Salem County Department of Health and Human Services

COMMUNITY PREPAREDNESS & HEALTH EDUCATION

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News Release

For Immediate Release March 26, 2014 For Contact Information: Sarah Miller, Health Educator 856-935-7510 ext. 8302

SALEM COUNTY TEENS WANTED:

SUBMIT A VIDEO TO SHOW HOW PARENTS TALK ABOUT A TOUGH TOPIC

The Salem County Department of Health & Human Services announced today it is launching an *Are You Talkin' To Me?* video contest for Salem County teens to get their perspective on communications with their parents on topics related to preventing teen pregnancy.

The video contest, which aims to increase the comfort level of parent-child communications, is part of a larger "Are You Talkin' To Me" project funded by the Salem County Health & Wellness Foundation. The next phase of the workshop will be to work with parents on how to be more effective in important conversations about health and values with their teenagers.

"We all know that parents and teens don't necessarily talk the same language. Videos from the viewpoint of teens should give us some honest feedback that will help shape the upcoming workshops we will be offering to parents," said Freeholder Robert Vanderslice, who chairs the Health and Human Services Committee.

"It can be uncomfortable to talk with our children about abstinence, safe sex, and teen pregnancy, but as parents and guardians, we need to. And our message needs to resonate," said Freeholder Director Julie Acton. "Sometimes it is good to see ourselves through our children's eyes to improve how we communicate."

The Health Department staff is working with schools and youth groups, and reaching out to home schooled children to take part in the video contest.

Videos will be judged on the level of effort that was put into the work, the quality of the final project, how well the message was conveyed, and the tone of the message – was it positive, constructive, and helpful. The top three video winners will receive cash prizes of \$500, \$300, and \$200. Winners will be announced on May 7, the National Day to Prevent Teen Pregnancy.

Participants can work individually or in teams. All participants must be Salem County residents aged 14-18, and everyone must submit signed consent forms. The videos are limited to five minutes in length. All submissions are due by 4:30pm on April 17, 2014.

Any high school student who would like to participate in the contest can call or email Sarah Miller at the Salem County Health Department at 856-935-7510 ext. 8302 or Sarah.Miller@SalemCountyNJ.gov, or go to SalemCountyNJ.gov/Health/SCAPE for more information.