



420 Remix PSA Contest

PUBLIC SERVICE ANNOUNCEMENT

2026 THEME

“Be Smart, Don’t Start.”

Help spread the message to others about living a drug-free and healthy lifestyle by creating a PSA to be shared in your community.

Youth in 6th-12th grades in San Diego County can create an image, video or short clip that promotes positive social norms to prevent drug use.

PSA entries should include the 2026 theme, a strong message, and a evidence-based fact. Be creative!

**Do You Like
To Win?**

1st place prize **\$500**

2nd place prize **\$350**

3rd place prize **\$150**

First **30 entries** will receive a movie gift certificate.

**DEADLINE: MARCH 13,
2026 at 11:59PM**



Scan or click QR code to view contest rules and entry process

Need More Information:

 NORTHCOASTALPREVENTIONCOALITION.ORG

 760-215-5287

420 REMIX PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST 2026 SUBMISSION CHECKLIST

DEADLINE: MARCH 13, 2026 at 11:59PM

Review and check each box below before submitting your entry to ensure you are meeting all requirements and eligibility criteria.

PARTICIPANT

- Are in 6th-12th grade.
- Live or go to school in San Diego County.

PSA REQUIREMENTS

- Your message or motto supports a positive social norm.
- No images, symbols or artwork shows the act of drug use (i.e. drinking, smoking, vaping, marijuana products, etc.)
- All facts or statistics come from a credible source.
- Spelling and grammar are correct.
- Your PSA video or still image meets the size or time limit requirements (PDF/JPEG/PNG and format size (2592 x 864 pixels OR 5292 x 1404 pixels) OR a 30-second video or 2-minute short in MP4 format).

ENTRY FORMS

- PSA permission slip and entry form have been signed by a parent/guardian and you.
- You're ready to win!

NEED MORE INFORMATION:

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420 REMIX PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST 2026 FACT SHEET

Below are substance related facts from credible sources in the form of a positive social norm for reference. Facts below are not required to use, contestants may use one not listed.

- Over 80% of California high school students have never used tobacco; many teens are choosing to stay tobacco-free. *The 2024 California Youth Tobacco Survey (CYTS)*
- Research shows that high school students who avoid tobacco, marijuana, and other drug use are more likely to go to college and stay in school. *2024 National Library of Medicine Study*
- 35.5% of all high school seniors have NEVER used any drug in their lifetime. *2024 Monitoring the Futures Survey*
- 81.5% of San Diego teens (12 – 17 years old) have never had an alcoholic drink. *2024 California Health Interview Survey*
- 83% of San Diego teens (12 – 17 years old) have never tried marijuana. *2024 California Health Interview Survey*
- Youth whose parents talked with them about the dangers of prescription pain medications were 42% less likely to misuse these drugs. *Partnership for Drug Free Kids*
- Over 95% of Americans over age 12 do not misuse prescription drugs each year. *National Center for Drug Abuse Statistics*
- Teenagers in California are 1.98% less likely to have used drugs in the last month than the average American teen. *National Center for Drug Abuse Statistics 2025*
- Most American teens continue to abstain from alcohol, smoking, marijuana, and vaping. *2024 Monitoring The Future Survey*



Tips for Creating Your PSA:

- Choose a topic you are interested in.**
- Have a clear focus on a specific issue you want to address.**
- Define key messages- Determine what you want your audience to learn.**
- Do your research. Make sure to include a fact or statistic.**
- Use images, colors or sounds to help your PSA stand out.**
- Write a strong Message. Come up with a catchy line.**

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