



2018 PUBLIC SERVICE ANNOUNCEMENT CONTEST

Cape May County Healthy Community Coalition (HCC) and Cape Regional Wellness Alliance are announcing a Public Service Announcement Contest!

HCC, a community initiative of Cape Assist, is striving to increase protective factors and reduce risk factors for substance abuse. This year, we are partnering with Cape Regional Wellness Alliance whose mission is to offset the impact of ACEs (Adverse Childhood Experience) for the kids in Cape May County. ACEs is a major risk factor that may lead children to substance misuse and other destructive behaviors. Rather than only focusing on the negative, we'd like to direct the kids' attention to positive elements in their lives and have them explore support systems that are available to them in the community, also get them thinking about the importance of goal-setting and what they can do to build a healthy life for themselves. So, most of the topics this year are focused on resiliency.

- 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 60-second video on one of the following four themes:
 1. **What Will It Take to Rise to My Potential?**
 2. **Overcoming Barriers for a Healthy Life**
 3. **What Resources Are Available for Kids in My Community- to Have Fun? To Get Support?**
 4. **What's Wrong with Drugs and Alcohol?**
- Factsheets are provided with each topic.

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 in April 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 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 Tuesday, March 27th 2018.

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

Fax # 609-522-4074

*Any entries submitted after the deadline or without an entry form will be considered invalid. One entry per person. Winners will be chosen by a committee from CMC Healthy Community Coalition and Cape Regional Wellness Alliance based on relevance to theme, factual information and creativity. Good luck to all and thank you for your participation!



2018 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 -150 words. Use/attach additional paper if necessary. You may print your entry. Choose one of the topics below. Good luck!

- 1. What Will It Take to Rise to My Potential?**
- 2. Overcoming Barriers for a Healthy Life**
- 3. What Resources Are Available for Kids in My Community- to Have Fun? To Get Support?**
- 4. What's Wrong with Drugs and Alcohol?**

Name _____

Address _____

Telephone Number _____

School _____

Grade _____ Teacher _____

Teacher's email _____ Teacher's Phone _____

PSA ENTRY:

PSA Topic: What Will It Take To Rise To My Potential?

Every one of us has something unique about them – a passion, a talent, a skill. Sometimes it is called “potential”. As defined by the dictionary, a potential is qualities or abilities that may be developed and lead to future success or usefulness.

So, take a few minutes and think about your potential. What are you really good at? What do you WANT TO be good at? Maybe you are not sure; then trying new things might be something you could do (Join a club, a sports team, check out what your local library has to offer.).

And now comes the most important part. What can you do to ensure that this potential is growing and developing? What steps can you take to make sure this passion of yours can be shared with others in a way that it doesn't only bring joy to you, but also serves other people?

Here is where **goal-setting** comes into play. Setting goals is very important, it helps people accomplish great things, it provides a road map and keeps you on track, it saves times, it motivates you, it allows you to be in control of your life.

Characteristics of a true goal:

1. It has to be important to YOU, you have to own it (not your parents, not your friends, etc.).
2. It must be measurable and have a clearly defined outcome. (e.g. “By the end of summer, I want to save \$1000”)
3. It must be within YOUR power to make it happen with your actions. (You shouldn't make something a goal and rely on someone else to do the majority of the work.)
4. It must have an action plan. (Break it down into smaller subgoals- steps, so you don't get intimidated by the amount of work. It's a lot easier to work toward achieving your goal when you know what to do next. “A journey of a thousand miles begins with a single step” – Chinese proverb.)

Another important component to success is good **decision-making**. Every time you need to make a decision, think of 3 C's

1. **Clarify** (What is the decision you are trying to make?)
2. **Consider** (Consider the consequences! Is this or that choice aligned with your values and goals?)
3. **Choose** (Choose wisely. Make sure you are still on the right track toward achieving your goals.)

Good Luck!

PSA Topic: Overcoming Barriers for a Healthy Life

Often, we think of health only in terms of our physical body. It is very important, but the idea of health is much broader than that. Health is your body's and mind's ability to let you live a happy and fulfilling life. There are many definitions of health; for example, according to the World Health Organization (WHO), health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

So, in this PSA, you will need to educate the audience on this broader concept of health and what one can do to achieve better health or maintain their well-being. You can group your ideas into two groups: physical health and emotional health.

