



Join Together Atlantic County (JTAC) is a community coalition whose mission is to prevent, reduce, and/or delay substance use among youth of Atlantic County in a long term and sustainable manner. To help us in our efforts we are sponsoring our first annual

2017 PUBLIC SERVICE ANNOUNCEMENT CONTEST

- The contest is open to all students in grades 6-8 in Atlantic County.
- Students are invited to create a 6x6 inch Public Service announcement (PSA), as a message to parents from kids about the dangers of underage drinking or providing alcohol to those under 21.

The winning submission will be turned into a sticker that will be placed on pizza boxes in Atlantic County, winners will also receive a gift card to the Hamilton Mall.

Each submission must meet the following criteria:

- Crayons, pens, markers, pencils, and graphic art are permissible.
- Please do not use glitter or glitter glue.
- No copyrighted character or celebrities may be used or inferred.
- Students' PSA's should be on the official entry form enclosed within this packet unless digitally created it can be printed and submitted separately.
- Entry forms must be completely filled out and legible.

Entries are due at the Atlantic Prevention Resources office at 626 N Shore Rd, Absecon, NJ 08201 no later than 4 p.m. on Friday, March 31, 2017.



**Contact Mary Walton or Kelly Gallagher @ 609.272.0100
or mwalton@atlprev.org or kgallagher@atlprev.org**

*Any entries submitted after this deadline or without an entry form will be considered invalid. One entry per person. Winners will be chosen by a committee selected by Join Together Atlantic County based on relevance to theme, factual information and creativity. Submissions of artwork will not be returned. Good luck to all and thank you for helping JTAC in the prevention of underage drinking.



2017 Public Service Announcement

Official Contest Entry Form

Please fill out **all** of the information below and print clearly. There is a fact sheet attached for your use. Remember, all entries must be a 6x6 square. You may print your entry. Good luck!

The submission should be a message to parents from kids about the dangers of underage drinking or providing alcohol to those under 21.

Name _____

Address _____

Telephone Number _____

School _____ Grade _____

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Absecon, NJ 08201 no later than 4 p.m. on Friday, March 31, 2017**

Public Service Announcement Contest

Fact Sheet

Here are some facts you may use for your PSA. Feel free to find other facts on your own.

- The younger a person starts drinking, the more likely he or she is to have alcohol problems later in life.
- A person who starts drinking as a young teen is four times more likely to become an alcoholic than someone who doesn't drink until age 21.
- The brain is still forming in teenagers. Teen drinking can cause permanent brain damage.
- Alcohol is a depressant.
- Alcohol could have a negative effect on:
 - The ability to form new memories
 - Judgement
 - Decision making
 - Short term memory
 - Impulse control
- Alcohol moves through the blood to every part of the body. It can hurt the liver, stomach and pancreas. Making you feel dizzy, sick or scared.
- People who drink may say or do things they normally wouldn't, like start fights, take risks or get into accidents.
- Teens who drink alcohol regularly can have memory lapses and trouble focusing.
- Drinking may cause teens to pull away from good friends and healthy activities.
- They risk getting kicked off sports teams and other activities.
- Teens who drink often do poorly at school and at jobs.
- Alcohol increases your risk for many deadly diseases, such as cancer. Drinking too much alcohol too quickly can lead to alcohol poisoning, which can kill you.
- If you really want to fit in, stay sober. Most young people don't drink alcohol. Research shows that more than 70% of youth aged 12 to 20 haven't had a drink in the past month.
- Alcohol is alcohol...it can cause you problems no matter how you consume it. One 12-ounce bottle of beer or a 5-ounce glass of wine (about a half-cup) has as much alcohol as a 1.5-ounce shot of liquor. Alcopops—sweet drinks laced with malt liquor—often contain more alcohol than beer!
- Providing alcohol to those under the age of 21 is illegal, a person can receive up to 6 months jail time and a \$1,000 fine.
- Underage drinking is illegal. If caught, you may have to pay a fine, perform community service, or take alcohol awareness classes. Kids who drink also are more likely to get poor grades in school, and are at higher risk for being a crime victim.