



## Substance Abuse Public Service Announcement

**Event Summary** Public Service Announcement (PSA) provides members with the opportunity to use technology to produce a PSA video that informs the community about an important health issue. The Substance Abuse PSA competitive event consists of one round and a team of 3-6 people. This PSA will highlight Delaware's substance abuse statistics and educate peers about dependence, as well as, to begin the conversation about addiction and finding counseling and support. The goal of this PSA will be to educate peers in the school community and larger community around the concept of substance abuse and treatment. The PSA should be shared with peers, family members, and community members. Teams will use information from [Delaware's Public Health website](#) and Help is Here ([State of Delaware – Help is Here](#)). Teams will be paired with a Delaware Public Health (DPH) Trainer Educator who will serve as a consultant for the PSA. It is the responsibility of the PSA team to utilize the consultant to ensure accurate PSA information.

Teams will be judged on video quality, effectiveness in messaging, and how widespread the message was shared within the local and state communities. The first-place team from this competitive event will be eligible to represent Delaware in the [Outstanding HOSA Achievement](#) event at the International Leadership Conference (ILC).

**Dress** Competitors must be in official HOSA uniform or proper business attire. Bonus points will be awarded for [proper dress](#). All team members must be properly dressed to receive bonus points.

- Rules and Procedures**
1. Competitors in this event must be active members of HOSA in good standing in the division in which they are registered to compete (Secondary or Postsecondary/Collegiate).
  2. Competitors must be familiar with and adhere to the ["General Rules and Regulations of the HOSA Competitive Events Program \(GRR\)."](#)
  3. The PSA must be visual. It is the team's responsibility to assure that the PSA is of broadcast quality and can be shown on a standard electronic device and shown on social media channels.
  4. The PSA must be original with the teams drawing upon artistic, musical, written, and technical skills to create an original video production. Running times will be considered at first fade/visual/sound to the last.
  5. The beginning of the PSA may include a title. The end of the PSA may include credits for the team members or HOSA chapter. Teams may use creativity when adding the title and credits to the PSA. The title and credits WILL be counted in the 30 to 90-second time limit.

6. The PSA must be “show ready” which may include a black lead at the beginning and end of each PSA. The pure black lead and end is optional and does NOT count as part of the 30 to 90-second length of the PSA.
7. The team will choose the genre (comedy, drama, documentary, musical video, etc.) they think will work best for their target audience (i.e. youth ages 5-11 and/or 12-17) with their PSA to promote the topic.
8. The work on this PSA must be fully completed by team members. They may receive instruction in filming and editing from an outside source, however, the actual filming, editing, and all production steps must be completed by team members. This does NOT include the actors. Actors may or may not be members of the team. Advisors must sign the Validation Form, found in these guidelines, verifying that only team members worked on the production of the PSA.
9. If you are using any kind of music or copyright protected logos or material (including trademarked products) in the PSA, you and your chapter advisor are responsible for obtaining all necessary releases and meeting all legal copyright requirements. Written permission to use copyright-protected material in your PSA must be uploaded to [Tallo](#) and included with the Copyright Form submitted for the event.
10. The PSA must be shown at the team’s school, in the community, on a local TV station, and/or on social media. The accompanying Air Date Form in these guidelines attests to the date(s) the PSA was presented and requires the signatures of the community organization’s executive director, station manager, or school principal to verify it was aired to an appropriate audience.

## Training and Education

1. Teams will be required to attend three virtual training and education sessions designed to equip students with the expertise and resources to conceive, design, and execute a high-caliber, nationally competitive PSA. Each session is 45 minutes in length and conducted by a Delaware Department of Public Health Trainer/Educator with appropriate guest-lecture support, as needed. **Any team having less than 50% of team members attending one training session will be eliminated from the competitive event.** Learning Objectives for the three training sessions include the following:
 

HOSA Members will be able to:

  - a. Explain the purpose and mission of public health
  - b. Design a Public Service Announcement
  - c. Demonstrate best practices in technical production & support
2. The first interactive, virtual, 45-minute session explores the role of public health in our communities, historical context of public health and how public health education is performed through messaging, like PSAs. Students will have an opportunity to interact with real community level public health data via the My Healthy Community Dashboard, and see how data drives program design, funding, policy, and more.
3. The second interactive, virtual, 45-minute session explores what makes a PSA effective, reviews historical examples of effective PSA campaigns and provides student teams with a template to consider their PSA’s communication and messaging strategy.

