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NEWS RELEASE – FOR IMMEDIATE RELEASE

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Winners Announced for Student Contest focused on Tobacco Prevention

The Solano Youth Coalition has selected winners for the 2017 Tobacco Use Prevention public service announcement (PSA) contest. The PSA contest, sponsored by the Solano County Office of Education in partnership with the Solano Youth Coalition, was offered to all student clubs and youth organizations serving grades 6-12. Winning submissions won up to \$500.

The three first place videos, in their division and category, were premiered at the Spelling Bee Championship to an audience of nearly 300 people. The complete list of winning videos is:

1st Place – 30 Second Commercial Category - High School Division – Montgomery High School Video Production Club

2nd Place – 30 Second Commercial Category - High School Division – Vanden High School Friday Night Live

3rd Place – 30 Second Commercial Category - High School Division – Armijo High School Friday Night Live

1st Place – Long Video Category - High School Division - Benicia High School Friday Night Live

1st Place – Long Video Category - Middle School Division - Green Valley Middle School Vikings Against Tobacco

2nd Place – Long Video Category - Middle School Division – Springview Middle School Bridges Program

3rd Place – Long Video Category - Middle School Division – Vista Preparatory Academy Club Live

The PSAs focus on a variety of topics that will spread awareness about the dangers of tobacco and nicotine products; including how peer influence affects youth, common myths about nicotine products, and the impact of secondhand smoke. County Superintendent of Schools Lisette Estrella-Henderson applauded the winners saying, “Solano County has incredibly talented students which is evident by the creativity used to produce each one of these videos.”

Per the World Health Organization, smoking is still the leading cause of preventable death; despite work done over the years to lower the rates of tobacco use in youth and adults. Nearly six million deaths a year worldwide are attributed to tobacco use. These statistics help support the Solano Youth Coalition’s goal to create opportunities that involve youth in educating the public about the dangers of tobacco.

Submissions were reviewed and judged on their content, creativity, and persuasive or educational effect by the Solano Youth Coalition. All videos submitted to the contest, as well as other student projects sponsored by the Solano County Office of Education can be found at <http://tiny.cc/TUPECONTEST>

For more information on the Solano Youth Coalition or Tobacco PSAs, contact Johanna Nowak-Palmer at jnowak@solanocoe.net or 707-646-7603.

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