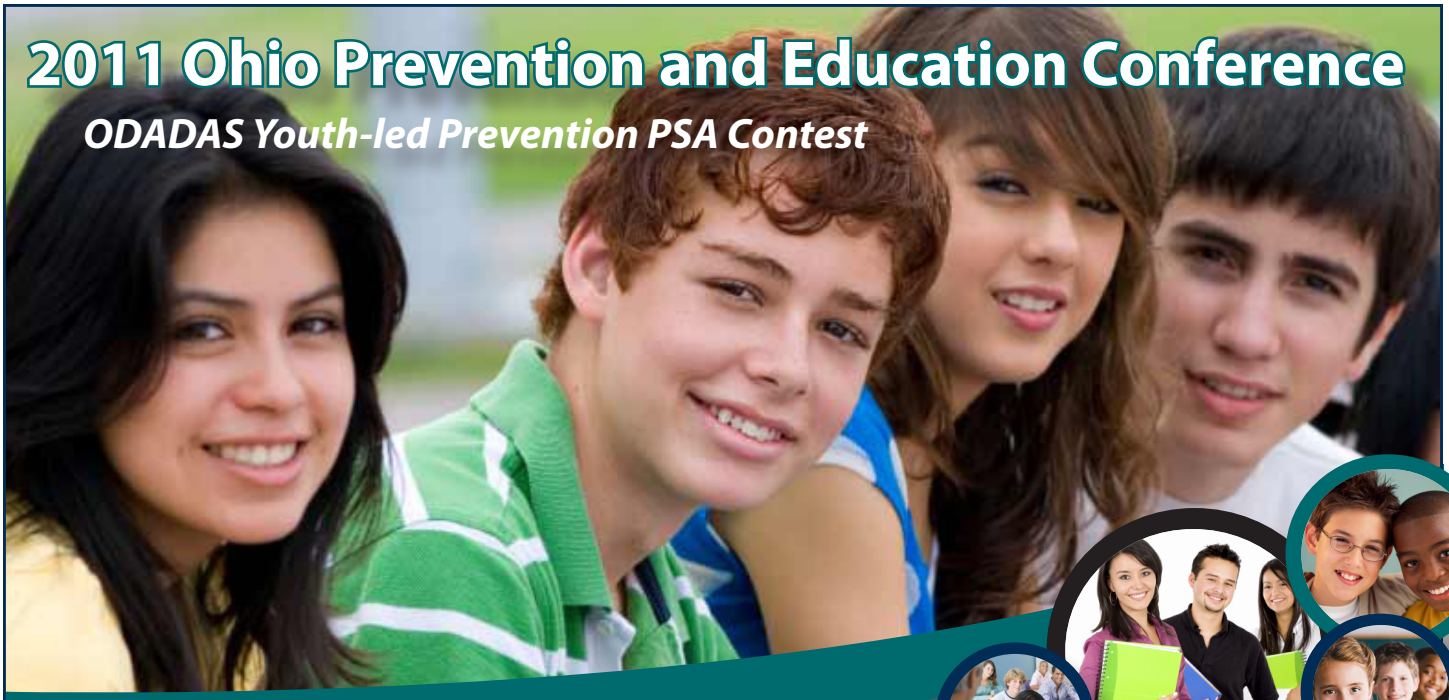
2011 Ohio Prevention and Education Conference

ODADAS Youth-led Prevention PSA Contest



Rx and OTC Drug Abuse

Calling all Ohio youth-led prevention programs ...

Do you have a mission and a message that you want your community and the entire State of Ohio to receive about prescription or over-the-counter (OTC) drug abuse prevention? If so, here is your chance to make that happen.

This year, the Ohio Department of Alcohol and Drug Addiction Services (ODADAS) is excited to announce the first-annual ODADAS PSA (public service announcement) Contest. We are looking for the best PSA created by you, the youth of Ohio, that will educate, motivate and call viewers to action.

Please complete the application on the following page. Refer to the criteria and rules to ensure that your application is complete.

Please remember all PSAs must address prescription or over-the-counter drug abuse prevention.

All applications including a YouTube link to the PSA must be received no later than **Oct. 7, 2011**.

Late and incomplete applications will not be reviewed.