4. The final interactive, virtual, 45-minute session explores best practices in television production and design elements including considerations for lighting, sound design, location-scouting, costume and properties design and more.
5. Students will work throughout with the Population Health interdisciplinary Team (Epidemiologist, Planner, Trainer/Educator, Social Service Administrator) who will provide training and technical assistance on the presentation topic including data, evidence-based resources and best-practices.

### Project Timeline

PSA teams will be expected to follow the following timeline for project submissions. Failure to meet the project expectations and deadlines will result in disqualification from the competitive event.

1. **By November 4, 2022** PSA teams must submit:
  - a. Complete team roster with dedicated roles/project responsibilities and identified advisor
  - b. Proposed meeting/rehearsal schedule
  - c. Production timeline including submission deadlines
  - d. Concept & Proposed Filming Location(s)
2. **By November 25, 2022** PSA teams will have met at least once with their assigned Delaware Department of Public Health Trainer/Educator subject matter expert.
3. **By December 9, 2022** PSA teams should have completed and submitted the first draft of their PSA script for review by the faculty advisor and DPH representative.
4. **By January 27, 2023** PSA teams will have submitted a first draft of their recorded PSA for review/feedback to their faculty advisor and DPH representative.
5. **By February 24, 2023** PSA teams must submit their final draft of the completed PSA for judging.

### Required [Tallo](#) Uploads

1. The following items must be uploaded by *ONE* member of the team to [Tallo](#) before the submission deadline: **Reference Page, Validation Form, Copyright Form, Air Date Form, and a link to the PSA.**
2. **Reference Page:** A reference page must be prepared for any content used to develop the PSA. One page only. Points will be awarded for compiling a clean, legible reference page; however, the formatting of the reference page is not judged.

Since the American Psychological Association (APA) is the most commonly used resource in Health Sciences, this information is modified from the APA style to help HOSA members familiarize themselves with it. More information on APA formatting may be found at the [Purdue Online Writing Lab \(OWL\)](#).

Your ONE PAGE 'References' title should be centered, and sources alphabetized by the author's last name, first initial from the left margin. References should be single spaced and hanging indents should be used for sources requiring multiple lines. Alphabetize anonymous authors according to the web site or first main word in the title.

**\*Example:** Web Site (Professional):

CDC.gov. (2017, Feb 15). Health services for teens. *Adolescent and School Health*. Retrieved from <https://www.cdc.gov/healthyouth/healthservices/index.htm>.

## Uploading to [Tallo](#)

Uploading your materials to [Tallo](#) is a requirement. Failing to upload the required materials will result in disqualification for the competition.

