



## Alcohol/Drug Prevention PSA

"Operation Prevention" sponsored by: Tulare County Prevention Coalition

90-seconds maximum



### Scoring Guide

Students should create a PSA designed to bring awareness to the harm and danger associated with drug use, misuse, and abuse. Videos may address one or all of the following:

- Prescription drug misuse among youth
- Marijuana use among youth (including marijuana vaping)
- Alcohol consumption among youth

Students are encouraged to do research on their selected topic and include facts/statistics in their film (be sure to cite all stats and statistics). In addition, include resources for the viewer and encourage them to seek help if they or someone they know is experiencing a drug or alcohol problem. Films should encourage students to avoid consuming alcohol and drugs as well as promote a healthy lifestyle and good choices. *Films are not permitted to have the depiction of alcohol, drugs (prescription or illegal) nor the implication of consumption in any form.*

Points Possible	Criteria
15	Film includes background research such as statistics or facts about one or multiple drugs/alcohol
15	Film promotes a clear message that students should not consume drugs/alcohol and highlights the importance of living a healthy, drug-free life
10	The video offers a unique perspective on the issue and promotes a positive solution
10	The film avoids actors consuming or using drugs/alcohol
10	<b>MUST Include BOTH logos:</b> Tulare County Prevention Coalition and Tulare County Health & Human Services Agency ( <a href="http://tcoe.org/SlickRock/Categories.shtm">tcoe.org/SlickRock/Categories.shtm</a> )
10	Music selection matches the tone of the video
10	General audio quality is balanced throughout the film
20	Film follows basic film techniques (rule of thirds, transitions, lighting, jump-cuts)