





Montgomery County

# KEEPING IT SAFE\*

KEEPING IT SAFE is a program to reduce adolescent access to alcohol.

## Under-21 Alcohol Prevention Coalition presents: **The 2012 STUDENT VIDEO CONTEST**



**What? Contest challenge: Create a 30-second public service video on one of these topics:**

- \* Alcohol Poisoning: What is it? What should I do?
- \* What teens can do instead of drinking
- \* How media influences your thoughts about under-21 drinking

**Who? Montgomery County public and non-public high school and middle schools**

Youth teams (2 or more members) such as clubs, organizations, classes.  
Application packet: online from [www.montgomerycountymd.gov/kis](http://www.montgomerycountymd.gov/kis);  
call 240-777-6652; email: [meg.baker@montgomerycountymd.gov](mailto:meg.baker@montgomerycountymd.gov).

**Why? Compete for CASH and recognition for your team!**

High School: 1st place: \$1000 and a trophy; 2nd place: \$500 and a trophy  
Middle School: 1st place: \$500 and a trophy; 2nd place: \$250 and a trophy  
Checks payable to schools or organizations only.  
Awards presented at April event.

**When? Entry(s) due: Jan 23 through Jan 27, 2012, 4 pm**

Mail or hand deliver video packet to: KEEPING IT SAFE Coalition,  
c/o Dept. of Liquor Control, Community Outreach Office,  
16650 Crabbs Branch Way, Rockville, MD 20855



KEEPING IT SAFE Coalition partners include Montgomery County Police Department, Montgomery County Community Partnership, Montgomery County Department of Liquor Control, Montgomery County State's Attorney's Office, EN CARE, Kensington Volunteer Fire Dept, Montgomery County Project Prom/Graduation, and local volunteers.

\*\* Program funded through a grant from the Montgomery County Police Department Automated Traffic Division.

"This contest is held by an agency of Montgomery County Government and, as such direct distribution of the flyers to students is permitted by Policy CAN, Informational Materials and Announcements."

# Montgomery County

**Keeping It SAFE:** Under Twenty-one Alcohol Prevention Coalition  
Reduce youth access to alcohol and reduce the effects of under twenty-one alcohol use  
KIS phone: 240-777-6652; KIS web site: [www.montgomerycountymd.gov/kis](http://www.montgomerycountymd.gov/kis)

RECEIVED

NOV 18 2011

November 2011

OFFICE OF THE  
SUPERINTENDENT OF SCHOOLS

To: Superintendent Starr and Board of Education

- MC Dept of Police
- MC Dept of Liquor Control
- MC States' Attorney Office
- James F. Frank, Ph.D.
- Kensington Volunteer Fire Dept
- MC Project Prom/Graduation
- MC Recreation Dept
- MC District Court Judges
- MC Public Schools
- Instructional TV
- Maryland-National Capital Park Police
- ENCARE (Emer. Nurses Cancel Alcohol Related Emergencies)
- Washington Regional Alcohol Program
- Maryland Physicians Care
- Mothers Against Drunk Driving (MADD)
- Montgomery County Community Partnership

Keeping It SAFE: Under 21 Alcohol Prevention Coalition (KIS) is a multi-agency, public-private, countywide team with the goals of 1. Reducing youth access to alcohol and 2. Reducing the effects of under 21 alcohol use. KIS follows the Communities Mobilizing for Change of Alcohol (CMCA), a comprehensive model program of the Substance Abuse and Mental Health Services Administration (SAMHSA). Web site: [Http://modelprograms.samhsa.gov/pfs/model/cmca.pdf](http://modelprograms.samhsa.gov/pfs/model/cmca.pdf). Several of the team members have been together since 1992.

Keeping It SAFE invites youth to participate in a public service announcement contest to create a 30 second video (DVD) addressing under 21 alcohol use prevention. The contest is open to teams composed of 2 or more youth. The teams will be competing within Montgomery County: public or independent schools or faith or service based organizations.

The contest is open to middle school age and high school age youth teams.

The winning teams, not individuals, will receive the following:

- Middle school teams: **first place:** \$500, a team trophy, and certificates; **second place:** \$250, a team trophy, and certificates.
- High school teams: **first place:** \$1000, a team trophy, and certificates; **second place:** \$500, a team trophy, and certificates.

Entries are due January 23 through Jan 27, 2012, 4 pm. Each entry should have a team reflection. The winners will be asked to read their reflection at a community awards event in April.

The student videos (DVD) are reviewed by adults from the Keeping It SAFE Coalition and local Montgomery County youth. Results will be announced before the spring awards event.

Winners and all contest participants will be recognized and receive their awards at the spring awards event. Special guests, community and family will be invited. MCPS Instructional TV will record the activity.

\* The contest and cash prizes are sponsored by the Automated Traffic Division- Montgomery County Department of Police. \* The checks will be made out to a school or an organization only. "This contest is held by an agency of Montgomery County Government and, as such direct distribution of the flyers to students is permitted by Policy CAN, Informational Materials and Announcements."

A flyer is enclosed. Applications are available online at [www.montgomerycountymd.gov/kis](http://www.montgomerycountymd.gov/kis).

We encourage your youth teams to participate. Please contact me if you have any questions.

Sincerely,

*Meg Baker*  
Meg Baker, CPP

KIS team leader: [meg.baker@montgomerycountymd.gov](mailto:meg.baker@montgomerycountymd.gov) or 240-777-6652

*Save the date  
Awards Event  
April 13 9 AM  
MCPS Public  
Service Training  
Academy!*