

## [A Community Based Video Challenge to Promote Poison Prevention](#)

Directed by THE CALIFORNIA POISON CONTROL SYSTEM Studios

### Enter the Video Contest

# WIN CASH FOR YOUR ORGANIZATION!



**Make a movie on your mobile device!**

We're looking for a few really good videos that show how to prevent accidental poisoning in the home.

Three winning videos will be chosen—and if your video makes the cut, your organization can win up to \$1,000!

Grab your cell phone and record a short 60 second or less video about poison prevention. Send your video and contact information to [mollie@outreach-partners.org](mailto:mollie@outreach-partners.org). Judging will take place from August 1-12, 2011 on California Poison Control's Facebook page where videos will be judged by a panel of experts and also will take into account "likes" and comments about the videos from friends and followers.

For complete contest rules and information, please contact [Mollie@outreach-partners.org](mailto:Mollie@outreach-partners.org)

 [Facebook/CaliforniaPoisonControl](https://www.facebook.com/CaliforniaPoisonControl)

Winners will be notified by August 31, 2011. Winning videos may be used in CPCS campaigns and will be featured on our Facebook page and our website. No purchase necessary. Void where prohibited. Eligibility and restrictions apply. For complete contest rules and eligibility requirements, email: [Mollie@outreach-partners.org](mailto:Mollie@outreach-partners.org)

  

**1st Place \$1000**  
**2nd Place \$500**  
**3rd Place \$250**

**Submission Deadline**  
**July 31, 2011**

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### **Background:**

Community groups were invited to concept poison prevention messages using cell phone videos, webcams or flip cameras as part of a statewide grassroots health challenge. Videos on poison prevention were collected and shared through YouTube. Judges from the community viewed and voted on all video submissions. Three winners were selected and received monetary prizes. All video submissions are available for viewing on YouTube and were disseminated through social networks.

Community based participatory education is a proven method to behavior modification and knowledge increase. The video challenge involved community partners and created innovative poison prevention education tools by and for the community. Low-cost and large reach education efforts using technology are needed to implement successful public health programs.

### **Results:**

- 20 video submissions by 17 organizations
- Generated over 2,500 views on YouTube
- Launched YouTube Channel @ [www.Youtube.com/poisoninfo](http://www.Youtube.com/poisoninfo)
- Over 50+ educational videos, man on the street, and xtranormal videos

**Grand Prize Winner:** Centro La Familia, Fresno, CA - <http://youtu.be/a4xbCnewvjI>

**Second Place:** USC, School of Pharmacy, Los Angeles, CA - <http://youtu.be/Vz5IGgDogSU>

**Third Place:** Fresno Interdenominational Refugee Ministries, Fresno, CA - <http://youtu.be/nEdWXNXRw4E>