- a) One competitor on the team must create a profile and upload a link to their PSA with .pdfs of the reference page, validation, air date, & copyright forms to the **Substance Abuse Public Service Announcement** competitive event opportunity on [Tallo](#). **Detailed instructions** for this are available at <http://www.hosa.org/tallo> as both a .pdf handout and web tutorial video.
- b) The size limit for any files uploaded to [Tallo](#) is 2.5 MB. To avoid an upload error, please be sure to save your .pdf as a compressed file or reduce the size of your embedded images. For instructions on how to do this, please visit: <http://www.hosa.org/filesize>.
- c) [Tallo](#) Instructions
  1. Join [Tallo](#)-
    - a. Go to <http://www.hosa.org/tallo>.
    - b. Click the “Create Your Profile” button and create your account.
    - c. Add HOSA to your profile
      - i. Click the blue “Profile” tab at the top left of the screen.
      - ii. Click the blue “Edit Profile” button at the top right of the screen (underneath the account dropdown menu).
      - iii. Select “Associations” from the bar on the left side of the screen.
      - iv. Type in “HOSA-Future Health Professionals” and select from the dropdown menu.
  2. Search for HOSA Competitive Event
    - a. Select “Opportunities” at the top of your screen when logged in.
    - b. In the “Organization Name” search box type in “HOSA”; wait for the list of pre-populated organizations to appear, and then select your state association from the drop-down box (Example: HOSA-Future Health Professionals | Delaware). Click the blue “Search” box.
    - c. Select your competitive event from the list that appears to the right (Make sure that you have selected the proper state!).
  3. Submit Materials and Apply for Competitive Event
    - a. Follow the steps and provide required information for your event.
    - b. Click “Apply Now” when ready to submit.
    - c. To edit your submission-
      - i. Click the dropdown menu on the top right of your screen in [Tallo](#).
      - ii. Click “My Opportunities” and select your event.
      - iii. Follow the instructions for editing your submission.

## Substance Abuse Public Service Announcement Submission, Topic, Audience and Copyright Information

**Submission** All required event forms and video must be uploaded to [Tallo](#) by one member of the team prior to the submission deadline.

**Topic** The topic is broad to give team members flexibility and creativity in developing their visual PSA. The PSA should draw attention to important aspects of the topic and inform the public in a way that will educate the audience on substance abuse.

**Audience** You should consider the needs of the target audience when producing the visual PSA. A PSA that is shown to a school audience may not be appropriate if the target audience is senior citizens, the medical community, etc. Once you determine the specific goal of your PSA and needs of the target audience, be certain the PSA is seen by the appropriate audience(s) in the community.

**Copyright** The use of recorded music in a PSA is not covered by the Fair Practice Act or any educational exemption. Teams should purchase royalty-free music if they use recorded music in their PSA.

Royalty-free music is usually stock, instrumental music purchased for a single fee, with no subsequent royalties. There are several websites that sell royalty-free music and sound effects. A school media center or TV production class may have royalty-free music that you can use, or you may be able to work with a local TV/radio station or video production company to purchase royalty-free music.

Conduct an Internet search using the keyword “Royalty Free Music” or visit a site such as <http://www.royaltyfreemusic.com/>.

Permission is not required if a brief portion of copyrighted material is viewed incidentally (i.e. during the panning of a crowd, someone is seen holding “People” magazine. If the camera were to zoom in on this person to emphasize the magazine, it is no longer considered incidental, and permission must be sought). Symbols, logos, characters, etc. that are trademarked must have a letter of permission to use (unless they are “incidental”).

Permission is granted for HOSA chapters to use the HOSA emblem in the PSA.

***HOSA chapters are required to act responsibly and follow all applicable copyright laws in the production of a Delaware HOSA-Future Health Professionals Public Service Announcement.***

# Substance Abuse Public Service Announcement AIR DATE FORM

Please complete this form and upload to [Tallo](#). PSAs without all required forms properly submitted, completed, signed, and dated, will be assessed penalty points. Type or print clearly. Duplicate this form if space for additional air dates is needed.

**PSA Title** \_\_\_\_\_

**School** \_\_\_\_\_

**Air Date and Time:** \_\_\_\_\_

Location and audience: \_\_\_\_\_

*If posted online*, url: \_\_\_\_\_

Comments:

\_\_\_\_\_, Organization/Station Representative, School Admin  
Signature

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Title

**Air Date and Time:** \_\_\_\_\_

Location and audience: \_\_\_\_\_

*If posted online*, url: \_\_\_\_\_

Comments:

\_\_\_\_\_, Organization/Station Representative, School Admin  
Signature

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Title

# Substance Abuse Public Service Announcement COPYRIGHT FORM

Please complete this form, upload to [Tallo](#). PSAs without all required forms properly submitted, completed, signed, and dated, will be assessed penalty points. Type or print clearly.

