



National Council on Patient Information and Education
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FOR IMMEDIATE RELEASE

**Young People Putting Social Media to Work to Promote Prescription
Drug Abuse Prevention and Support Recovery**

The Pass It Forward Video Challenge

(Rockville, MD; April 15, 2013) – The National Council on Patient Information and Education (NCPIE) today announced the launch of the ***Pass It Forward Video Challenge***, inviting young people age 18-25 to create a 2-minute video that uses social media to imaginatively promote use of the prevention and recovery resources noted below, in response to the question, “*What creative strategies can help ensure that these tools land in, and are used by college campuses (including healthcare professional students) and communities across the country.*” Contestants may focus on one, two, three, four or all of these websites.

- [Maximizing Your Role as a Teen Influencer: Teen Influencer Workshop](#)
- [RecoveryOpensDoors.org](#)
- [SAMHSA’s National Recovery Month](#)
- [SAMHSA’s Substance Abuse Treatment Services Locator](#)
- [Taking Action to Prevent & Address Prescription Drug Abuse: A Resource Kit for America’s College Campuses](#)

Prescription drug abuse among teenagers and young people is a great source of concern, acknowledges Ray Bullman, NCPIE Executive Vice President. “There is a wealth of educational resources and websites that address prescription drug abuse prevention, referral for treatment services and supports for recovery. The challenge is getting the word out about these resources so they reach those who need help the most. That’s what the *Pass It Forward Video Challenge* is about.”

Support for development of the ***Pass It Forward Video Challenge*** is provided by the Substance Abuse and Mental Health Services Administration (SAMHSA).

Details: [**About the Pass It Forward Video Challenge**](#)

Young people (18 - 25) considering submitting a video for the ***Pass It Forward Video Challenge*** must:

1. Complete a registration form - available on the *Pass It Forward* web site – www.passitforward.info.
2. Participate in the ***Pass It Forward*** webinar series offered on the following dates:

- more -

Webinar 1: *Pass It Forward* Video Challenge – Say What?

[Wednesday, April 25, 2013, 2:00 pm – 3:00 pm, EDT] [Click here to register](#)

- Get the specifics on the *Pass It Forward* Video Challenge.
- Review the five websites and the web platform.
- Discover how to use social media and video to promote messages and materials.
- Learn the facts about prescription drug abuse & resources for addressing the problem.
- Ask competition questions and get answers.

Webinar 2: *Pass It Forward* Video Challenge – Say What? – Repeat Performance

[Thursday, May 9, 2013, 2:00 pm – 3:00 pm, EDT] [Click here to register](#)

Offered to those who were not available for the first webinar.

Webinar 3: ...the Envelope Please

[Thursday, June 27, 2013, 2:00 pm – 3:00 pm, EDT] [Click here to register](#)

- Meet the winners of the *Pass It Forward* Video Challenge.
- Ask questions and talk about next steps.

Webinar 4: *Pass It Forward* – Your Comments Please.

[Thursday, July 11, 2013, 2:00 pm -3:00 pm, EST] [Click here to register](#)

- Tell us how we can do it better next time.
 - Share your ideas on other challenges we should consider.
3. Learn the competition details. The video submission deadline is June 7, 2013. First, Second and Third-place winners, selected in June 2013, will receive prizes and acknowledgement, including:
- **First prize** – an iPad® and trip to Washington DC in September to meet with SAMHSA leadership and well-known leaders of national organizations, and participate in SAMHSA’s **2013 National Recovery Month** kick-off. The winning video submission will also be shown at the SAMHSA kickoff event and showcased on multiple NCPIE websites, including www.passitforward.info.
 - **Second Prize** – an Apple iPad® and posting of video on the *Pass It Forward* site.
 - **Third Prize** – an Apple iTouch® and posting of video on the *Pass It Forward* site.

To learn more about the *Pass It Forward* Video Challenge, visit www.passitforward.info.

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Organized in 1982, **The National Council on Patient Information (NCPIE)** is a non-profit coalition of diverse organizations working together to stimulate and improve communication between consumers and health care professionals about safe and appropriate use of medicines. NCPIE works to address critical medicine safe use issues like adherence improvement, prescription drug abuse prevention, reduction of medication errors, quality improvements in healthcare provider – patient medicine communication, and proper storage and disposal of medicines. For more information, visit www.talkaboutrx.org.

Substance Abuse and Mental Health Services Administration (SAMHSA) is a public health agency within the U.S. Department of Health and Human Services (HHS). Its mission is to reduce the impact of substance abuse and mental illness on America’s communities. Over the years SAMHSA has demonstrated that: prevention works, treatment is effective, and people recover from mental and substance use disorders. Behavioral health services improve health status and reduce health care and other costs to society. Continued improvement in the delivery and financing of prevention, treatment, and recovery support services provides a cost-effective opportunity to advance and protect the nation’s health. See www.samhsa.gov for information about SAMHSA’s programs and initiatives.