targeted towards different communities (Black, Latinx, LGBTQ+, etc.)</p> <p>Commercial tobacco and health/tobacco related diseases: the diseases, illnesses, and health impacts of commercial tobacco products, including the health effects of secondhand and thirdhand smoke/vape.</p>
3	<p>Research and find a fact</p> <p>Your video must include at least one fact related to the topic you select above. Include this fact in your PSA video – after all, your goal is to educate the community on the topic!</p>
4	<p>Choose your language & write your script</p> <p>Plan and prepare for your video in English, Sign Language, Spanish, Mandarin, Cantonese, Vietnamese, or any other native language that you feel most confident using to make your PSA video.</p>
5	<p>Create your PSA video</p> <p>Now you're ready to make your video! It can be animated or recorded/acted! Your video can be up to 60 seconds long – but no more than that. Your video can even be filmed on a phone!</p>
6	<p>Add captions to your video</p> <p>Use a free service to add closed captions (in the video's language) to your video: - Caption Sync, Rev.com, Happy Scribe, YouTube itself or other apps can be used for free</p>
7	<p>Upload your video online to YouTube or Vimeo</p> <p>Post your video for free to either YouTube or Vimeo. Make sure that it is public so we can watch your amazing work! You will use the link to your video in the submission process.</p>
8	<p><u>SUBMIT YOUR VIDEO! DUE – Friday March 4th, 2022</u></p> <p>Whether you worked alone or on a team – EVERY single student must fill out the online submission form. This is where you'll share your video link, your contact information, your <i>waiver signed by a parent/guardian</i>, and you'll be sent to a page to sign up for the free Breathe Youth Media Awards when you click submit!</p> <p>VISIT www.sacbreathe.org/psa TO SUBMIT! Be prepared to upload your video link and signed waiver found at the same link</p> <p>Videos will be scored by a panel of judges and the winners will be announced at the March 2022 Breathe Youth Media Awards! There will be 6 total winning videos: 1st, 2nd and 3rd place for both middle school videos and high school entries!</p>

Please follow the above guidelines and these additional rules to be considered in the contest:

- Do not include any depictions or smoking or vaping behavior (ex. bringing a product from hand to mouth and/or inhaling) in your video
- Do not include any depictions of actual tobacco product brands or other drugs/paraphernalia (ex: lighters, cigarette cartons, vapes, etc.)
- All team members must submit the online form, and all team members must submit the waiver in this online form