



Flavored Tobacco/Vaping PSA

Sponsored by Tulare County Tobacco-Free Coalition

30 seconds maximum

Scoring Guide

Students will create a PSA to show health concerns created by smoking and/or vaping flavored tobacco products. Research will be from provided websites and will use the following guidelines in order to be considered.

Film should NOT include:

- Use of tobacco products or accessories (e.g. e-cigarettes, vapes, vape pens, mods, hookah pens, JUUL, Suorin drop, etc.)

Required Content:

- Reference to Tulare County Tobacco-Free Coalition
*Winning submission may be featured on YouTube, if **ALL** requirements are met

Possible Points	Criteria
20	Film must include information or statistics obtained through research from one of the provided websites
15	Film clearly communicates that use of a flavored tobacco/vaping product has negative health effects
15	Film promotes a message of living a healthy lifestyle instead of using flavored tobacco/vaping products
15	Film must <ol style="list-style-type: none"> 1. Display the Tulare County Tobacco-Free Coalition logo 2. Include a statement where community members are encouraged to contact and invite parents to get involved in the Tulare County Tobacco-Free Coalition, to create tobacco-free spaces for their children at 559.687.6886.
15	<ul style="list-style-type: none"> • Submit individual video clips prior to any post production/editing • Film must be in 1080p/4k video format
10	No tobacco products or accessories are used in the film
10	Film will not have music
Bonus Points	
5	Film includes your city's signage (i.e. city entrance or population sign) *Please be cautious during the filming of signage for your PSA



References to Help Gather Data:

1. **American Lung Association:**
www.lung.org/our-initiatives/tobacco
2. **CA Tobacco Control Program:**
<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx>
3. **California Smokers' Helpline:**
www.nobutts.org
4. **Flavors Hook Kids:**
www.flavorhookkids.org
5. **Still Blowing Smoke:**
www.stillblowingsmoke.org
6. **Tobacco Free CA:**
www.tobaccofreeca.com

Please be cautious during the filming of your PSA
Be creative! Have fun and best of luck!