



National Prevention Week 2019

Connecticut Video Contest

Official Rules

National Prevention Week (NPW) is an annual health observance dedicated to increasing public awareness of, and action around, mental and substance use disorders. NPW includes a daily focus on one of five components associated with substance use prevention and mental health promotion.

The theme for NPW 2019 is: **Inspiring Action. Changing Lives.** The Connecticut Department of Mental Health and Addiction Services (DMHAS) with support from the Connecticut NPW 2019 planning committee is pleased to announce a Public Service Announcement (PSA) video contest.

Entries will be accepted and awards given in each of the following categories:

- High School Students
- College Students
- Community Coalitions

Entries must be original 30 second PSAs representing the theme of the week and may include one of the five National Prevention Week 2019 areas of focus listed below:

- Monday, May 13 Preventing Prescription and Opioid Drug Misuse
- Tuesday, May 14 Preventing Underage Drinking and Alcohol Misuse
- Wednesday, May 15 Preventing Illicit Drug Use and Youth Marijuana Use
- Thursday, May 16 Preventing Youth Tobacco Use
- Friday, May 17 Preventing Suicide

Videos must present a positive prevention/health promotion message associated with the theme of National Prevention Week, and may include one or more of the five areas of focus represented in the week.

Contest Awards

All qualifying entries will be acknowledged by the Connecticut National Prevention Week 2019 Planning Committee

Up to three winners will be selected (one in each of the eligible categories - high school students, college students, community coalitions) and awarded the following:

- Winners will be announced and aired at the Connecticut National Prevention Week Kickoff Event, on Monday, May 13th, 2019 at the New Britain Museum of American Art
- \$300 for first place; \$200 for second place and \$100 for third place in each category with entries
- All winning videos will receive public recognition
- All winning videos will be posted on the DMHAS website
- All winning videos will be posted on social media sites related to this contest

Rules

- Open to Connecticut residents and students only.
- **Videos showing real or simulated consumption of alcohol or use of drugs, or depicting drug paraphernalia will be automatically disqualified.**
- Entries can be completed and submitted by individuals or groups in one of the three categories. (Please note - a maximum of 4 individuals per group will be invited to award activities.)
- To be considered for an eligible category, all individuals involved with production must be members of that group. For example, all individuals involved with video production must be high school students to qualify as a high school entry.
- All work must be original, free of any copyrighted material and completed without professional help.
- Videos must be in good taste and must not contain any indecent content.

Criteria

- Videos must be 30 seconds in duration.
- Video messages must be focused on the theme of National Prevention Week 2019.
- Videos must contain at least one fact from a credible source such as
 - Substance Abuse and Mental Health Services Administration www.samhsa.gov
 - CT Department of Mental Health and Addiction Services www.ct.gov/dmhas
 - Connecticut Statewide Opioid/Drug Awareness Website www.drugfreect.org
- Participants must complete and submit the Official Video Contest Submission Form.
- The Parent/Guardian Consent Form must be signed by a parent or legal guardian for all persons under 18 years of age.
- Videos must be uploaded to YouTube (MP4 format preferred) and the URL included on the Official Video Contest Submission Form.
- All forms must be completed, signed, scanned and submitted via email to CSisco@Wheelerclinic.org, no later than 6:00 pm on Saturday, April 13th, 2019.

The NPW 2019 committee is not responsible for incomplete or untimely submissions of written or electronic material.

Judging

An independent panel of judges will rate all submissions on:

- Creativity, originality and design
- Effectiveness of message
- Use of facts and ease of identifying NPW theme

Entries: By submitting an entry, each entrant agrees that the NPW 2019 committee shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom. The NPW 2019 committee and its designees may edit, publish, use, adapt, exploit, modify or dispose of any entry and elements embodied therein online, in print, film, television, or in any media now or hereafter known for advertising, promotional, or other purposes throughout the work, in perpetuity, without compensation or notification to or permission of the entrant except as prohibited by law.