



Opioids, Fentanyl and Marijuana Prevention PSA



"Operation Prevention" sponsored by: Tulare County Prevention Coalition

90-seconds maximum

Scoring Guide

Students should create a 90-second PSA designed to bring awareness to the harm and danger associated with drug use among youth. Videos may address one or all of the following:

- Prescription drugs
- Opioid/fentanyl misuse
- Marijuana use (including marijuana vaping)

Students are encouraged to do research on their selected topic and include facts/statistics in their film (be sure to cite all stats and statistics). In addition, include resources for the viewer and encourage them to seek help if they or someone they know is experiencing a drug or alcohol problem. Films should encourage students to avoid consuming opioids and drugs as well as promote a healthy lifestyle and good choices.

Films are **not** permitted to have the depiction of drugs (prescription or illegal) nor the implication of consumption in any form.

Points Possible	Criteria
15	Film includes background research such as statistics or facts about one or multiple drugs/marijuana
15	Film promotes a clear message that students should not consume drugs/marijuana and highlights the importance of living a healthy, drug-free life
10	The video offers a unique perspective on the issue and promotes a positive solution
10	The film avoids actors consuming or using drugs/marijuana
10	MUST Include BOTH logos: Tulare County Prevention Coalition and Tulare County Health & Human Services Agency (tcoe.org/SlickRock/Categories)
10	Music selection matches the tone of the video
10	General audio quality is balanced throughout the film
20	Film follows basic film techniques (rule of thirds, transitions, lighting, jump-cuts)



References to Help Gather Data:

1. **Center for Disease Control and Prevention (CDC)**
<https://www.cdc.gov/stopoverdose/fentanyl/index.html>
2. **Kaweah Health**
[Opioid Overdoses | Hospital Visalia \(kaweahhealth.org\)](https://www.kaweahhealth.org/overdose)
3. **The County of Fresno – Dangers of Fentanyl**
[Opioids](#)
4. **Youth.Gov**
[Dangers of Fentanyl & Treatment Resources | County of Fresno](#)
5. **National Institute on Drug Abuse**
[Prescription Pain Medications \(Opioids\)](#)

Be creative! Have fun and best of luck!