



# CATCH<sup>®</sup> MY BREATH Youth Vaping Prevention PSA Contest



## CONTEST RULES

When creating a video or poster, it is crucial to ensure your message is clear, engaging, and provides viewers with a takeaway that empowers them to make informed decisions to not vape! Always remember to aim for originality and respect copyright laws by using original content or appropriately licensed material.

Please be aware that each student contestant, including students who appear in the created PSA, are required to complete a NYCPS Third Party Media Consent Form. Download the [consent form](#) and upload all signed forms for participating students at the time of submission.

## Who can submit?

This public service announcement (PSA) contest is open to all New York City middle and high school students, with a limit of one video or poster entry per student. Students are responsible for creating the PSA and may seek assistance from teachers or other district staff members. Prizes will be awarded to the student.

## Team Submissions:

Students are allowed to submit a video as a team of two. If selected as a winner, the prize money will be split evenly between both team members. Each team submission must include the full names, parent/guardian names, and email addresses for both students involved. Incomplete entries will not be considered.

## What can be submitted?

- Must be an original work.
- Posters should be submitted as a PDF or jpeg.
- Posters can be submitted as a photo if created by hand.
- Videos should be no more than 2 minutes in length.
- Videos should be 1080p or higher.

## Submissions will be disqualified if it:

- Violates copyright laws (see below).
- Promotes illegal behavior.
- Uses any Artificial Intelligence (AI) tools or technologies for creation, completion or editing of work.
- Shows any person or animal vaping.

- Discriminates against or supports invidious prejudice toward others along ethnic, racial, religious, or sexual grounds.
- Invades the privacy of any person.
- Supports or opposes a candidate for elected office or advocates for the passage or defeat of legislation or a ballot measure.
- Is inappropriate as determined by school officials and CATCH.

### Can students get assistance with the filming and editing of the video/poster?

The video/poster must be planned, created, and edited by students in middle or high school. Students may seek assistance from teachers or other district staff members.



Submit your entry per round at [catch.org/nycschools](https://catch.org/nycschools).

## SUBMISSION ROUNDS



### Round 1: Poster submissions

September 30 - November 30, 2024

Winners will be announced in January 2025



### Round 2: Video submissions

January 30 - May 30th, 2025

Winners will be announced in June 2025



### Round 3: Poster or video submissions

September 1 - October 31, 2025

Winners will be announced in November 2025

## JUDGING RUBRIC

**Objectives** - Addresses youth vaping epidemic and prevention strategies including developing a public service announcement (posters or video).

**Storytelling** - The applicant demonstrates excellent storytelling skills that engage the viewer and provides insight on their impact and passion.

**Creativity/Originality** - Video/poster includes creative and unique elements such as graphics, pictures, music, and video clips. All sound and visual elements align with the video's message and do not distract the viewer.

**Diversity and Inclusivity** - Vaping prevention is important for all members of our school communities, including staff, students, and families. Designs should be inclusive and reflect diversity of ethnicity, gender, age, physical ability, and family structure.

**Overall Visual Impact** - Video/poster is of high-quality and contains a concise and clear message about vaping prevention.

**Project Reach** - Has a meaningful audience of both decision-makers and at-risk/affected youth; audience that can foster open conversation and action towards mitigating the youth vaping epidemic.

## Looking for inspiration?

### EXAMPLES FOR POSTERS

**Infographic Style:** A visually appealing infographic that lays out facts about vaping, such as its health risks, statistics on youth usage, and comparisons to non-vaping lifestyles. Use compelling graphics, charts, and bullet points to make the information easy to digest.

**Comic Strip:** A poster designed as a comic strip that tells a story of a character resisting peer pressure to vape, highlighting the character's inner strength, the support of friends, and the positive outcomes of saying no. The comic can end with a powerful message about self-respect and health.

**Before and After:** A poster showing a "before" and "after" scenario – before could depict a vibrant, active lifestyle without vaping, and after could illustrate the potential consequences of vaping, including health issues and social isolation. The contrast aims to provoke thought about the choices one makes.

**Myth vs. Fact:** A poster that debunks common myths about vaping ("It's just water vapor", "It's a safe alternative to smoking") with compelling facts and visuals that reveal the truth. This format educates and challenges misconceptions directly.

**Call to Action:** A poster that directly addresses the viewer with a strong call to action, such as "Don't Get Sucked In" or "Choose Health, Not Haze". It can include a striking visual metaphor related to vaping and concise text urging viewers to commit to a vape-free life.

### EXAMPLES FOR SHORT VIDEOS

**Personal Story:** A video that narrates a personal story about someone's experience with vaping, focusing on the journey from initiation to realization of its negative impacts, and finally, the decision to quit. The narrative can be accompanied by visuals of key moments, emotional expressions, and a hopeful message about overcoming challenges.

**Mockumentary Style:** A light-hearted, but informative mock documentary featuring interviews with "experts" (played by students), fake statistics (e.g., "99% of superheroes don't vape"), and humorous sketches to debunk myths about vaping. Despite the comedic approach, the video ends with serious facts about the dangers of vaping and resources for help.

**Animation:** A short animated story showing characters (could be animals or fictional characters) where one is tempted to try vaping, but is then shown the consequences through a vivid, imaginative journey illustrating health effects, addiction, and social implications. The animation concludes with positive choices and alternatives to vaping.

**Public Service Rap or Song:** A music video featuring an original rap or song with lyrics that discuss the risks associated with vaping, peer pressure, and the importance of making healthy choices. The video can include dance, visuals of healthy activities, and a catchy chorus that reinforces the anti-vaping message.

**News Report Parody:** A parody of a news report that covers the "breaking news" of the vaping epidemic among youth, featuring "interviews" with affected teens, "experts" providing advice, and "on-the-scene" reporters showcasing prevention programs in schools. The parody can use humor to engage viewers while delivering serious content and resources for help.