

OPIOID, FENTANYL, AND MARIJUANA PREVENTION PUBLIC SERVICE ANNOUNCEMENT

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).

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.*

Maximum Length: 90-seconds

Key Criteria Elements Covered:

- **Core Topic Focus:** Addresses youth awareness on prescription drugs, opioid/fentanyl misuse, or marijuana use/vaping (can focus on one or combine them).
- **Required Sponsor Logos:**
 - Tulare County Prevention Coalition logo
 - Tulare County HHSA - Mental Health AOD logo
- **Strict Rating & Content Bans: Strictly G or PG for all ages:**
 - NO real or prop pills, powder, needles, or drug paraphernalia.
 - NO marijuana leaves, vapes/e-cigarettes, or simulated vape clouds.
 - NO scenes depicting simulated drug consumption or graphic overdose.
- **Technical:** Clear dialogue/voiceover audio, intentional lighting & steady camera work, tight 90-sec pacing & smooth edit flow.

Category: Opioid, Fentanyl, and Marijuana PSA (Max 100 Points)

Length: Length: 90 Seconds Max | **Focus:** Community issue awareness, target action response, strong visual hook, strict school safety/copyright compliance.

Criteria	Points	Scoring Focus & Key Indicators
Core Topic Focus & Message Impact	0 – 35 pts	<i>Youth Prevention & Drug Awareness</i> • Message directly addresses youth drug prevention and awareness. • Includes accurate background research, statistics, or facts. • Covers prescription drug misuse, opioid/fentanyl dangers, or marijuana/vaping use (can focus on one or combine them). • Persuasive, relatable, and effectively targets a middle/high school youth audience. • Highlights the importance of living a healthy, drug-free life.
Sponsor Logo Integration	0 – 15 pts	• Includes Tulare County Prevention Coalition logo. • Includes Tulare County HHSA - Mental Health AOD logo. • Logos are prominently placed, clearly visible, legible, and properly displayed in the video.
Content & Rating Compliance	0 – 15 pts	• Strictly avoids showing actors consuming, using, or simulating drugs/marijuana/vaping. • Complies with mandatory bans • NO real or prop pills, powder, needles, or drug paraphernalia. • NO marijuana leaves, vapes/e-cigarettes, or simulated vape clouds. • NO scenes depicting simulated drug consumption or graphic overdose.

Criteria	Points	Scoring Focus & Key Indicators
Technical Quality (Audio & Visuals)	0 – 20 pts	• Sound: High-quality, clear dialogue/voiceover audio with balanced levels and minimal noise. • Visuals: Intentional lighting, nicely composed shots, sharp focus, and steady camera operation.
Pacing & Postproduction Editing	0 – 20 pts	• Pacing: Strict adherence to the 90-second maximum length limit. • Editing: Professional editing flow, clean shot transitions, and strong narrative development through cuts. • Smooth shot transitions and strong attention to detail. • Narrative story is effectively developed through the cuts. • The overall story is communicated clearly, intelligibly, and creatively within the 90-second maximum time limit.