

The Palm Beach Behavioral Health Awareness Coalition in partnership with School District of Palm Beach County, Florida SADD and MADD, Boy Scouts Gulfstream Council and sponsored by Hanley Foundation, Judith Carreras Scholarship, Palm Beach County Sheriff's Office, Rotary Club of Wellington and South Florida Fairgrounds

Presents

## Alcohol Prevention Video Contest "In it to Win it, Alcohol Free"

**STUDENTS IN PALM BEACH COUNTY IN GRADES K 12: Submit an underage drinking prevention video with a clear message promoting an alcohol free lifestyle for young people. Winning entry will receive a \$500 Scholarship.**

### How to Enter:

Underage drinking is a national problem that affects public health and safety. Use your unique voice to reach your peers and raise awareness about those dangers. Grab your camera, recruit your friends, and create a 30-60 second original Public Service Announcement aimed at sharing why more teens choose to be alcohol free.

### The Do's:

- Work independently on the development of your video concept and must record their Entry Video with minimal help or direction from others
- Keep the videos with a positive message of why someone should stay alcohol free.
- Try to incorporate the theme "In it to Win it, Alcohol Free."
- Include one fact (verbally or typed) about how alcohol affects youth and **cite your fact**.
- Avoid using pictures of alcohol or bottles in your video.
- Avoid using "Don't" in your messaging.
- Entry Videos may contain music that was created by you or by someone who has given you written permission to use his/her music. Participant(s) must be certain that the person giving permission to use his/her music owns the rights to that music.

### The Do Not's:

- **Do not use scary pictures or messages** (i.e. no car crashes, grim reapers, tombstones, etc.).
- **Do not use** copyright protected material (i.e., cartoon characters like Sponge Bob, Batman or copy someone else's ideas).
- **Do not use brand name products, trademark or logos** in your video (e.g., Snickers, Doritos, and Coca-Cola).
- **Do not engage in any violent, dangerous, or illegal behavior in creating an Entry Video**

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**ENTRY DEADLINE 11:59 p.m. SUNDAY, DECEMBER 15, 2019**



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## Sample Alcohol Facts

- 84% of Palm Beach County middle and high school students are alcohol-free. (2018 Florida Youth Substance Abuse Survey)
- More than 7 out of 10 students nationwide (12-17years) are alcohol free ([www.toosmarttostart.gov](http://www.toosmarttostart.gov)).
- 9 out of 10 American teens report that drinking is not worth the consequences it can cause (<http://www.dosomething.org>).
- For youth between 12 to 17 years old, 84.1%, or more than four out of five students, did not use alcohol (Office of the Surgeon General, 2017).
- Your brain develops until your mid-twenties. Alcohol affects your brain's memory, decision making, and its ability to control coordination and impulses ([www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov)).
- Drinking alcohol can cause learning and memory problems ([www.abovetheinfluence.com](http://www.abovetheinfluence.com)).
- Alcohol is the #1 misused drug in the U.S. (<http://www.brad21.org/facts.html>)
- Kids who start drinking by 15 have a 6 times greater chance of becoming addicted to alcohol when compared to those who waited till they were 21 ([www.cdc.gov](http://www.cdc.gov)).
- Alcohol blocks some messages to your brain. This changes your perceptions, emotions, movement, vision, and hearing ([www.abovetheinfluence.com](http://www.abovetheinfluence.com)).
- Underage drinking affects all areas of an athlete's life including social, physical, mental, academic, and legal ([www.americanathleticinstitute.org](http://www.americanathleticinstitute.org)).
- Alcohol is a depressant. That means it's a drug that slows down or depresses the brain ([kidshealth.org/kid/](http://kidshealth.org/kid/)).

Winners will be notified by January 31, 2020.

School Bus Media Awards Night to be determined.

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