

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

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