

# 420 Remix 2025 PSA Contest Guidelines

The goal of this Public Service Announcement (PSA) Contest is to create an effective message with an image or video to prevent youth from using marijuana utilizing positive social norms. Youth can work individually or as a team to submit an entry.

**Show us your creativity and visual arts skills! Due: March 21, 2025**

The 2025 theme is #IChooseNotToUse. A successful PSA should incorporate the theme and include a message or motto, a fact-based takeaway, and a call to action. Remember, creating an encouraging message that supports positive social norms is the best way to make a prevention message effective! Visit [www.northcoastalpreventioncoalition.org/category/420-remix](http://www.northcoastalpreventioncoalition.org/category/420-remix) to view resources.

Resources to help create a PSA include:

- PSA Submission Checklist
- Marijuana Use Fact Sheet
- Informational Videos

## ***Rules and Regulations***

*To enter this contest, you must agree to these official rules. Submission of an entry constitutes an agreement with these rules.*

**Eligibility:** Youth must attend a school in San Diego County and be in grades 6<sup>th</sup> – 12<sup>th</sup>.

**Format:** Submit a digital image in the correct format (PDF/JPEG/PNG) and correct format size (2592 x 864 pixels or 5292 x 1404 pixels) **OR** a 30-second video in MP4 format.

**Message:** The message or motto should be fact-based and support a positive social norm. A positive social norm is a behavior that encourages positive actions, values, and attitudes. Images, symbols or art work that shows the act of drug use will not be accepted. In the Entry Form, youth will be asked to share the “meaning or inspiration for your entry”, in 200 words or less, describing what the entry means and the message they hope it sends.

**Forms:** Every youth submitting an entry must submit an [Entry Form](#) and [Release Form](#). All individuals who appear in a photo or video (visually or voice) must also complete the Release Form. Release Forms must be signed by a parent or legal guardian if the participant is under the age of 18. **All signed forms must be sent with the submission.**

**Music and Copyrights:** Entries must meet all copyright standards by obtaining releases for all copyrighted music and materials prior to submission. Entries that include copyrighted materials (such as images/visuals, video footage, audio materials, or music) without the proper permissions and signed release forms will be disqualified.

**Safety:** Please avoid potentially dangerous production situations that could put crew, actors, or the public at risk. Safety during the project is of highest priority. Vista Community Clinic, North Coastal Prevention Coalition and its sponsors take no responsibility and assume no liability for any acts or damages that may result from preparing the materials to submit to this contest.

**Elimination:** Providing false information, not meeting the submission deadline, not obtaining the proper release forms and copyright permissions, or any other violation of the contest rules can lead to the

elimination of an entry. The contest sponsors reserve the right to disqualify any entry that they believe at their sole discretion to violate the rights of any third party or that violates U.S. or applicable state or local law. Violence, profanity, sex, and illicit drug activity are prohibited.

**Selection:** A Selection Committee made up of Vista Community Clinic and North Coastal Prevention Coalition staff, youth and adult volunteers will review each completed entry. The Committee will then score (on a scale of 0 to 5 points) each entry on the following categories:

- Appeal to Target Audience – Is the overall PSA interesting and inviting to youth?
- Originality – Is the PSA unique, special or interesting?
- Creativity - Does the PSA meet the contest goal in a new, imaginative or different way?
- Message – Does the message, motto or meaning present a positive social norm?
- Inspiration – Does the meaning on the Entry Form describe how or why the PSA was designed?

**Scoring:** For each category, a score will be determined of how well the PSA meets the category. 0 = not at all, 1 = very little, 2 = slightly, 3 = moderately, 4 = very, 5 = extremely, for a total of 25 points. Entries with a minimum score of 15 points will be eligible for voting. A maximum of 10 entries will move forward to voting based on their score.

**Voting:** All selected entries will be posted online for voting for at least one week. Any member of the community will be allowed to vote for their favorite PSA.

**Awards:** First place winner will be awarded a prize and their PSA may be published in local media outlets and on social media. For more information on this year's prizes visit [www.northcoastalpreventioncoalition.org/category/420-remix](http://www.northcoastalpreventioncoalition.org/category/420-remix)

## ***How to Submit Your Entry***

Youth can work individually or as a team to submit an entry. If submitting an entry as a team, **each** youth needs to complete an Entry Form and Release Form, and all forms should be emailed with the entry.

**Complete your Entry Form and Release Form.** Make sure the forms are signed.

**Save your digital file in the correct format.** For video entries, include a link to a downloadable file of the video OR attach as a video file in MP4 format. For digital image entries, attach the file as a pdf/jpeg/png in the correct format size.

**Email your entry** including the 2 forms (per person) and digital file to [info@northcoastalpreventioncoalition.org](mailto:info@northcoastalpreventioncoalition.org)

### **Submission Deadline:**

Your entry must be submitted along with the required forms **by Friday, March 21, 2025 at 11:59pm.**

The Selection Committee will review each entry for completion and appropriateness. If selected for voting, you will be notified by Thursday, March 27, 2025. At that time, contest sponsors may ask youth to make small adjustments or edits to entries such as correcting spelling errors, increasing font size, or adding elements to enhance the original submission. **Final entries for online voting will be due by Thursday, April 3, 2025.**

Please direct questions to [info@northcoastalpreventioncoalition.org](mailto:info@northcoastalpreventioncoalition.org) or text 760-501-1973.