



SAMHSA
Substance Abuse and Mental Health
Services Administration

2026 Red Ribbon Week Campus Video PSA Contest

Frequently Asked Questions

What is the contest's goal?

- ✓ The contest's goal is to promote the importance of preventing alcohol and other drug misuse among college students.

Who is eligible to enter this contest?

- ✓ Institutions of higher education that offer an associate's or bachelor's degree are eligible.

What is the deadline date for entries?

- ✓ November 9, 2026

Where do I submit my entry?

- ✓ Visit www.campusdrugprevention.gov/psacontest and complete the contest entry form. Only one entry per college or university is allowed, and **entrant's e-mail address must end in .edu**. Entrant must be a college or university staff or faculty member.

What do the winners receive?

- ✓ The three winners (first, second, and third place) will be announced during the National Association of Student Personnel Administrators' 2027 Strategies Conference (www.naspa.org/events/strategies). The prize structure is as follows:
 - First Place: \$5,000 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque. The first-place winning college or university also will receive a trip for one person to attend the 2027 Strategies Conference, including round trip, coach-class air transportation; four nights' accommodations; complimentary conference registration; and government per diem for meals and incidental expenses for Austin.
 - Second Place: \$3,000 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque.
 - Third Place: \$1,000 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque.

How long must my PSA be?

- ✓ The PSA must be between 30-60 seconds. PSAs that exceed 60 seconds will be disqualified.

Can my PSA focus only on alcohol misuse or only on drug misuse among college students?

- ✓ No. The PSA must focus on preventing alcohol ***and*** other drug misuse among college students. Entries that focus only on alcohol misuse or only on drug misuse will be disqualified.

Can my PSA focus on populations other than college students?

- ✓ No. The PSA must focus on preventing alcohol and other drug misuse among college students.

Who do I contact for more information about this contest?

- ✓ Contact Kevin Collins, Senior Prevention Program Manager, Community Outreach and Prevention Support Section, Drug Enforcement Administration, by phone (571-362-3737) or e-mail (kevin.j.collins@dea.gov).