**PSA Title** \_\_\_\_\_

**School** \_\_\_\_\_

Did this PSA include the use of any copyright-protected music, logos, images, characters, or symbols?

YES

NO

If YES, please explain and attach permission forms, copy of royalty-free music source, etc.

## Signatures of Team Members and Date

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

# Substance Abuse Public Service Announcement VALIDATION FORM

Please complete this form and upload to [Tallo](#). PSAs without all required forms properly submitted, completed, signed, and dated, will be assessed penalty points. Type or print clearly.

PSA Title \_\_\_\_\_

School \_\_\_\_\_

Name of assigned DPH Trainer Educator Consultant \_\_\_\_\_

### Team Members

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

*I verify that only team members worked on the production of this visual Public Service Announcement and that all team members are dues paying members of HOSA-Future Health Professionals in good-standing (excluding actors). I understand and have explained to the team members that this provision has been included to prevent any type of professional technical assistance in completing the PSA. I worked with the Delaware Public Health Trainer Educator to ensure the accuracy of the information presented in the PSA. I believe that all work in this PSA is the original work of team members, and that the team has fulfilled all the requirements for this event, which includes compliance with applicable copyright laws and adherence to the event guidelines.*

\_\_\_\_\_, Chapter Advisor  
Signature Printed Name

\_\_\_\_\_  
Date



# Substance Abuse Public Service Announcement Judge's Rating Sheet

Team# \_\_\_\_\_ Judge's Signature \_\_\_\_\_

A. Points for following Guidelines:						JUDGE SCORE
<p><b>No partial points are given in Section A.</b></p> <p>All five items MUST be completed to receive 50 points.</p> <p>If any portion is missing, Section A is scored a 0.</p> <p>For more information on the all/no points, please visit: <a href="http://www.hosa.org/judge">http://www.hosa.org/judge</a></p>	<p><input type="checkbox"/> PSA is no longer than 90 seconds in length (not counting optional pure black lead in beginning and end of PSA).</p> <p><input type="checkbox"/> PSA is on topic and in English.</p> <p><input type="checkbox"/> A link to the PSA along with .pdfs of the validation, air date, copyright forms &amp; Reference page was uploaded to Tallo (by one team member) by the submission deadline.</p> <p style="text-align: center;"><b>All or nothing: 50 points or 0 points</b></p>					
B. PSA TECHNICAL QUALITY	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 2 points	JUDGE SCORE
<b>1. Exposure/Focus/Color</b>	Quality of exposure was excellent; the images are sharp, in focus and the lighting is highly effective to accurately tell the story.	The quality of the exposure/focus was good, although a few shots were blurry or did not come across clearly.	The quality of the exposure was average, the lighting was good and most of the images came across clearly.	The quality of the exposure was basic, several images were blurry, or lighting was either too bright or too dark.	The quality of the exposure is poor. The PSA is often out of focus or the lighting makes the images hard to see.	
<b>2. Audio</b>	Effective & balanced approach to sound throughout the PSA. Excellent judgement and appropriate use of silence and music / audio to capture the message of the PSA.	The audio balance between background music and speaking parts was effective. Good judgement and appropriate use of silence and music / audio to capture the message of the PSA.	Average use of background music, silence and speaking parts were used to shape the message of the PSA. The audio didn't stand out one way or another or impact the overall message.	Audio levels were too loud or too soft, or picked up a great deal of background noise which made it difficult for the viewer to hear.	The PSA included too much background noise and the message is not able to be understood due to poor quality of the audio.	
<b>3. Editing /clean transitions/synchronization***</b>	Excellent use of video effects; editing and transitions are clear and there is high quality synchronization between the sound and video content.	Editing between scenes is strong, good transitions from scene to scene.	The editing and transitions between slides is average.	The editing was clunky. Inappropriate transitions between scenes.	The scenes have too much movement causing distraction from the message. The editing and transitions between scenes is poor.	
<b>4. Camera Technique / Composition</b>	Excellent use of capturing the composition of movement and angles to make the story come to life. Advanced ability & unique perspective to allow the film to tell the story.	Camera technique is good and the composition of scenes tell a story. Angles and movement could be captured in a way to make the story come to life better.	The camera technique is of average skill and the composition does not stand out to the viewer.	Some evidence of thoughtful camera technique but captured intermittently throughout the PSA. Most scenes were filmed at a basic level.	The camera technique was basic, front facing shots with no evidence of intentional composition of the angles of the camera technique.	

