

Prevention PSA Challenge: International Overdose Awareness Day, 8/31/2020

Description of Challenge:

Contestants are invited to submit an empowering content piece that can be shared on social media with the goal of spreading awareness about International Overdose Awareness Day. Submissions with a prevention focus are highly encouraged but the piece can also center around treatment options.

Incentives:

1st Place will receive a \$25 Target gift card, have their PSA featured on social media for the week leading up to 8/31/20, and will be eligible for an opportunity to be interviewed on FB/Instagram Live by East County Youth Coalition and/or South Bay Youth 4 Change.

2nd Place will have their PSA featured on social media for the week leading up to 8/31/20 and will be eligible for an opportunity to be interviewed on FB/Instagram Live by East County Youth Coalition and/or South Bay Youth 4 Change.

3rd Place will have their PSA featured on social media for the week leading up to 8/31/20.

Contestant Requirements:

- 1) Submit an original “public service announcement” piece to raise awareness about International Overdose Awareness Day. Please be respectful of those who have lost loved ones to overdose. Any shaming or stigma-attaching pieces will be disqualified. Our goal is to empower people to seek help, expand their knowledge, and spur conversation around overdose and how to prevent it.
- 2) Cite credible sources that you used to create your piece.
- 3) Include at least one of these taglines in your submission:
#overdoseispreventable #overdoseistreatable #strengthencommunities #didn'thave2dieSD
- 4) Optional- Create your own tagline or hashtag in addition to including one of the above.

Submission Deadline:

12pm on Monday, 8/24/2020.

Go to <https://bit.ly/2XU4sVQ> to submit your piece. Email rhankeledwith@publicstrategies.org if you have any questions or issues with the submission.

Acceptable Mediums:

Videos under one minute
Memes (Please keep humor appropriate)
Posters
Infographics
Instagram or Snapchat interactive filters
Instagram "Story"

Tips for Creating a PSA:

<https://www.samhsa.gov/sites/default/files/tips-for-creating-own-psa.pdf>

Resources:

If you or someone you know is struggling with a substance use disorder, please reach out to these resources*:

Access/Crisis Line (24/7): 888-724-7240
2-1-1 SD: (858) 300-1211

Up2Us.org
Sdpdatf.org

*In case of emergency, please dial 911.