ACOE Student Wellness & School Climate
2016 “Escape the Vape!” Public Service Announcement Contest

RULES & GUIDELINES

1.Entries will be accepted between February 1, 2015 and March 31, 2016.

2. To be eligible for this contest you must be a Middle or High School student living or attending school in Alameda County (public, private, home schooled). Students may enter individually or as a team of up to 4 members per entry. Each team is required to assign a team leader.

3. Students must submit an entry for one category (video, audio clip, poster, photo) only.

4. Students are encouraged to use whatever equipment/electronic device is available, with permission. Teachers, principals, school audio/visual departments, parents and community leaders are encouraged to share their equipment and lend local support promoting this contest.

5. All entries must include student name(s), school name and title and category.

6. Poster:
   - Size Limit: No larger than 18” x 24”
   - May be drawn by hand using crayon, paint, felt tip, pencil, etc., or computer generated.
   - Poster must be clearly identified on the reverse side of the drawing (written directly on the poster or must be attached securely) that includes the following information:
     a. Name (or team leader’s name)
     b. School name
     c. Title of PSA
     d. Poster size

   Photo
   - Size Limit: No larger than 8” x 11”
   - May use a smartphone size photo.
   - Photo must be clearly identified on the reverse side (written directly on the photo or must be attached securely) that includes the following information:
     a. Name (or team leader’s name)
     b. School name
     c. Title of PSA or a photo caption
     d. Photo size
7. **You may email, mail, or hand deliver your entries.** All entries must be received no later than 5:00 p.m. on Friday, April 1, 2016 (1 day grace period from the closing of the PSA contest). Entries must be clearly and legibly labeled with the title of PSA, Name (or team leader’s name), school name.

8. If you plan to email your video or MP3 file, please email: wellness@acoe.org

9. If you plan to mail (or hand deliver) your entry, you may do so to the address below:

   Student Wellness – PSA Contest  
   Alameda County Office of Education  
   313 W. Winton Avenue, Room 176  
   Hayward, CA 94544

10. An official entry form must be completed for each entry submitted.

11. No copyrighted materials (footage, music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.

12. Entries will be judged by the Alameda County Tobacco Use Prevention Education Youth Advisory Board based on creativity, originality, clarity, adherence to the theme and overall appeal.

13. Content of entries must comply with all local and national laws of the United States. Content must not 1) promote illegal behavior; 2) support racial, religious, sexual or other individual prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy of any person; or 6) be otherwise inappropriate as determined by ACOE School Wellness & School Climate in its sole and conclusive determination.

14. The winning entries will be awarded cool prizes including VISA gift cards valued at $25 to $100. Winning submissions will be announced and showcased at the PSA Awards Ceremony on Monday, May 2, 2016 which will be held at the Alameda County Office of Education.

15. By entering this contest, entrants agree to abide by these contest rules and guidelines and the decisions of the judges.

16. Please contact wellness@acoe.org or 510-670-4197 for additional questions or information.

   **Best of luck!**
   **And, have fun!**