



NAPA OPIOID SAFETY COALITION

'FENTANYL: Fake and Fatal. Know the Risks, Save A Life.'

2024 Youth Video Contest

Official Rules, Terms and Conditions

Please review these official rules before entering the contest. Minors must obtain the consent of their parent or legal guardian to enter the contest. All people recorded (including people ages 18+) in video submissions must sign and submit a signed consent form.

Contest Description

Most teen overdose deaths involve fentanyl. Fentanyl is a synthetic opioid 50 times stronger than heroin and 100 times stronger than morphine. An average of 7 of 10 counterfeit prescription pills laced with fentanyl contain at least 2 mg, which is considered a potentially lethal dose—that's just a few grains of salt! You can't see fentanyl, taste it, or smell it and it's in almost every kind of counterfeit drug.

The Napa Opioid Safety Coalition (NOSC) is calling all Napa County youth and young adults up to age 26 to produce a short video (30 - 60 seconds) to educate their peers and the community at large about the dangers of fentanyl, the risk of fake pills made to look like prescription medications, related personal impacts in your life or your community, and/or healthy solutions to mental health challenges and peer pressure. Use your creative storytelling and video editing skills to make an impact in our community!

Who Can Enter

The contest is open to all youth and young adults in Napa County, up to age 26. Individual and team submissions are welcome.

Contest Deadline

To enter the contest, each individual or team leader must complete the following steps by 11:59 p.m. on Friday, November 15, 2024:

1. Post the video on YouTube, TikTok and/or Instagram:
 - Suggested hashtags—#FakeAndFatal #KnowTheRisksSaveALife #OnePillCanKillNapa
 - Tag—Napa Opioid Safety Coalition, Cameo Cinema
 - Location—Napa County
2. Submit a completed Contest Entry Form with Consent Form(s) and Final Video File at: www.napaopioidsafety.org/video-contest

Contest Entry Forms submitted after this deadline may not be accepted. Such decisions are at the discretion of the Contest Administrator, the Napa Opioid Safety Coalition (NOSC). For questions about the contest, please contact napaopioidsafetycoalition@gmail.com.

Terms and Conditions

To enter the contest each individual involved in the production of the video must agree to the terms and conditions set forth in this document, the 2024 Youth Video Contest Official Rules, Terms and Conditions (“Official Rules”).

How to Enter

Contest submissions can come from individuals or teams, with one team leader. The team leader may be the liaison between participant(s) and the Contest Administrator. This includes submission of all materials and any contest-related inquiries.

1. Create Video

Videos may be submitted in any language. If a language other than English is used, please specify the language that is being used in the “Brief Summary of the Video” section of the Contest Entry Form and provide an English translation of the video’s transcript.

Submissions must include original content. All content in a video, including but not limited to, pictures, video, and music, must be your or the team’s original creation and not infringe upon any individual or entity’s intellectual property, privacy, or other rights.

Material must cite appropriate sources. Any information or statistics referenced must be from a reliable source such as the Centers for Disease Control and Prevention or the U.S. Drug Enforcement Administration. Videos using any statistics must include sources in video credits or caption.

2. Upload Video

Each video must be 30 – 60 seconds long and be uploaded to YouTube, TikTok and/or Instagram using your own or the team’s own channel or account, by the contest deadline. The video must comply with the terms and conditions of the host platform.

3. Submit Contest Entry Form

Individuals or team leaders must submit an online Contest Entry Form at www.napaopioidsafety.org/video-contest. Contest Entry Forms must be submitted

electronically. To be considered complete, each Contest Entry Form must include links to the signed Consent Form(s), video link, and final video file.

- **Consent Forms:**

- **ALL** individuals and team participants must submit a signed Consent Form acknowledging receipt and understanding of these Contest Rules and agreeing to abide by these Contest Rules.
 - Individuals or team members under 18 years of age must also have their parent or legal guardian sign the Consent Form
 - Individuals or team members 18 years of age and older may sign the Consent Form on their own behalf
- **ALL** individuals whose image and/or voice are recorded in the video must sign a Consent Form:
 - If under 18 years of age, the minor must also have their parent or legal guardian sign the Consent Form
 - If 18 years of age and older, the individual may sign the Consent Form on their own behalf

Consent Forms must be submitted electronically using a file-sharing service, such as Dropbox, Google Drive, or WeTransfer. Individuals or team leaders completing the online Contest Entry Form at www.napaopioidsafety.org/video-contest will find a dedicated field (required) to provide a shared link to the uploaded Consent Forms. The Contest Administrator will access the Consent Forms through the shared link provided in the Contest Entry Form.

- **Video Link:** Individuals or team leaders shall provide a link to the uploaded video during the online submission process.
- **Final Video File:** Each individual or team leader shall submit a video file during the online submission process
 - The video size may not exceed 500MB.
 - Original video files must be in .MP4 .MPEG, .MOV, .AVI, or .WMV format. (.MP4 is preferred.)

Final original video file must be submitted electronically using a file-sharing service, such as Dropbox, Google Drive, or WeTransfer. Individuals or team leaders completing the online Contest Entry Form at www.napaopioidsafety.org/video-contest will find a dedicated field (required) to provide a shared link to the uploaded video file. The Contest Administrator will access the original video file through the shared link provided in the Contest Entry Form.

It is the responsibility of the individual or team leader to make sure the required documents and files are submitted on time.

Once the entry has been received by the Contest Administrator, the video submission is final and cannot be modified. Team advisors will receive an automated confirmation email from napaopioidsafetycoalition@gmail.com confirming receipt of their submission.

