

Prescription Drug Awareness Video Challenge: September 11th-October 16th

The United States is in the midst of an opioid epidemic, seeing a shocking increase in overdoses and deaths from these highly addictive substances. Opioids are a class of powerful pain medicines used to treat moderate to severe pain. They have serious risks including misuse, addiction, overdose, and death. Prescription opioid misuse is a national problem that affects public health and safety. But maybe you can change that! You have a unique voice to reach your peers and raise awareness about the dangers of prescription drug misuse. Grab your camera, recruit your friends, and create a 30-60 second original Public Service Announcement aimed to reach other young adults about this widespread issue.

Suggested Themes: (Only select one theme for your video)

1. Safe Use Awareness: Simple steps to prevent complications, misuse, and overdoses

Videos can address

A. Never sharing prescription medication with others

- Different medications effect people differently.
- You don't know the other medications or supplements another person is using.
- Overdose can happen to anyone.

B. Take only as prescribed and as needed

- Follow instructions on prescription drug label.
- Only take prescription pain medication as needed when in pain.
- Take prescription medications as instructed by a healthcare professional.

C. Never take someone else's prescription medications

2. Disposal Awareness: Simple steps to dispose of unused medication

Video can address

A. Where to find a drug take back site to safely dispose of medication

- Refer to [DCCCA Flyer](#) for more information
- Search pharmacy disposal sites at https://apps2.deadiversion.usdoj.gov/pubdispsearch/spring/main.js%20essionid=A__q4dfderJKjW3KEoFkgsyvokKGIID656LZmzYo.we%20b2?execution=elsl
- Search law enforcement disposal sites at <https://enet.obn.ok.gov/TakeBack/default.aspx>

- B. Demonstrations of how to dispose medication at home using the [FDA Guidelines](#)
- C. Why its important to dispose of leftover medication

Approach your video submission as your chance to find a message that would resonate with you and your peers. If your friends—and young adults throughout Oklahoma County—were going to watch ONE video that made them think twice about making bad decisions with prescription drugs, what would that video be?

Audience:

Young Adults Ages 18-25

Video Challenge Time Period:

Start Date- September 11th, 2020

End Date- October 16th, 2020 at 12 PM

Sample Videos:

<https://www.youtube.com/watch?v=KwllOsYmF04>

<https://www.youtube.com/watch?v=770AAP87TAg>

<https://www.youtube.com/watch?v=VGKGnLQDMBM&feature=youtu.be>

Rules:

1. Follow Each Step in the Video Challenge Requirements
2. Follow Substance Use Prevention Alliance (SUPA) on Facebook or Twitter
3. Follow @UCOHealthPromo on Twitter
4. Repost Video Challenge Flyer on your social media page include hashtags [#BeWellBronchos](#) [#DCCCA](#) [#SUPA](#) [#PreventOverdose](#)
5. Complete Video Challenge Submission Form using Google Form Link

Video Challenge Requirements:

- Do not show the act of taking pills or other drugs in your Entry Video (implied drug use or descriptions of drug use are permitted). Do not include any logos, brand names, patient information or trademarks in the Entry Video.
- (Music in Videos are Optional) Entry Videos may not contain any music or sound effect unless either: [a] the music/sound effect was created by you or by someone who has given you written permission to use his/her music/sound effect; [b] the music composition is in the public domain and was performed by you or by someone who has given you written permission to use his/her performance; or [c] the music/sound effect was acquired/licensed by the Participant(s) from a

royalty-free source which does not require credits or other attribution to appear in connection with the Entry Video.

Here is a list of software and websites that can be used to upload music:

- <https://www.youtube.com/audiolibrary/music>
(free music and sound effects where “attribution is not required” only)
- <http://www.premiumbeat.com/>
- <https://audiojungle.net/>
- <http://incompetech.com/music/royalty-free/music.html>
- Final Cut Pro X (Sample Content), GarageBand (Loop Content), or iMovie (Sample Content)

The entrant is responsible for ensuring that the music or sound effects used are royalty free, approved and permission granted for use in the contest and on YouTube, and that no attribution is required within the entry video.

- **Participants must not engage in any violent, dangerous, or illegal behavior in creating an Entry Video.**

Video Submission:

- Go to the Prescription Drug Awareness Video Challenge Submission Form
Link to Form- <https://forms.gle/Z5PsdcTPyjZITR486>
- Fill out form to its entirety include name, email, video description, and upload video
- Upload your **30-60 second Entry Video**, as a vector file (avi, .flv, .wmv, .mov, .mpg) in Google Form
- Read, sign, and date **Video Release Form**
- Click Submit

Video Challenge Incentives:

- Videos will be featured on our social media pages, educational materials, and promotional materials

Participants in the video challenge who abide by the required rules stated above will be placed in a raffle drawing to receive prizes

Additional Questions: Email pray@dcca.org