

DRUG ADDICTION AWARENESS ON ADULTS PROJECT

SHORT FILM COMPETITION: "LET'S TALK ABOUT IT, YOU ARE NOT ALONE"

1. WHAT IS DRUG ADDICTION AWARENESS ON ADULTS PROJECT (DAWAP)?

Turkish Green Crescent - Yeşilay is realizing its international projects in order to contribute the possible solutions offered for the commonly drug abuse around the World. Sponsored by National Agency of Turkey under ERASMUS+KA2 and the Ministry of EU Affairs, "Drug Addiction Awareness on Adults Project" was held to promote the importance of parents' awareness, perception and understanding about drug addiction risk that their children are facing. The project started in 2015 and will be finalized in August 2016. After this date, DAWAP will be turning into a long winded program with further implementations.

Within the project, in cooperation with most influential NGO's from Lithuania, Portugal and the Netherlands, it is aimed to make international field studies, personal trainings, group meetings and competitions as well.

The topic mainly focuses on the parent-child relationships against drug abuse like how parents develop prevention methods and provide effective and quality instruction for their children.

The last stage of the project is the competition that will be held to evaluate the outputs of the trainings.

2. WHAT IS DAWAP SHORT VIDEO COMPETITION?

"LET'S TALK ABOUT IT, YOU ARE NOT ALONE!"

As one of the communication tools of "DAWAP" lead by Green Crescent to be applied in Turkey, the Netherlands, Lithuania and Portugal, a short video competition among professional school and university students of 15-25 years old, will be conducted.

3. WHAT IS THE AIM OF THE COMPETITION?

DAWAP Short Video Competition aims at helping to control the use and/or abuse of psychoactive substances/illicit drug addiction among children and teenagers in urban areas among families via raising awareness and consciousness of parents about the risks of drugs and addiction and support them in learning ways of open communication with their children about the issue.

4. WHO IS TARGETTED WITH VIDEOS?

In videos, young directors will give messages to parents having children under 18 years old.

5- WHAT IS THE EXPECTED CONTENT FOR VIDEOS?

According to United Nations Office on Drugs and Crime –World Drug Report 2015, it is estimated that a total of 246 million people, or 1 out of 20 people between the ages of 15 and 64 years used an illicit drug in 2013. The magnitude of the world drug problem becomes more apparent when considering that more than 1 out of 10 drug users is a “problem drug user” suffering from drug use disorders or drug dependence. In other words 27 million people are problem drug users.

This places a heavy burden on public health systems in terms of the prevention, treatment and care of drug use disorders and their health consequences. Only one out of every six problem drug users in the world has access to treatment, as many countries have a large shortfall in the provision of services.

All countries at governmental level and NGO’s are fighting with drug prevalence and drug addiction at a certain level. The prevention strategies are based on legal precautions, precaution in school, precaution in family, precaution out of home for homeless children and so on.

For DAWAP and “Lets Talk About It, You Are Not Alone” Short Video Competition the primary focus is prevention in family. Family is the first and central unit of each and every society and symbolizes the “home” where children are brought up as mentally and physically healthy individuals.

The findings of the studies reveal that the problems young people face with their families may either trigger or increase current substance abuse. A troubled relationship with parents is also a basic determinant of such behaviors as running away from home or a tendency to commit crimes in young people. It was observed that parents exert a high level of influence over their children both during and after adolescence, and that genuine communication with young people was found to be an important factor in their choice to refrain from substance use.

When those children and parents experience therapy or rehabilitation they say that «everything could be different if they had more love, care and communication, opportunity to spend time together among family members».

(Young Drug Addicts’ Perceptions on Family Relations: The Case of Esenler-Bağcılar, İstanbul-The Turkish Journal on Addictions, 2014

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The final products (with or without additional tuning) are expected to be social marketing videos helping to increasing awareness among adults about the problems

related to children use of illicit drugs, potential ways of preventing drug use in children and providing relevant information. The themes included under the overall message “Lets Talk About It, You Are Not Alone” Short Video Competition could focus on (but not limited to):

- Ideas and advice from the children regarding how parents could help them to lead sober lives;
- What actions of parents could help promote sobriety;
- How to encourage open communication in the families regarding issues of drug addiction and use;
- How to encourage warm and open relationships in the family.

The videos;

- should help parents to break the taboo of “not talking about it”.
and/or
- carry the message of the necessity “to talk about it with your children and tell them that they are not alone against this problem”.
- and/or
- carry the message that neither parents nor children should be alone with this problem – should use their networks and professional services for getting help.

Please note that;

- Films should not show any substance, injectors or any other tool attached with substance use, or names of substances should not be mentioned verbally. This condition is a very important criterion for competition eligibility of the films.

Our applicants may find more scientific data and information about the subject and Drug Addiction found at <http://www.yesilay.org.tr/en>

6- PRIZES:

NATIONAL LEVEL:

FIRST THREE FINALISTS PRIZE	(To be decided locally)
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INTERNATIONAL LEVEL:

FIRST PRIZE	5.000 Euro
SECOND PRIZE	3.000 Euro
THIRD PRIZE	2.000 Euro

NOTE: Team members must share award equally.

7. MECHANISM AND TIME TABLE OF THE COMPETITION IN 6 STEPS:

1. This program will be applied simultaneously in 4 countries.
2. Each and every country will select first three local finalists.
3. Local juries who will be evaluating the country finalists will be determined by countries themselves.
4. In June 2016, at Awards Ceremony in İstanbul the final 3 will be awarded out of 12 finalists from different countries.
5. The International Final Jury in İstanbul will be consisting of experts and academicians from psychology, psychiatry, communication areas and also producers, directors from film making industry will be invited to jury.
6. Submission period is between February 29th, 2016 and April 30th, 2016.

The time table of the project is as follows:

Submission starts	February 29th, 2016
Submission ends	April 30th, 2016
First evaluation (Local Jury)	May 15th, 2016
International Evaluation	May 15th - June 1st , 2016
Awards Ceremony and Gala Dinner in İstanbul (Top 3 out of 12 finalists)	June 10th , 2016

8. WHAT ARE THE TECHNICAL REQUIREMENTS FOR VIDEOS?

- The short videos must be no longer than 3 minutes in length.
- The short videos will be uploaded online via www.wetransfer.com and the link of submission will be copied on the handover form. The handover form can be downloaded from the
- The handover form which has been filled out digitally, must also be sent via e-mail to the national coordinator before the deadline for the submission of work. The subject line of the e-mail must be written as Contest Application/Your Country.
- Technical video specifications:

Preferably MPEG 4, resolution 1920x1080 @ 2000 kbit/s

Other acceptable formats:

1. WebM: Vp8 video codec and Vorbis Audio codecs;
2. 3GPP and MOV: normally H264 and mpeg 4 video codec and AAC audio codec;
3. AVI: normally MJPEG video codec and PCM audio;
4. MPEGPS: normally MPEG2 video codec and MP2 audio codec;
5. WMV;

6. FLV: Adobe-FLV1 video codec, MP3 audio file

- When submitting their work, the candidates must state that they are the authors and that it is free of third party rights (e.g. people visible in the videos).
- If the video is selected by the national jury, the entrants will be asked to submit a script in the video's original language and translation into English (with the video's spoken and written text only - no technical details) so that the work can be assessed at an International level.