



Department of Health
Agency of Human Services



PSA Contest Encourages Young Adults to Take Action to Prevent Substance Abuse

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Media Contact: Communication Office
Vermont Department of Health
802-863-7281

BURLINGTON – The Vermont Department of Health is encouraging Vermonters ages 18-25 to create a video – a 15 or 30 second public service announcement – for a national contest that shows how young adults are taking action to prevent alcohol and drug abuse in their communities.

Sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), the videos will be judged based on creativity and originality, entertainment value, and how closely they reflect the theme “*We are the ones. How are you taking action?*”

The winner will receive an all-expense paid trip to Indianapolis in June for the National Association of Drug Abuse Directors Annual Meeting, where the video will be premiered. The winning entry will also receive national exposure online and will be part of the Drug Enforcement Administration’s “Target America” traveling exhibit seen by thousands of visitors.

“When young adults clearly tell each other that they have made the decision to avoid drugs, alcohol and tobacco it builds momentum throughout an entire community,” said Barbara Cimaglio, deputy commissioner of the Division of Alcohol and Drug Abuse Programs. “We talk to young adults throughout Vermont who are doing this effectively every day.”

Visit <http://challenge.gov/samhsa> for more information and to enter the contest .

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Vermont Department of Health | 108 Cherry Street | Burlington, VT 05402
Voice: 802-863-7200 | In Vermont 800-464-4343 | Fax: 802-865-7754 | TTY/TDD: Dial 711 first
Health Care Provider Infectious Disease Reporting: 802-863-7240 or 800-640-4374
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