

## Memorandum

Date: February 26, 2008

From: Milo Garcia, SVSAC Chair  
Sharry Jolley, Anti-Drug Campaign Committee Chair  
Sevier Valley Substance Abuse Council  
Richfield, Utah

To: Community Members Fighting Against Substance Abuse

RE: Central Utah Substance Abuse Conference, April 18, 19. Richfield, Utah

The Sevier Valley Substance Abuse Council (SVSAC) and Richfield City are co-sponsoring a major substance-abuse conference, for families, to be held at the Sevier Valley Center, Richfield High School, Cedar Ridge High School, and Red Hills Middle School, on April 18, 19, 2008. The conference is designed to provide a venue where a variety of people may gather to address drug problems found in our homes and communities.

Over this two-day conference, athletic events, and recreational and awareness activities will take place involving youth and adults. Below are listed the specifics for “The Best Youth Anti-Drug Campaign.”

A permission form granting SVSAC rights to use entries publicly for drug-education and training purposes is required for any submission. Additionally, the following is required for minors who appear in any video- or audio-recording: 1) a parent or guardian is required to review their child’s video or audio submission; 2) a parent or guardian is required to sign a form indicating their knowledge regarding the content of the video, their verification that they have reviewed their child’s submission, and that the parent grants permission for the entry to be used by SVSAC for drug-education and training purposes.

Those submitting recorded entries will be contacted via phone, mail, and/or by email by SVSAC staff to acknowledge that each submission has been received in our office and to verify accuracy of entries, content, and parental consent-forms when required.

To register and submit entries go to [SVSACOnline.org](http://SVSACOnline.org) and click on the “conference” button. Select the schedule of events button labeled “Video Presentations, Best Youth Anti-Drug Campaign,” and fill out the appropriate forms. If you would like to print the forms and submit them by mail, along with the recorded DVD’s, CD’s, video-tapes, audiotapes, etc., send entries to: SVSAC, Attention: Sharry Jolley, 255 South Main, Richfield, Utah, 84701. All entries must be post-marked by March 31, 2008.

We look forward to see and hear the exciting entries young-adults and youth in Utah will submit to SVSAC. If you have specific questions feel free to contact: Sharry Jolley, SVSAC Anti-Drug Campaign Committee Chair, (435) 896-9210; [sjolley@SVSACOnline.org](mailto:sjolley@SVSACOnline.org).

Friday and Saturday: Richfield High School Lobby and Auditorium: Video Presentations  
Utah Schools Competition: "The Best Youth Anti-Drug Campaign"

Four areas of competition: A) (video/audio) Commercials (30-second; 60-second); B) Drama (video only) (3-minutes, and 15-minutes); C) graphic-arts (anti-drug logos, themes, banners); D) Literary (1 paragraph, 1 page, and short-story entries).

Elementary Age Childrens' Drawings are non-competitive; they will be displayed at the Sevier Valley Center and in various school foyers at the conference.

The Anti-Drug Campaign competition is classified into 4 age-groups: College, High School, Middle School, and Elementary levels.

There are 4 categories of competition: Alcohol, Tobacco, Drugs, or Combined message.

### **Multiple entries are accepted.**

Suggestions, Do's and Don'ts:

--Serious Presentations: The focus of the schools competition is Dialogue and Relationships among persons who have substance abuse problems and those who do not have them; relationships between the two groups where support, advice, counsel, and direction is given to a person with a drug problem to get off of drugs is strongly encouraged. **SVSAC will not accept any entry that shows a person using or impersonating the use of alcohol, tobacco, drugs, or any substance that alters a person's state of mind or consciousness. Any video submission that shows the presence of drugs and/or paraphernalia will not be accepted by SVSAC.**

In substance abuse, it's true that a drug may give a momentary feeling of happiness when a person is under the influence of that drug. However, the more realistic portrayal of the negative effect of the drug once the high is over is SVSAC's goal to portray to the public. Submissions that portray anxiety, irritability, confusion, depression, and negative consequences of using drugs and the support that others can give to help a person with a drug problem will be given higher ratings.

Example of what is **unacceptable**: In a serious drama, a friend is smoking a cigarette, a cigarette is seen, or smoke is visibly seen (it's lit), and a friend says, "Man. Why do you keep poisoning yourself?"

Example of what is **acceptable**: In a serious drama, a friend is coughing, smoke is visible in the air, no cigarette is visible, and a friend says, "Man. Why do you keep poisoning yourself?"

Example of what is **unacceptable**: In a serious drama, a friend is acting so happy because they are (currently) high and acting under the influence of a drug.

Example of what is **acceptable**: In a serious drama, a friend is no longer acting under the influence, is irritable and irrational; he or she seeks to find his or her next fix or shot of

alcohol. The friend intervenes, tries to talk to him or her, and attempts to persuade the person to not use the drug again.

