



Cape May County Healthy Community Coalition, a community initiative of Cape Assist, is striving to increase protective factors and reduce risk factors pertaining to substance abuse. We aim to raise awareness on the effects of drug misuse and abuse. To bring attention to this issue, the Healthy Community Coalition is sponsoring its annual

2017 PUBLIC SERVICE ANNOUNCEMENT CONTEST

- The contest is open to all students in grades K-12 in Cape May County.
- Students are invited to create a 30-second public service announcement (PSA) or a one minute video on one of the following four themes:
 1. What I Want My Parents to Tell Me about Alcohol
 2. Why Say No to Marijuana
 3. #CMC Youth Strong because... (see fact sheet for info)
 4. Would You Say It to Their Face? (cyberbullying)

PSA winners will be asked to record their announcements with a local radio station to be played on the air. Videos will be used at Cape Assist functions and workshops, and may be chosen to be played on cable TV as part of Cape Assist's prevention campaign.

Each winner and one guest will be invited to Cape Assist's Public Policy and Awards Breakfast (Tuesday, April 25th) where he/she will receive a special award.

- ⇒ Students' PSAs should be typed (or written) and attached to the entry form. (enclosed with this letter).
- ⇒ Entry forms **must** be completely filled out and legible.
- ⇒ Each video should be sent as a separate entry with all contact information: including your school and teacher.

Entries are due at the Cape Assist office at 3819 New Jersey Avenue, Wildwood, NJ no later than 4 p.m. on Monday, April 3rd, 2017.



Contact Natalia Wilber @ 609-522-5960 or natalia@capeassist.org

Fax # 609-522-4074

*Any entries submitted after this deadline or without an entry form will be considered invalid. One entry per person. Winners will be chosen by a committee selected by Cape Assist based on relevance to theme, factual information and creativity. Good luck to all and thank you for helping Cape Assist in the prevention of underage drinking and drug abuse.



2017 Public Service Announcement Official Contest Entry Form

Please fill out **all** of the information below and print clearly. There is a fact sheet attached for your use. Remember entries should contain approximately 100 words. Use/attach additional paper if necessary. You may print your entry. Choose one of the topics below. Good luck!

- 1. What I Want My Parents to Tell Me about Alcohol**
- 2. Why Say No to Marijuana**
- 3. #CMC Youth Strong because... (see fact sheet for info)**
- 4. Would You Say It to Their Face? (cyberbullying)**

Name _____

Address _____

Telephone Number _____

School _____

Grade _____ Teacher _____

Teacher's email _____ Teacher's Phone _____

PSA ENTRY:

#CMCYouthStrong



Here are some facts you may use for your PSA. Feel free to find other facts on your own.

Would You Say It to Their Face?

Often, what kids say online, via text messages, etc, they won't say to someone's face. Explore the topic of hiding behind the screen of a phone and how it makes it easier for someone to bully another person. Sometimes, a person might not even be realizing that he or she is cyberbullying. What can be done to prevent cyberbullying?

Facts you need to know:

- Bullying occurs when someone repeatedly and on purpose says or does mean or hurtful things to another person who has a hard time defending him or herself
- Cyberbullying uses technology or Internet communication
- You may be a part of cyberbullying even if you don't know it. For example, if you've forwarded a picture or "liked" a comment that makes fun of someone, to one or more friends, that is considered cyberbullying
- Cyberbullying can reach and involve many people very quickly
- People may cyberbully because they think people won't know who they are
- More than 80% of teens regularly use cell phones; a common medium for cyberbullying
- 68% of teens agree that cyber bullying is a serious problem
- 52% of young people report being cyberbullied by their cell phone or the Internet
- 81% of young people think bullying online is easier to get away with than bullying in person.
- Only 1 in 10 victims will inform a parent or trusted adult of their abuse.
- Girls are about twice as likely as boys to be victims and perpetrators of cyber bullying.
- Bullying victims are 2 to 9 times more likely to consider committing suicide.



Here are some facts you may use for your PSA. Feel free to find other facts on your own.

Why Say No to Marijuana

Facts you need to know:

- Marijuana is a mindaltering (psychoactive) drug produced by the Cannabis Sativa plant. THC is the main chemical ingredient that produces the psychoactive effect.
- 1 in 6 youth marijuana users become addicted
- Chronic marijuana use by youth results in abnormal brain structure.
- Drivers testing positive for marijuana are over 2 times more likely to be involved in a crash
- Marijuana use negatively affects
 - Memory
 - Learning
 - Reaction time
 - Depression
 - Anxiety
- Marijuana is linked to school failure. Compared with their peers who don't use, students who smoke marijuana tend to get lower grades and are more likely to drop out of high school. Research even shows that it can lower your IQ if you smoke it regularly in your teen years.
- 15% of all marijuana users will experience psychotic symptoms.
- Marijuana is more likely to cause long-term schizophrenia than other drugs.
- In Colorado, where marijuana is legal, the number of marijuana related Emergency Room visits increased 123%, from 8,197 in 2011, to 18,255 in 2014.
- Longtime marijuana users themselves report being less satisfied with their lives, having memory and relationship problems, poorer mental and physical health, lower salaries, and less career success.



Public Service Announcement Contest Fact Sheet

Here are some facts you may use for your PSA. Feel free to find other facts on your own.

Alcohol and the Brain

- Research shows teens that drink score lower on tests than teens that don't and are more likely to perform poorly in school.
- Adolescents are more vulnerable than adults to many effects of alcohol.
- The brain is still maturing until you are approximately 25 years old. Damage to a developing brain could occur when someone consumes alcohol at a young age.
- If you drink alcohol before the age of 15, you are 5 times more likely to be alcohol dependent than someone who waited until the drinking legal age of 21.
- Alcohol could have a negative effect on:
 - The ability to form new memories
 - Judgment
 - Decision making
 - Short term memory
 - Impulse Control
- Drinking five alcoholic beverages in one night can affect your thinking ability for up to three days.

Drinking and Driving

- About 1,900 people under 21 die every year from car crashes involving underage drinking.
- Drinking and driving is not safe at any speed.
- The first drink of alcohol begins to slow your motor skills, vision and judgment, which affect a young driver.

Alcohol & Sports

- Alcohol consumption decreases speed, endurance, agility, strength, and concentration; all key factors in the success of an athlete.
- There is data to support that one time getting drunk equals 14 days of lost training effects.
- Your individual decision to drink alcohol affects the entire team.