

Film This...!

Your high school TV department can **earn cash awards**. This packet contains information about the Union County High School TV Public Service Announcement (PSA) Contest sponsored by Prevention Links and the Amber Pizzo Memorial Foundation. The PSA Contest is open to all Union County high school students. The objective is to increase understanding of the risks and consequences associated with underage drinking.

The 2008 Union County Coalition Student Survey found that among Union County high school students, during the past 30 days:

- **48%** have been with other kids who drink alcohol
- **58%** admitted to trying alcohol
- **64%** of those who drank had their first drink by 8th grade
- **33%** rode as a passenger of someone under the influence of alcohol

The New Jersey Childhood Drinking Coalition's research findings show:

- The average age of first use of alcohol is **11.3** years old

The Centers for Disease Control and Prevention found:

- People aged 12 to 20 years old drink **11%** of all alcohol consumed in the United States. More than **90%** of this alcohol is consumed in the form of binge drinks.

The Substance Abuse and Mental Health Services Administration researched shows:

- An estimated **12.4%** of persons ages 12 or older drove under the influence of alcohol at least once during the past year

Youth who start drinking before age **15** years are **7** times more likely to develop alcohol dependence or abuse than those who begin drinking after **21** years. Find out more about underage drinking at www.15seven21.com.

Union County High School • Television PSA Contest

This is an opportunity for students to send a positive message to their peers and communities that underage drinking does not have to be a part of their activities by creating, acting in and producing a 30 second television PSA. Cash prizes are awarded to the winning schools.

THE WINNING SCHOOL RECEIVES \$1000

1ST RUNNER UP RECEIVES \$500

2ND RUNNER UP RECEIVES \$250

Past winners include Hillside, Roselle Park, and Westfield High Schools, just to name a few.

The Contest ends **April 20, 2012** so don't delay in getting your creative teams together. The top five winners will be selected through a judging panel of county representatives and from there, the top three winners will be selected through an online voting process. Have fun and good luck!