--Humor associated with drug use may be an effective way of conveying the message that drugs are harmful physically, mentally, and emotionally to people. Standing and holding a can of beer or a cigarette is **not acceptable**; however dressing up as a cigarette or as a can of beer and giving a message **is acceptable**. Below are some examples of how to convey a humorous but effective drug message:

- 1) Acceptable: A “fairy appears” and throws “fairy drug-dust” (flour) on a group of teenagers; they all flop and spin and make silly sounds. The fairy raises her wand to her mouth and says in a video close-up, “Ooops! I must have used the wrong wand!”
- 2) Acceptable: Crack two eggs into a bowl. Stir the eggs and say, “This is your brain in Mr. Johnson’s math-class.” Pour the eggs into a hot skillet and say, “This is your brain on meth.” Scramble the eggs and say, “And this is your brain if you keep doing meth!”

-- Unacceptable Presentations:

Use of profanity, sexual implications, and degrading a specific person is not permitted. The overall rule-of-thumb is to maintain respect and dignity for people but to show zero tolerance for the drug itself. In cases where the focus of the message is on drug dealers, focus on the action of selling drugs and how harmful it is to others; this is preferable than to criticize a person who is associated with illicit drug selling. It is better to focus on a person’s actions rather than to put him or her down as a person.

- 1) Preferable: A concerned citizen walks up to a person who just witnessed a drug sale and says to him: “You’re much better than this. You can do better than this. It’s not right what you’re doing. You have so much potential. You can do better than this.”
- 2) Not preferred: A concerned citizen walks up to a person who just witnessed a drug sale: “You’re a maggot! I hate people like you who all you want to do is hurt our kids. You’re a loser. You’ll never be anything. I hope you guys who sell drugs end up killing each other!”

--Questionable Presentations:

SVSAC recognizes that some presentations may lie in the “gray” area where the message is good and effective to reduce substance abuse but some aspect of how that message is conveyed is questionable or the target population of the message is for adults. In such cases, feel free to submit the entry and allow SVSAC to review the entry for appropriate content. For example, a questionable presentation may be made by a college student may address a drug topic appropriate for this age group. SVSAC encourages that when in doubt, submit the entry, and let SVSAC staff get in contact with you as part of the submission process.

In summary, the Best Youth Anti-Drug Competition is meant to be a fun learning experience. We encourage teachers, parents with their children, and young adults to work

together to create acceptable submissions that SVSAC can show to the public at this conference. Play with the idea: create songs, chants, stories, raps, poems, art, banners, slogans, themes, animated characters that talk using the computer, photos—the sky is the limit! Let's see what you can do.

Post-mark entries by March 31, 2008. Youth--don't forget your parent's approval, their video review, and permission form if you're in a video. Good luck!

Prizes will be awarded.

“The Best Youth Anti-Drug Campaign.” Submission Form

I am (please circle if true): Parent Teacher Counselor Other\_\_\_\_\_

I am a student: Y N (if yes circle what is true) College High School Middle School  
Elementary

I am submitting an entry in the “Best Youth Anti-Drug Campaign”. Y N

I am under the age of 18 Y N

I am submitting (please circle all that are true): Video Audiotape CD  
DVD  
Poem Song Poster Drawing Pic-  
ture Story

I am submitting: (circle all that apply below):

(videøaudio) Commercial: 30-second 60-second  
Drama (video only): 3-minutes 15-minutes  
Graphic-arts (by hand or by computer) anti-drug logo anti-drug theme banner  
Literary (anti-drug message): 1-paragraph 1-page Short-story entry

I am submitting an Elementary Age drawing (non-competitive category) T F

Multiple drawings are acceptable:

My submission is as a student: Y N College High School Middle School Elementary

I am not a student, but would like to submit an entry Y N

My submission is in the following category: Alcohol Tobacco Drugs Combined Message.

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

I am a minor T F (If you are under the age of 18, please have your parent fill out the rest of this form).

Parent’s Name \_\_\_\_\_

Address \_\_\_\_\_  
(if same as child, write same)

Phone \_\_\_\_\_

Email \_\_\_\_\_ (parent's email)

I \_\_\_\_\_ verify that I have reviewed my child's submission  
(parent's name of legal guardian)

\_\_\_\_\_, \_\_\_\_\_  
(child's name) (child's name)

and find it appropriate to submit as an entry into the "The Best Youth Anti-Drug Campaign."  
Give a brief written description of the positive anti-drug message contained therein.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ I give permission for  
SVSAC to publicly use this entry for educational and instructional purposes to increase aware-  
ness about harmful drug abuse. T F

I give permission to SVSAC to publicly identify me as the child's parent. T F  
I give permission to SVSAC to publicly identify my child's submission. T F

\_\_\_\_\_  
(parent signature) (parent's printed name) \_\_\_\_\_ date

-----  
I \_\_\_\_\_ verify that I am an adult and give permission  
(person who is 18 years of age or older)

to SVSAC to publicly use my entry for educational and instructional purposes to increase aware-  
ness about harmful drug abuse. T F

I give permission to SVSAC to publicly identify me. T F

\_\_\_\_\_  
(person's signature submitting entry) (print name) \_\_\_\_\_ date