



OPIOIDS, FENTANYL & MARIJUANA PREVENTION PUBLIC SERVICE ANNOUNCEMENT

90 seconds maximum



HHSA
Mental Health

Alcohol & Other Drug
Prevention, Treatment, and Recovery Services

Scoring Guide

Students should create a **90-second PSA** designed to bring awareness to the harm and danger associated with drug use among youth. Videos may address one or all of the following: prescription drugs, opioid/fentanyl misuse; and/or marijuana use (including marijuana vaping).

(Submissions must be 90 seconds or less).

Download the [Tulare County Prevention Coalition logo](#)

Download the [Tulare County Health & Human Services Agency logo](#)

*** Please note that this category is open to both middle school and high school students. All students will participate in one competition, regardless of age.**

POINTS POSSIBLE	CRITERIA
15	Film includes background research such as statistics or facts about one or multiple drugs/marijuana
15	Film promotes a clear message that students should not consume drugs/marijuana 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/marijuana
25	MUST Include BOTH logos: - Tulare County Prevention Coalition - Tulare County Health & Human Services Agency
25	Good quality SOUND that pushes story forward with crisp sync sound
35	Good quality VISUALS that enhance the story. Includes: Strong Lighting, Nicely Composed Shots, sharply focused subjects, Steady Camera Operation
35	Postproduction EDITING shows attention to detail: Includes: Shots Flow, Audio levels are even, Story is developed through the cuts
25	The STORY is communicated clearly, intelligibly and creatively.