Make sure to include all required materials. You will be notified by the review committee if your application has been accepted.

E-mail application and required materials to:

Valerie Connolly, ODADAS
Southwest Regional Prevention Coordinator at
vconnolly@ada.ohio.gov
(614) 466-0124

Ohio | Department of Alcohol & Drug Addiction Services

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Entry form

Program Name: _____

Individual Member's Names*: _____

_____

_____

Advisor: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Phone: _____ **E-mail:** _____

Who is your target audience? (i.e. parents, peers, physicians, pharmacists, community members, etc.):

_____

YouTube link: _____

Which of the following does your PSA do? Please choose only one:

☐ **Create awareness of problem or issue**

☐ **Shows the importance of the problem or issue**

☐ **Promotes behavior change**

Awards:

The winner will be announced and recognized at the 2011 Ohio Prevention and Education Conference (OPEC). The winner will work with the ODADAS Office of Communications to potentially have the winning PSA aired in their local market. It also will be featured on the ODADAS Web site, Facebook and YouTube pages.

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***Please attach extra sheet, along with all consent forms, if needed.**

PSA Criteria:

Each PSA addressing prescription or over-the-counter drug abuse must be an **ORIGINAL** work created by the group members.

You may only have one entry per group.

Entries will be judged on content, creativity, originality, and if the PSA created awareness, showed the importance of prescription or over-the-counter drug abuse or promoted behavior change.

Your PSA will need to focus on a single message related to prescription or over-the-counter drug abuse prevention that is simple, clear and does one of the following:

- Creates awareness of the problem or issue
- Shows the importance of the problem or issue
- Conveys simple forms of new information
- Promotes behavior change

When making your PSA, ask yourself if it meets the following objectives:

- Captures the viewers' attention
- Conveys the view that they can make a difference
- Makes every word and image count
- Uses emotions to compel the viewer
- Clearly calls the viewer to action

PSAs will be 30 to 60 seconds long, and all content must be created by youth.

PSAs will have a target audience.

All content must be appropriate. Scare tactics are **NOT** to be used.

Each application must be accompanied by a YouTube link of the PSA. All minors visible in the video must have a signed parental consent form (form enclosed).

The PSAs will be uploaded to the ODADAS Facebook page where they will be voted on by the number of people who "like" the PSA. The PSAs also will be reviewed by the OPEC Planning Committee, which includes representatives from ODADAS and the Ohio Department of Education, who will make the final determination of the winning PSA.

Rules:

1. Required application must be completed in full. All minors visible in the video must have signed consent form (form enclosed).

2. The winner grants the Ohio Department of Alcohol and Drug Addiction Services (ODADAS) all rights, title and interest, including without limitation, all copyrights and exploitation rights in any media of the entrant's winning video without payment or further consent. **ODADAS shall have unrestricted authority to reproduce, distribute and use (in whole or in part) any materials prepared by the winner.**

3. The video may not depict any trademarks or copyrighted materials, logos or brand names in the background or on costumes, equipment or props.

4. By submitting the video, the entrant represents that:
   - The video and everything depicted in the video are wholly original and do not infringe upon or otherwise violate any right of person, firm or entity;
   - He/she has all rights, licenses, permissions and consents necessary to submit the video in the contest in accordance with these terms and conditions; and
   - No person/entity other than the entrant has any right, title or arrangement to the video, including but not limited to music, publishing agreement, recording agreement, production agreement or any similar agreement.

5. By entering the contest, the entrant agrees that ODADAS may post his/her video, or any part thereof, on ODADAS-affiliated Web sites and submit it for television broadcast.

6. The entrant consents that ODADAS has the right to modify, edit and/or adapt the video as necessary, as well as to reproduce it in whole or in part, without compensation or further notice to the entrant.

The contest is subject to all applicable federal, state and local laws.

The opinions expressed in the video submissions are solely the opinions of the entrant and not necessarily those of ODADAS. ODADAS is not responsible for any videos provided by entrants that are deemed harmful or offensive to others.

All entries must be received by 5 p.m. on Oct. 7, 2011.

For questions, please contact ODADAS Southwest Regional Prevention Coordinator
Valerie Connolly at (614) 466-0124.

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