



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:

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:

 NORTHCOASTALPREVENTIONCOALITION.ORG

 760-215-5287



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



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.**

Need More Information:

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