



National Institute
on Alcohol Abuse
and Alcoholism



2025



VIDEO CHALLENGE



6:52/21:00



CHALLENGE IS OPEN

2.3.25 - 3.3.25

@Terms_Conditions



- Be an active MySADD member (or sign up), ages 11-21.
- Follow us on social media.
- Provide a non-school email/contact info for communication after school hours.
- Include a phone number for texting if email responses are delayed.
- Submit a finished video, not a compilation of clips.
- Complete the form to enter your video; use separate forms for multiple submissions.
- Be ready to provide a completed IRS W-9 to collect winnings, if selected.
- Check out last year's [winning videos here](#) for inspiration!
- Max 5 shorts - [SUBMIT HERE](#)

@Video_Guidelines



- Do not create videos within TikTok or IG; use your camera or CapCut only.
- Export videos in 1080p or higher.
- Use only original content—no copyrighted text, images, or music.
- Videos must be 60-120 seconds long or 3-5 clips totaling 60-120 seconds.
- Format videos for Instagram, YouTube, Facebook, and X (TikTok is not allowed).

@Important_Details_Ideas



- Reference stats or tips from these resources:
 - [NIAAA Facts About Teen Drinking](#)
 - [NIAAA Underage Drinking Fact Sheet](#)
 - Short Takes with NIAAA videos:
 - [How Does Alcohol Affect the Adolescent Brain?](#)
 - [What are the Dangers of Underage Drinking?](#)
- End your video with: "For more information, visit the National Institute on Alcohol Abuse and Alcoholism: www.niaaa.nih.gov."
- Agree to release the rights to your video for use by SADD, NIAAA, and partner agencies on social media.
- Winners can earn one of 16 prizes:
 - 12 prizes of \$500, 3 prizes of \$1,000, and 1 prize of \$2,000