Contest Administrator

For the purposes of this contest, the Napa Opioid Safety Coalition (NOSC) is the Contest Administrator. NOSC is a local collaboration transforming the health of the Napa Community by leveraging partnerships to prevent opioid misuse and support substance use treatment through safe opioid prescribing, harm reduction, education, and easy access to treatment.

Winner Selection

Winning videos will be selected by a panel of reviewers designated by the Contest Administrator. All decisions are final and binding. Entries will be evaluated based on the following criteria:

Accurate information (45% of total score)

Is all information accurate and communicated clearly?

Audience and Videography (20% of total score)

Does the video appeal to youth (up to 26 years of age) and the Napa County community? Does it get the audience's attention? Does it give youth a call to action?

Prevention (25% of total score)

Does the content move viewers to avoid street drugs, unprescribed prescription medications and/or any product that may contain fentanyl and be aware of their risk?

Video Reach (10% of total score)

Video reach is determined by the number of YouTube, TikTok and/or Instagram views and/or reactions, engagements and comments the video has by Friday, November 22, 2024. We strongly encourage participants to share the video across social media using the suggested hashtags to boost views (#FakeAndFatal #KnowTheRisksSaveALife #OnePillCanKillNapa).

Winning Videos

Winning videos will be announced at the Cameo Cinema Red-Carpet Celebration on Monday, December 16, 2024, publicized on the NOSC website, and may be featured as part of the countywide fentanyl awareness serving as public service announcements (PSAs) to raise awareness about the dangers of fentanyl across social media platforms, on school campuses, and more!

Cameo Cinema Red-Carpet Celebration

All entries will be screened and recognized at a Red-Carpet Celebration event on Monday, December 16, 2024 at the Cameo Cinema Movie Theater in St. Helena. Youth and young adult filmmakers will be invited to attend with their guests to celebrate their creative public service announcement (PSA) videos to raise awareness about the dangers of fentanyl. All submissions will be previewed before announcing the winners.

Where: Cameo Cinema Movie Theater
1340 Main St, St Helena, CA 94574

When: Monday, December 16, 2024
6:00 PM – 8:00 PM

Additional Rules/Terms and Conditions

1. The Contest Administrator is not responsible for lost, late, destroyed, incomplete, unreadable, corrupted, or misdirected entries; Internet malfunction; server unavailability; or computer malfunction. By participating in the contest, participants agree to be bound by the decisions of the Contest Administrator. The Contest Administrator reserves the right to disqualify any submissions containing any content deemed by the Contest Administrator, in their sole and absolute discretion, to be inappropriate, obscene, offensive, or slanderous. Any false information provided within the context of the contest by any participant may result in elimination of the entry from the contest. The Contest Administrator also reserves the right to disqualify any entry

that they believe violates or may violate the rights of any individual or entity, does not comply with the Official Rules, or violates applicable federal, state or local laws. The Contest Administrator will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and Contest Administrator decisions concerning such disputes shall be final. The Contest Administrator reserves the right to terminate this contest or make such other decisions regarding the outcome as the Contest Administrator deems appropriate. All decisions made by the Contest Administrator are deemed final. The Contest Administrator may waive any of these rules in their sole and absolute discretion.

2. The Contest Administrator reserves the right, in their sole and absolute discretion, to modify, withdraw, suspend, or terminate this contest at any time and for any reason without prior notice.
3. If the Contest Administrator determines that none of the submittals fit the criteria or the contest's needs, the Contest Administrator can opt to not announce any winners and/or award any prizes.
4. By participating in the contest, each individual involved in the production of the video authorizes the use, without additional compensation, of their name, age, likeness, voice, municipality of residence, verbal and/or written statements, photograph, digital image, video or audio recording, and any other writing, image, or creative work submitted in any manner and in any medium (including, without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet; and picture date storage) that the Contest Administrator may deem appropriate.
5. Videos may not use the name or logo of the Napa Opioid Safety Coalition or any other organization without the organization's express, written consent.

Intellectual Property Rights

1. By submitting an entry, each individual participating in the contest thereby grants to the Contest Administrator an irrevocable, perpetual, and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the entry in any and all media, whether now known or hereinafter created, for the purpose of overdose prevention or any other public health purpose.
2. By submitting an entry to the contest, the individuals and advisors represent and warrant that neither the submitted work nor any portion thereof shall infringe on any

copyright, any rights of privacy or publicity of any person, or any other right of any individual or entity. This includes not using any music, images, Internet memes, or other content from a third party without written confirmation of that third party's authorization. Additionally, contest submissions must not contain any trademarks or logos belonging to third parties unless written permission from the trademark owner is obtained. The use of any trademark or logo without permission may result in disqualification from the contest and may also expose the participant to legal liability. The Contest Administrator reserves the right to disqualify any submissions that violate this requirement or imply any endorsement or sponsorship by any third-party entities.

Waiver of Liability and Agreement to Indemnify

By submitting an entry, each individual participating in the contest, and each of their respective heirs, successors and assigns (each a "Contest Participant") releases, forever discharges and covenants not to make a claim against or sue the Napa Opioid Safety Coalition or any of its members, agents, officers, directors, representatives, successors or assigns (collectively, the "Hosts") for any claim, liability, loss, injury or damage arising out of, or in connection with the entry, the 2024 Youth Video Contest, or the use of the entry for any purpose described herein. Contest Participants waive and forgo the right to seek injunctive or any other relief against the Contest Administrator relating in any way to the entry, the contest, or the use of the entry for any purpose described herein. Contest Participants agree to indemnify and hold harmless the Hosts from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys' fees) and expenses arising in connection with Contest Participants' participation in the Contest.