



Northeast Communities Against Substance Abuse

Press Release

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The NECASA school-based prevention video project

Northeast Communities Against Substance Abuse announces the beginning of a new program to highlight the innovative talents of our 7th to 12th Grade school student groups.

Each six month period, NECASA will accept video applications from youth school-based organizations to compete for a \$500 prize. The student groups must be from schools in NECASA's twenty-one town region. This program is designed to:

- 1) Prevent youth substance abuse
- 2) Encourage students to research and educate their peers and parents regarding substance abuse/misuse.
- 3) Recognize areas of need in their school community
- 4) Empower students to address the needs of their school community.
- 5) Bring students together to collaborate in a healthy and supportive peer environment which encourages teamwork, education, creativity and the accomplishment of long term goals and health lifestyles.

Other criteria:

The video should be no more than 10 minutes in length

Applications will be accepted from youth school-based organizations including: National Honor Society, Student Council, Tri-M Music Honor Society, Future Business Leaders of America, 4-H lift, T.O.P.S., Diversity Club, Gay/Straight Alliance, etc.

The student group is instructed to create an educational video which addresses substance abuse prevention in one the following areas: Tobacco, Prescription Drugs, Alcohol or Marijuana.

The video must reach as many people as possible within the student organization's school and parent community.

The student organization must explain in detail how they would use the \$500 prize to benefit their school.

Prize money cannot be used for food, parties, project graduation, cash rewards or gift cards. The money **MUST** be used in a way that will benefit the school as a whole.

There will be two contests per year; one every six months. Those who do not win during the first round may re-submit their project for future consideration.

Applications are due by December 15, 2011 for the first contest.