



HOPE presents...
for Franklin County Coalition

"Underage Drinking – How does it start?"



Information about this year's Youth Message Contest

***Underage Drinking in Franklin County starts at a young age –
the average age for first use is 12 years old.***

We want to find out what young people think about this issue and why it starts so early.

Who can enter?

- * Middle school or high school aged youth who live in Franklin County, Missouri.

What are the rules?

- * Participants create a 10 to 15 second video that shares their view on “Underage Drinking – How does it start?”
- * In the video, participants must highlight their thoughts on one of the following themes, as research shows that these are the primary risk factors for underage drinking:
 1. Ease of Access
(One example: Alcohol is easy for teens to get.)
 2. Low Risk Perception
(One example: Youth do not understand how harmful alcohol is to their developing brain.)
 3. Contributing Factors
(One example: My community views drinking as a rite of passage.)
- * Participants must submit their entries using the official “Participant Entry Form.”
- * Video entries must be uploaded to YouTube.
- * Participants should email their completed entry form(s), along with the link(s) to their YouTube video(s) to SoberTruthProject@gmail.com.
- * Individuals can enter up to three videos – sharing their perspective on each of the themes listed above. Only one entry per theme is allowed. Each entry must include a separate video link and a completed form.

What can I win?

- * Three entries from the middle school and three from the high school categories will be featured in two commercials that will be created by HOPE. The commercials will air all over Franklin County on Charter TV!
- * 1st, 2nd, and 3rd place trophies will be given to the top scoring entries in both the middle school and high school categories – to be chosen by local “celebrity” judges.
- * A “People’s Choice” trophy will be given to a middle and high school entry following a social media campaign. This will be decided based on likes, comments, and shares. PLEASE STAY TUNED - MORE DETAILS TO COME!
- * All participants will receive a certificate of recognition, along with a color changing tech accessory.

When are winners announced?

- * HOPE will announce the top scoring entries on Friday, May 14th, 2021.
- * Trophies and certificates of recognition will be available for delivery to local school districts or pick up at our office beginning Monday, May 17th, 2021. Samantha will contact participants via email about delivery preferences.
- * The “People’s Choice” voting, and award will be given following the May announcement - DETAILS TO COME.