C. PSA CONTENT	Excellent 10 points	Good 8 points	Average 6 points	Fair 4 points	Poor 2 points	JUDGE SCORE
1. Effectiveness	The message of the PSA did an extraordinary job at captivating the attention of the audience and activating a clear message that evokes emotion. It translates an important message.	The message of the PSA did a good job capturing the attention of the audience. The message stood out and evoked emotion. The PSA was interesting and thoughtful.	The message and content captured the attention of the audience. More could have been done to evoke emotion and share the content theme.	The effectiveness of the message needed more attention to detail. The PSA could have done a better job at connecting to the audience and delivering the overall message.	The message of the PSA was not effective. It did not capture the attention of the audience or deliver a critical message. The content did not evoke emotion or relay important information.	
2. Impact	The message is highly impactful for the target market and encourages a "call to action" in a positive manner.	The message is good but could have a more specific impact to the target market and could inspire behavior change slightly more effectively.	The message of the PSA was educational but did not impact the audience to action.	The impact of the message was not communicated clearly. The PSA did not inspire the audience to action.	The PSA was not impactful and did not encourage positive behavior or elicit any emotion by the viewer.	
3. Creativity and Originality	The PSA is extremely creative, clever and original. Excellent!	The PSA is good. Creative messaging and original content were displayed.	The PSA provided an average amount of creativity and originality.	The creativity in the PSA was basic. Little originality was included.	No original thoughts or creative concepts were used in this PSA.	
4. PSA leaves judges wanting to know more	When are you filming your next PSA? The judge is waiting on the edge of their seat to see your next work!	Great job! The judge wants to watch your next PSA.	Judge liked this PSA but may or may not be interested in seeing more.	This PSA was okay, but judge probably won't go looking for any more.	Judge has seen enough.	
C. PSA CONTENT	Excellent 5 points	Good 4 points	Average 3 points	Fair 2 points	Poor 1 point	JUDGE SCORE
5. Realistic visual imagery provided	Visual imagery was believable and realistic, and enhanced the message being portrayed.	Most of the imagery was realistic and believable.	An average amount of realistic imagery was provided.	A fair amount of realistic visual imagery was provided.	The visual imagery was not realistic.	
6. Talent	Actors were extremely talented and delivered a message that was believable and realistic. Professional-level quality of talent was delivered.	The actors did a good job delivering a message that was believable and realistic.	The talent in regard to the actors was average. The material seemed forced.	The actors could have used more rehearsing to create a more believable product.	The actors were not believable in delivering their message. Much more effort needed.	
7. Writing	The word choices and placement on screen were of high quality and enhanced the message. No spelling/ grammatical errors.	The PSA did a good job highlighting the written words to emphasize the message. Few, if any, spelling/ grammatical errors.	The words written in the PSA were mostly clear (small lettering, too many words, text hard to read, etc). More accuracy would have enhanced the message.	The writing displayed in the PSA was of fair quality. More focus and accuracy needed. Spelling/ grammatical errors were distracting.	The PSA writing was not appropriate or accurate in the project delivery.	
<p>***Synchronization- the operation or activity of two or more things at the same time or rate.  * Definition of Diction – Choice of words especially with regards to correctness, clearness, and effectiveness.  ** Definition of Pronunciation – Act or manner of uttering officially.</p>						
<b>Total Points (160):</b>						