



National Institute
on Alcohol Abuse
and Alcoholism



2024



VIDEO CHALLENGE



6:52/21:00



CHALLENGE IS OPEN APRIL 29 - MAY 19



@Terms_Conditions

- You must be an active MySADD member (or sign up), ages 11-21.
- You must follow us on our social channels.
- You'll need to include an email/contact info that is NOT school-based; we would need to contact you after school finishes.
- You'll need to include a number we can text if we are still awaiting an email response.
- This should be a finished product, not a compilation of cuts
- You must fill out the form to enter your video in this challenge. Separate forms should be used for multiple submissions.
- Check out last year's winning videos here for inspiration!
- Max 5 shorts



@Video_Guidelines

- DO NOT create videos within TikTok or IG. Use your camera only or CapCut
- Video specs - export must be 1080 or higher
- Your video must include original content only! No copyrighted text, images, music, or otherwise will be accepted, only original work.
- The video should be at least 60 seconds long, with a maximum of 120 seconds, OR 3-5 clips totaling 60-120 seconds.
- Be formatted for use on the following platforms: Instagram, YouTube, Facebook, and X (TikTok is not allowed per government constraints)



@Important_Details_Ideas

- Your video must use or reference statistics or tips from these resources:
 - NIAAA Facts About Teen Drinking
 - NIAAA Underage Drinking Fact Sheet
 - The following "Short Takes with NIAAA" videos
 - Short Takes with NIAAA: How Does Alcohol Affect the Adolescent Brain?
 - Short Takes with NIAAA: What are the Dangers of Underage Drinking?
- You must end your video with a statement similar to: "For more information, visit the website of the National Institute on Alcohol Abuse and Alcoholism: www.niaaa.nih.gov."
- You'll need to agree to release the rights to your video, which SADD, NIAAA, and our partner agencies use in a series of social media opportunities.