

OPERATION PREVENTION

VIDEO CHALLENGE OVERVIEW

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 opioid misuse. Grab your camera, recruit your friends, and create a 30-60 second original Public Service Announcement aimed to reach other teens about this widespread issue.

Suggested themes:

- The impact of opioids on body and brain
- In memory of
- Advocacy
- Awareness
- Inform
- Educate

Approach your video submission as your chance to find a message that would resonate with you and your peers. If your friends—and teens throughout the United States—were going to watch ONE video that made them think twice about making bad decisions with prescription opioids, what would that video be?

CHECK OUT THE PRIZES!

- **1st PLACE PRIZE:** \$10,000 scholarship
- **2nd PLACE PRIZE:** \$5,000 scholarship
- **3rd PLACE PRIZE:** \$1,000 scholarship
- **PEOPLE'S CHOICE PRIZE:** a 2-day trip to Washington, DC including a day at the Drug Enforcement Administration's Training Academy in Quantico for an exclusive behind-the-scenes tour of DEA agent training.

1st-3rd place prizes provided by the DEA Educational Foundation. People's Choice prize provided by the DEA.



IT'S SIMPLE—JUST FOLLOW THESE THREE STEPS!

1. **OPEN** a user account by registering for the Challenge. You can create your video individually or with up to three friends.
2. **BE CREATIVE!** Create your video that speaks to the dangers of prescription opioid misuse and be sure to include the Operation Prevention end frame at the very end. You can download this end frame from the Video Challenge homepage.
3. **SUBMIT YOUR VIDEO** as a YouTube link by 8:00 PM ET on March 6, 2019. Please make sure that you title your video “Operation Prevention Video Submission – [Your title]” and that your video is set for public viewing. Don’t forget to review our Entry Video Checklist and the Contest Rules as any failure to comply could mean you will be disqualified—no matter how great your video is!

JUDGING

All entries will first be screened to ensure they meet the entry criteria outlined on the Operation Prevention Video Challenge Checklist. A panel of judges will then score your video based on creativity, content, and persuasiveness/effective communication.

The top 10 finalists will be added to an online poll for the public to determine the People’s Choice Award.

All winners will be announced in May 2019.

Questions? Email us at OperationPrevention@discovery.com

