A Community Based Video Challenge to Promote Poison Prevention

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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
• Over 50+ educational videos, man on the street, and xtranormal videos

Grand Prize Winner: Centro La Familia, Fresno, CA - http://youtu.be/a4xbCnewvJ
Second Place: USC, School of Pharmacy, Los Angeles, CA - http://youtu.be/Vz5IgGDoqSU
Third Place: Fresno Interdenominational Refugee Ministries, Fresno, CA - http://youtu.be/nEdWXNXRw4E