**[Pass It Forward Video Challenge Details](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.passitforward.info%2f" \t "_blank)**

This video competition is designed to stimulate awareness and creative planning for use of SAMHSA-developed/supported resources addressing prescription drug abuse prevention and recovery-oriented systems of care, services and resources for young people. The resources are:

* [Maximizing Your Role as a Teen Influencer: Teen Influencer Workshop](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2ftalkaboutrx.org%2fmaximizing_role.jsp)
* [RecoveryOpensDoors.org](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.recoveryopensdoors.org)
* [SAMHSA’s National Recovery Month](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.recoverymonth.gov%2f)
* [SAMHSA’s Substance Abuse Treatment Services Locator](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2ffindtreatment.samhsa.gov%2fTreatmentLocator%2ffaces%2fquickSearch.jspx)
* [Taking Action to Prevent & Address Prescription Drug Abuse: A Resource Kit for America’s College Campuses](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2ftalkaboutrx.org%2fcollege_resource_kit.jsp)

The Challenge is simple. Contestants pick one, two, three, four or all of the websites above and create a 2-minute video that demonstrates / answers, *“What creative strategies can help ensure that these tools land in and are used by college campuses and communities across the country?  How can social media – FACEBOOK, TWITTER, INSTAGRAM and TEXT MESSAGING – be engaged to pass it forward to young people?”* The video submission deadline is on **June 7, 2013**, and First, Second and Third-place winners – announced on June 27, 2013 – will receive prizes and acknowledgement, including:

* **First prize** – an iPad® *and* trip to Washington DC in September to meet with SAMHSA leadership and well-known leaders of national organizations, and participate in SAMHSA’s **2013 *National Recovery Month*** kick-off. The winning video submission will also be shown at the SAMHSA kickoff event and showcased on multiple NCPIE websites, including [www.passitforward.info](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.passitforward.info).
* **Second Prize**– an Apple iPad® and posting of video on the *Pass It Forward* site.
* **Third Prize**– an Apple iTouch® and posting of video on the *Pass It Forward* site.

Contestants must complete a [registration form](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.passitforward.info%2fEntry.pdf) and participate in a [Webinar Series](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.passitforward.info%2fwebinar.html) that begins on **Thursday, April 25, 2013 from 10 AM - Noon PDT.**

For more information, please contact Barb Cooper at[cooper@ncpie.info](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=mailto%3acooper%40ncpie.info) or (301) 340-3940.

*Organized in 1982, The National Council on Patient Information (NCPIE) is a non-profit coalition of diverse organizations working together to stimulate and improve communication between consumers and health care professionals about safe and appropriate use of medicines. NCPIE works to address critical medicine safe use issues like adherence improvement, prescription drug abuse prevention, reduction of medication errors, quality improvements in healthcare provider – patient medicine communication, and proper storage and disposal of medicines. For more information, visit* [*www.talkaboutrx.org*](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.talkaboutrx.org)*.*

*Substance Abuse and Mental Health Services Administration (SAMHSA) is a public health agency within the U.S. Department of Health and Human Services (HHS). Its mission is to reduce the impact of substance abuse and mental illness on America’s communities. Over the years SAMHSA has demonstrated that: prevention works, treatment is effective, and people recover from mental and substance use disorders. Behavioral health services improve health status and reduce health care and other costs to society. Continued improvement in the delivery and financing of prevention, treatment, and recovery support services provides a cost-effective opportunity to advance and protect the nation's health. See* [*www.samhsa.gov*](https://mobile.wa.gov/owa/redir.aspx?C=1AyVOP6s00KJFOvcv_zqAfkrl-DdEdAI-kDkXPVZzg-3M5PDgArQrkh0mJwLg7--gINe8V0HREc.&URL=http%3a%2f%2fwww.samhsa.gov) *for information about SAMHSA’s programs and initiatives.*