



National Council on Patient Information and Education

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**FOR IMMEDIATE RELEASE**

## **The Pass It Forward Video Challenge**

### **Winners Announced!**

(Rockville, MD; July 11, 2013) – The National Council on Patient Information and Education (NCPIE) today announced the winners of the ***Pass It Forward Video Challenge*** – First Place goes to Mr. Andrew Gonzales, PharmD Candidate 2014 from Butler University in Indianapolis, Indiana and Second Place goes to Ms. Rachel Lynne Smith, a rising senior and a Film Studies Major from Ohio State University, Columbus, Ohio.

The Winning Entry – ***The Rx Trap*** – explores the academic and peer pressures that often contribute to prescription drug misuse and abuse. The video addresses these themes by following the story of a new college student as she progresses from the excitement of beginning a new chapter in her life, to the stresses she finds in her new environment, and ultimately the desperation that she experiences as she spirals into prescription drug abuse. Affirmed Mr. Gonzales, “The video offers a message of hope as the student discovers an array of resources and support on the ‘talkaboutrx.org’ website through a tweet from a friend. Our goal is that through our video..., we can make a positive impact towards reducing prescription drug abuse among students in our community.”

The Second Place Winner – ***Serendipity*** – shows how social media can reach isolated people and connect them with information and other people who share common experiences. The video provides important messages through its powerful images and music. “If a struggling student is brave enough to reach out to us for help or community, then he/she has also helped us strengthen our own recovery. It’s an amazing, upward spiral that all begins with open, fearless communication, and we can do that with social media,” confirmed Ms. Smith as she talked about one of ***Serendipity***’s major themes.

You can view the video entries on [NCPIE’s YouTube Channel](#).

Both winners are invited guests and presenters at the Ohio State University’s [Generation Rx University Conference for Prescription Drug Abuse Prevention & Recovery](#), August 7-8, 2013 – The Ohio State University Blackwell Inn & Conference Center. As First Place Winner, Andrew Gonzales and his video – ***The Rx Trap*** – will also be featured during the Substance Abuse and Mental Health Services Administration’s [National Recovery Month](#) in Washington, DC this September. Both winners will also receive an Ipad for their creative efforts.

**Click here to view** NCPIE’s fourth and final webinar that concluded the competition – **Webinar 4: Pass It Forward – Your Comments Please – on Thursday, July 11, 2013**. Participants told us how we can make future video challenges even better and shared their ideas about other video challenge topics and audiences to consider.

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## About the *Pass It Forward* Video Challenge

This video competition invited young people age 18-25 to create a 2-minute video that used 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 were asked to 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](#)

Said Ray Bullman, NCPPIE Executive Vice President, “The *Pass It Forward* Video Challenge provided a great opportunity for young people to use the power of video and social media in presenting personal and thought-provoking prevention and intervention messages. I applaud our contestants’ achievements. They did a great job!”

The *Pass It Forward* Video Challenge was produced by the National Council on Patient Information and Education (NCPPIE) pursuant to Task Order HHSP233201200527P, Substance Abuse and Mental Health Services Administration (SAMHSA).

NCPPIE is also pleased to recognize that support for the winners’ prizes was provided by the National Association of Chain Drug Stores Foundation, Arlington, VA, and a member of the NCPPIE board of directors.

To learn more about the *Pass It Forward* Video Challenge, visit [www.passitforward.info](http://www.passitforward.info).

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Organized in 1982, **The National Council on Patient Information (NCPPIE)** 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. NCPPIE 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](http://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](http://www.samhsa.gov) for information about SAMHSA’s programs and initiatives.