



Public Service Announcement (PSA) Video Contest Instruction Page

**Smoking Cessation
Awareness Week
November 13th - 19th**

As part of the *Allegheny Quits for Life* campaign, Tobacco Free Allegheny is hosting a Public Service Announcement video contest for youth in grades 6 through 12. Youth can enter as a team or as an individual and are encouraged to use evidence-based research to make their videos factual and fun for youth their own age. Entrants can choose from three topics to create a video:

- e-cigarettes and hookahs and the dangers surrounding them;
- the Tobacco Resistance Unit (TRU), a youth advocacy program run by the American Lung Association (ALA) and why youth should get involved in fighting the tobacco industry;
- the dangers of tobacco and why Allegheny County residents should quit smoking for life.

Entries should be submitted/posted by 11:59pm on October 30, 2016

Winning videos will be placed on the Tobacco Free Allegheny, Allegheny County Health Department, and other partner websites, as well as used during the *Allegheny Quits for Life* Smoking Cessation Awareness Week (November 13-19, 2016). Students can enter submissions as either a team or an individual, divided into two divisions: grades 6-8 (middle school) and grades 9-12 (high school).

To help get started, students should visit the Center for Disease Control's tobacco page (<http://www.cdc.gov/tobacco>) or the TRU page (www.truinpa.org). For more information on TRU, contact Cassandra Wood at cwood@lunginfo.org.

The guidelines:

- All contestants must be registered as TRU members. Youth can sign up at truinpa.org/join-us.
- Entries are due to Tobacco Free Allegheny by 11:59pm on October 30, 2016. Any entry sent in after that time will not be considered.
- Videos can be uploaded to YouTube or Instagram and tagged with #AlleghenyQuitsforLife. Be sure to include the username associated with the account and the link so we can find your video.
- Each video must be accompanied by one Entry Form per team and/or individual and a Consent Form/Photo Release for each participant in the video.
- Entry forms can be emailed to Brittany Huffman at bhuffman@tobaccofreeallegheny.org in PDF format or submitted through Tobacco Free Allegheny's website at <http://tobaccofreeallegheny.org/psacontest.asp>
- Entries must fit into one of three categories:
 - e-cigarettes or hookahs
 - Tobacco Resistance Unit (TRU)
 - dangers of tobacco
- All entries must be appropriate for all ages and not contain: profanity, violence or bullying, youth tobacco use/smoking, copyright or trademark infringement, or images that attack specific companies.
- Videos should be between 15 second and 1 minute long.