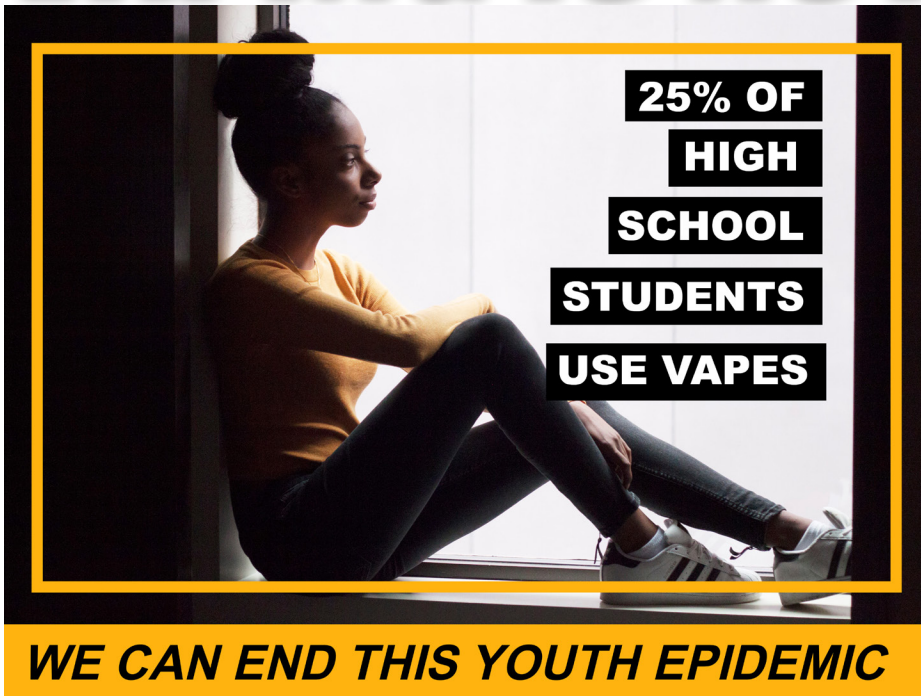


# VAPING IS NOT COOL!



CREATE a  
PSA VIDEO USING  
ONE OR MORE  
KEY MESSAGES  
ABOUT THE HEALTH  
EFFECTS OF VAPING  
or E-CIGARETTE USE

## HELP SPREAD THE WORD - WIN CASH PRIZES

Winners will receive VISA gift cards. Prize breakdown: below:



**\$200**  
1st Prize for  
PSA Video



**\$150**  
2nd Prize for  
PSA Video



**\$100**  
3rd Prize for  
PSA Video

## DEADLINE FOR SUBMISSION: APRIL 25, 2022

Visit <https://steamonward.org/psa-video-contest-2022> for PSA contest guidelines and to submit an entry or capture the QR CODE below.



This contest is not sponsored or endorsed by Charles County Public Schools. The *IT'S NOT VAPOR PSA Contest* is sponsored by STEAM ONWARD, INC. with funding from the Charles County Department of Health. Scan the QR code to the right or visit: <https://steamonward.org>



# PSA VIDEO CONTEST

## RULES AND GUIDELINES - SUBMIT BY APRIL 25, 2022

### OVERVIEW:

We are looking for motivated and **talented high school students attending Charles County, Maryland schools** to submit a public service announcement (PSA) video addressing the dangers and negative effects of vaping and ways to avoid peer pressure. Videos will be judged by content, production, quality, and creativity.

### Your PSA video should be about:

- the dangers of vaping, juuling, and other e-cigarette use &/or
- the advantages of living a healthy nicotine lifestyle.

### Your PSA should highlight at least:

- one or more consequences that will result from the choice of vaping or nicotine use &/or
- one or more advantages of living a nicotine free lifestyle.

**Images of the actual act of smoking &/or vaping is NOT allowed in your PSA video.**

### TYPES OF MEDIA YOU CAN CREATE:

Videos can be digital movies, animation, stop-motion graphics, live action, interview style, silent film with posters - just have fun and get creative!!! **PSA videos must be 180 seconds or less.**

### OBJECTIVE:

Your PSA video should be about the dangers of vaping, juuling, and other e-cigarette use. Your PSA should highlight at least one consequence that will result from the choice of vaping.

### FOR MORE INFORMATION ON HEALTH EFFECTS OF VAPING & NICOTINE USE

#### VISIT THESE ONLINE RESOURCES:

<http://headsup.scholastic.com/students/e-cigarettes-what-you-need-to-know>

<http://www.tobaccofreekids.org/>

[https://tobaccofreeca.com/e-cigarettes/e-cigarettes-have-toxic-chemicals/?fbclid=IwAR1gTkrAIYkKW68rFGWqrIL3-9YgTMd\\_WmnuKkYaXPXssSzHXfiY\\_hRy\\_ftk](https://tobaccofreeca.com/e-cigarettes/e-cigarettes-have-toxic-chemicals/?fbclid=IwAR1gTkrAIYkKW68rFGWqrIL3-9YgTMd_WmnuKkYaXPXssSzHXfiY_hRy_ftk)

<https://www.cdc.gov/tobacco/disparities/index.htm>

### FOR TUTORIALS ON MAKING PSA VIDEOS - GO HERE!

<https://spark.adobe.com/edu/>

<https://www.govtech.com/education/news/How-to-Create-the-Perfect-Public-Service-Announcement.html>

<https://www.youtube.com/watch?v=Q8C2xcMWQBg>

<https://www.youtube.com/watch?v=D8JV3w4TOVw>

### SUBMISSION REQUIREMENTS:

**PSA videos must be 180 seconds or less.** Students must complete the official STEAM ONWARD Anti-Vaping PSA VIDEO Entry Form online at <https://steamonward.org/psa-%26-poster-contest> and submit at the same time your downloadable video.

Videos must be downloadable and may be submitted via YouTube, Dropbox, google docs, etc. with the link emailed to [steamonward.org@gmail.com](mailto:steamonward.org@gmail.com). If you are voted as a winner a permission form must be signed by the student and a parent/legal guardian. **For any questions, please contact STEAM ONWARD at [steamonward.org@gmail.com](mailto:steamonward.org@gmail.com).**