

Youth Xchange 2012 Sponsored Category:

Be A Jerk!



We see the effects of underage drinking all around us, especially in the news. Adults say the young people involved made a bad choice and should not have drunk alcohol, which is true. But what about the environment around the young person that allowed them to drink? In a 60 second (or less) video, explore one or more of the following....

Accessibility and Availability: 86% of Hawai'i teens say that alcohol is easy or very easy for them to get. How can we help parents, adults and businesses to "Be A Jerk" and not buy, serve or otherwise provide alcohol to minors?

Community Norms: Alcohol can be found at holiday celebrations, sporting events, graduation parties and even casual family weekend gatherings. How can we help parents and other adults see that they can have a good time without alcohol, especially when youth are present?

Media Messages: Underage youth see 10% more magazine beer ads per capita than adults, not to mention those on TV and at neighborhood stores. How can we clean up our environment and encourage businesses to replace their alcohol advertisements with youth-friendly images?

All entries will be posted on the Be A Jerk website: www.beajerk.org.

Finalists are invited to the gala awards ceremony!

This category is sponsored by the Be A Jerk campaign.

Be A Jerk is made possible by funding through the City & County of Honolulu, the State of Hawaii Department of Health, and the Substance Abuse and Mental Health Services Administration – Center for Substance Abuse Prevention Strategic Prevention Framework – State Incentive Grant Number SPO13944.

For more information about the Be A Jerk campaign, contact Karla Filibeck at kfilibeck@honolulu.gov or visit www.beajerk.org.

All entries must be submitted by **Thursday, March 1, 2012**



Mail or deliver to 'Ōlelo Community Media
Youth Xchange Video Competition
1122 Māpunapuna St., Honolulu, HI 96819

Visit www.olelo.org/ycx for contest updates

