

Youth Xchange 2010 Sponsored Category:



The Department of Health Healthy Hawai'i Initiative wants you to create a 30 second PSA to share your advice to other students on how to drink fewer sweetened beverages. Suggested themes:



What is the problem?

- Identify the different types of beverages that contain a lot of sugar: sodas, juice drinks, sports drinks, etc.
- Show the amount of sugar in common sweetened beverages
- Weight gain

Possible Solutions:

Suggest alternatives: pure quality H2O = water

Justification: Why is water better?

Make it Catchy!

- Come up with your own creative slogan!
- When it comes to thirst, drink water first.
 - Rethink your drink. Drink water!
 - Let's be soda free!



Winning entries will also be featured on the HI Dept. of Health website, www.healthyhawaii.com. For questions, please contact Alice Silbanuz, Public Education Coordinator, at the Department of Health Healthy Hawaii Initiative at 808-586-4434 or E-mail alice.silbanuz@doh.hawaii.gov.

Sites to check out:

<http://www.nyc.gov/html/doh/downloads/pdf/public/dohmhnews8-06.pdf>

<http://www.sodafreesummer.org/>



All entries must be submitted by **Monday, March 1, 2010**

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

Visit www.olelo.org/yxc for contest updates