SCHOOL BUS PREVENTION MEDIA CONTEST

12th Annual School Bus Drug Prevention Contest

"ADVENTURE WITH ME ALCOHOL FREE. ADVENTURE WITH ME VAPE FREE"

VIDEO CONTEST

THE BASICS

- **Vaping and underage drinking are a national problem that affect 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 or other prevention video aimed at sharing why more teens choose not to vape and/or to be alcohol free.**
- **Earn 2 hours of community service for each entry.**

WHO ENTERS

All students of Palm Beach County K-12 may enter, including those in home school, charter and private schools.

PRIZES

- **$500 Scholarship by Michael Joseph Brink Foundation**
- **Winners videos will be shown on local media and social media**

ENTRY DETAILS

Submit entry form on bit.ly/busvideo22.

***Form 1941 https://www2.palmbeachschools.org/formssearch/pdf/1941.pdf (Note: form 1941 to be completed only by students of the School District of Palm Beach County)**

DEADLINE

11:59 p.m. Sunday, January 16, 2022

QUESTIONS

Contact Marie Charleus or Alexa Lee
Email us at pbcbusposter@pbcbhc.org
www.pbcbusposter.org | 561-374-7627

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VIDEO CONTEST

THE DO'S



- **Select one theme, either Adventure With Me Vape Free or Adventure With Me Alcohol Free.**
- **Work independently on the development of your own video concept.**
- **Record your entry video with minimal help or direction from others.**
- **Create a video with a positive message of why someone should stay alcohol free or vape free.**
- **Include at least one fact (verbally or typed) about how vaping or alcohol affects youth. (cite your fact)**
- **Entry Videos may contain music that was created by you or by someone who has given you written permission to use her/his music. Participant(s) must be certain that the person giving permission to use his/her music owns the rights to that music.**
- **Keep the images and messages positive.**
- **Share your message in English, Spanish or Haitian Creole.**

VIDEO CONTEST

THE DO NOT'S

- **DO NOT USE scary pictures or messages (ie. car crashes, grim reapers, tombstones, etc.)**
- **DO NOT USE copyright protected material (ie. Sponge Bob, Batman or copy someone's ideas).**
- **DO NOT USE brand name products, trademarks,s or logos (ie. Snickers, Doritos, Coke, etc.).**
- **Do not engage in any violent, dangerous, or illegal behavior in creating an Entry Video.**
- **Avoid using pictures of vaping products or alcohol in your art work.**
- **Avoid beginning your message with "Don't".**



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MADD

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WE ASPIRE TO INSPIRE.

SAMPLE ALCOHOL FACTS



- 86% of Palm Beach County middle and high school students are alcohol-free (2020 FYSAS).
- More than 7 out of 10 students aged 12-17 nationwide aged are alcohol free (youth.gov).
- 9 out of 10 American teens report that drinking is not worth the consequences it can cause (dosomething.org).
- For youth between 12 to 17 years old, 84.1%, or more than four out of five students, did not use alcohol (US Surgeon General, 2017).
- Underage drinking affects all areas of an athlete's life including social, physical, mental, academic, and legal (americanathleticinstitute.org).
- Your brain develops until your mid-20s. Alcohol affects your brain's memory, decision making and its ability to control coordination and impulses (stopalcoholabuse.gov).
- Drinking alcohol can cause learning and memory problems (abovetheinfluence.com).
- Alcohol is the #1 misused drug in the U.S. (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 (cdc.gov).
- Alcohol blocks some messages to your brain. This changes your perceptions, emotions, movement, vision, and hearing (abovetheinfluence.com).
- Alcohol is a depressant. That means it's a drug that slows down or depresses the brain (kidshealth.org/kid).

SAMPLE VAPING FACTS



- 88% of Palm Beach County middle and high school students did not vape nicotine in the last month (FYSAS 2020).
- 83% of Palm Beach County middle and high school teens did not vape in the last month (YRBS 2019).
- Smoking increases stress instead of relieving it (realfactsnow.org)
- One vape pod equals an entire pack of cigarettes (quitlying.org).
- E-cigarettes harm youths' lungs. Youth are at risk for chronic bronchitis which causes cough, chest congestion, shortness of breath and extra mucus (changetochill.org).
- Vaping delivers nicotine to the brain in as little as 10 seconds. Vaping before 25 rewires your brain to intensify your addiction (hhs.gov).
- A teen's brain is still developing, making it more vulnerable to nicotine use disorder (scholastic.com).
- E-cigarette aerosols contain acrolein, a herbicide primarily used to kill weeds (realfactsnow.org).
- Vaping could expose your lungs to toxic metals like nickel, lead, chromium, tin and aluminum (therealcost.betobaccofree.hhs.gov).
- As of 2014, the e-cigarette industry spent $125 million a year to advertise their products and used the same techniques that made traditional cigarettes such a popular (e-cigarettes.surgeongeneral.gov).

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