Below are some facts and ideas that you can develop in your PSA:

- Emotional health allows you to be in control of your thoughts, feelings, and behaviors.
- Emotional and social health gives you the ability to form secure relationships, experience and regulate emotions, and explore and learn new things.
- Poor relationships are a barrier to emotional help. You can research the idea of conflict resolution and communication skills.
- Low self-esteem is another barrier to emotional health. What can one do to raise their self-esteem? There is a lot of information about it online.
- Learning how to regulate your emotions is another way of boosting your emotional health. You can talk about how to cope with anger and stress. These are not bad emotions, everyone experiences them. Understanding these emotions and knowing how to cope with them is what makes all the difference. There are plenty of techniques you can find online (count to 10 when angry, yoga, meditation, visualization, etc.)
- And of course, you can talk about physical health. What are some ways to help you stay healthy? Eating plenty of fruit and vegetables, cutting down on sugars, exercising, getting plenty of sleep, having a schedule, etc.

Good Luck!

PSA Topic: What Resources Are Available to Kids in My Community – to Have Fun? To Get Support?

Kids who have ties to their community (organizations and people) feel supported and have more resources available to them.

The feeling of connectedness and belonging is a very basic human need. And while we know it to be true for families and close circles of friends, few of us think about it in terms of a larger community (school, town, county, etc.).

In this PSA, tell the audience why knowing your community and its resources is important. You can be very specific and talk about why you love your community and where you can go for different activities (celebrations, sports, learning).

You can talk about people and organizations that provide support to kids in your community. Who are role models in your community? Who helps you stay safe, healthy, and active? (For example, school, police, coaches, rec. centers, church, library, etc.) Who can you talk to when you need help?

Here are some organizations that you might want to mention in your PSA:

Youth Helpline “2nd Floor” – text or call (888)222-2228 or visit 2ndfloor.org

Mental Health Crisis Youth – Mobile Response (877)652-7624

Domestic violence / abuse problems – CARA (Coalition Against Rape and Abuse) – (609)522-6489

Suicide Hotline – (855)654-6735 or visit njhopeline.com

Addiction Hotline of NJ – (800)238-2333

If in crisis, call 911.

Check out the county site capemaycountynj.gov for local organizations!

Good Luck!

PSA Topic: What's Wrong with Alcohol and Other Drugs?

In this PSA, you need to educate the audience on the dangers of drugs. Drugs affect children and adolescents in a much more negative way than adults. It has to do with the fact that the brain of a young person is not fully developed until the person is about 25 years old. All drugs will affect a person's judgement, ability to form new memories, learning, reaction time, impulse control, and decision making.

Here are some facts about different drugs:

Alcohol

- 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.
- Drinking 5 alcoholic beverages in one night can affect your thinking ability for up to 3 days.
- Research shows teens that drink score lower on tests than teens that don't and are more likely to perform poorly at school.
- About 1,900 people under 21 die every year from car crashes involving underage drinking. Drinking and driving is not safe at any speed.
- Alcohol consumption decreases speed, endurance, strength, and concentration; all key factors in the success of an athlete.
- One time getting drunk equals 14 days of lost training effects (for sports). Your individual decision to drink alcohol affects the entire team.

Marijuana

- Marijuana is a mind-altering (psychoactive) drug produced by the Cannabis Sativa plant. THC is the main chemical ingredient that produces the psychoactive effect.
- Marijuana is highly addictive. 1 in 6 youth marijuana users become addicted.
- Marijuana changes brain structure. It also lowers your IQ if you smoke it regularly in your teen years.
- Marijuana is linked to school failure. Students who smoke marijuana tend to get lower grades and are more likely to drop out of school.
- Longtime marijuana users report being less satisfied with their lives, having memory and relationship problems, poorer mental and physical health, lower salaries, and less career success.
- Drivers testing positive for marijuana are over 2 times more likely to be involved in a crash.

Tobacco and Vaping

- Teenagers who try e-cigarettes (electronic cigarette) are more likely to try cigarettes and other tobacco products.
- Nicotine in tobacco and e-cig. liquids is very addictive.
- You can start feeling addicted after smoking only a few cigarettes or after smoking only for a few days. It is so addictive that hardly anyone succeeds in quitting. Only about 1 out of every 20 who tries to quit is able to make it tobacco-free for a year. People who start smoking when they're young, have the hardest time quitting.
- There are thousands of toxic chemicals in a cigarette or in the vaping products. Some of them can cause cancer.
- The lungs of teenagers who smoke aren't able to grow as well.
- Teens who smoke have many more colds, coughs, throat, and nose problems than those who don't.
- Lung cancer kills more people than any other kind of cancer.
- Smoking is bad for your heart. Smoking is the # 1 cause of heart attacks in younger adults.
- Smoking causes bad breath, stains teeth and tongue, and helps tartar build up on teeth.
- Teens who smoke are more likely to have panic attacks, anxiety problems, and depression.