

OVERCOMING OBSTACLES



Challenge: The planning and review team for the Washington State video wanted to include a message from Governor Chris Gregoire. Unfortunately, the Governor was unavailable when the contractor's camera crew was on location in Washington.

Solution: Washington's point of contact reached out to the Governor's Office, which arranged for a local crew to tape the Governor's segment several weeks later. The contractor worked with the local crew to ensure consistency of style, and the footage was later incorporated into the video.

SPREAD THE WORD



Here are some ways States/Territories are getting the message out:

In Montana: 600 copies of the DVD were distributed to various coalitions across the State, including DUI (Driving Under the Influence) Task Forces, prevention coalitions, and Responsible Alcohol Sales and Service trainers. Almost immediately the Early Childhood Services Bureau of Montana's Department of Public Health and Human Services put the video into its Pregnant and Parenting Teen curriculum.

In Oregon: The State plans to distribute its recently produced video to middle schools to spark classroom-led discussion about the public health issue of underage drinking.





Three public service announcements, created for Florida's *Be the Wall* campaign against underage drinking and included in its <u>State video</u>, won a Bronze Award at the 2011 <u>Telly Awards</u>! The Telly Awards honor excellence in local, regional, and cable television commercials, programming, and nonbroadcast video productions.



Recently completed:

- Montana
- Oregon

Currently in postproduction:

- Arizona
- Washington, DC

Currently in preproduction:

- Indiana
- Michigan
- New Jersey
- Puerto Rico
- South Carolina
- Tennessee

ON THE HORIZON

Scheduled to begin preproduction in 2011:

- Alabama
- Idaho
- Kansas

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