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 on March 25, 2021 when the winning PSA’s will be announced!

DEADLINE: January 31 2021

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

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