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FOR IMMEDIATE RELEASE

How Do You Score?

PSA Contest Addresses Alcohol Abuse on Campus

Contest information: www.mentalhealthscreening.org/psacontest

Wellesley Hills, MA – February 24, 2011 - Wasted, trashed, drunk, sloshed: typical college lingo heard on campuses nationwide. While many believe alcohol is a normal part of college life, social drinking can quickly develop into at-risk drinking.

Realizing these risks need to be addressed, the nonprofit, Screening for Mental Health (SMH), is looking for talented volunteers to create an original public service announcement to increase alcohol abuse awareness and spread the word about anonymous screenings at www.HowDoYouScore.org. Winning entries will be shown to students across the country as part of this year's National Alcohol Screening Day® campaign and will win a prize of up to \$500.

The SMH team is looking for new ways to reach out to students and believes peer to peer messages will have a big impact. The consequences of binge drinking affect all college students, whether they choose to drink or not. When someone chooses to abuse alcohol, not only is their health in jeopardy, but the health and safety of those around them.

“The PSA contest gives students an opportunity to connect with their peers around commonly experienced feelings of stress, depression and self-destructive thinking, giving all involved a sense of social responsibility and a lasting culture towards good mental health practices,” says Douglas G. Jacobs, M.D., associate professor of psychiatry at Harvard Medical School and founder and president of SMH.

The PSA contest is open to all U.S. residents over the age of 18. Beginning February 17, 2011, contestants will be able to submit their videos on www.mentalhealthscreening.org/psacontest. The PSA should be approximately 30 seconds and must promote the anonymous alcohol screenings available at www.HowDoYouScore.org. The deadline for video entries is Wednesday, March 24, 2011. Participants are encouraged to visit www.mentalhealthscreening.org/psacontest for all contest information.

About CollegeResponse: CollegeResponse promotes the prevention, early detection and treatment of prevalent and often under-diagnosed mental health disorders. CollegeResponse programs are provided in-person and online and include the National Eating Disorders Screening Program, National Depression Screening Day, National Alcohol Screening Day and The DORA College Suicide Prevention Program. Visit www.MentalHealthScreening.org for more information.

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