

**The Drug Enforcement Administration, Discovery Education and the DEA Educational Foundation Launch Second Annual Operation Prevention Video Challenge for High School Students Nationwide**

*-- 'Operation Prevention Video Challenge' Encourages Teens to Submit Video Public Service Announcements to Educate their Peers on the State of the Opioid Epidemic --*

**Silver Spring, Maryland (Thursday, November 30, 2017)** – The United States Drug Enforcement Administration (DEA), the DEA Educational Foundation, and Discovery Education, the leading provider of digital content and professional development for K-12 classrooms, announced today the second launch of the [Operation Prevention Video Challenge](#) – a peer-to-peer platform for communicating messages about the dangers of opioid misuse.

An extension of Discovery Education and the DEA's [Operation Prevention](#) program, the video challenge will encourage teens to create a 30-60 second original public service announcement (PSA) that warns other students about the dangers of prescription opioid misuse and heroin use. The [Operation Prevention Video Challenge](#) aims to inspire teens to research the opioid epidemic, identify its widespread impact on the country and the substances' harmful effects on the body, and start a social movement that encourages authentic dialogue about this critical issue.

Prizes for winning submissions include:

- 1<sup>st</sup> place: \$10,000;
- 2<sup>nd</sup> place: \$5,000;
- 3<sup>rd</sup> place: \$1,000; and
- *People's Choice*: A VIP trip to Quantico, Virginia for a tour of DEA training.

The top 10 finalist videos will also be uploaded to [operationprevention.com](#) for a public vote to determine the *People's Choice* winner, and the winning PSAs will be featured on Discovery Education's digital and social media platforms.

"Following the success of the first annual Operation Prevention Video Challenge, DEA looks forward to once again engaging youth in this creative opportunity to communicate anti-opioid messages," said **Sean Fearn**, **chief of community outreach, DEA**. "This kind of peer-to-peer education has the unique ability to better resonate with teens, discouraging prescription drug abuse before it starts."

Last year's winning PSA, titled [The Cork Board](#) by Kyle C., Clay K. and Carter S. of Madison, Conn. was one of the hundreds of original submissions the challenge received. To view entries from

finalists and winners of the previous *Operation Prevention Video Challenges*, visit [operationprevention.com/competition/video/archives/2017](http://operationprevention.com/competition/video/archives/2017).

“My colleagues and I have been eagerly anticipating the return of the *Operation Prevention Video Challenge* for our students,” said **Rob Lamb, High School Teacher, Pattonville High School, Pattonville School District, St. Louis, Mo.** “The friendly competition allows teens to step outside of the day-to-day classroom structure and work together to use their creative perspectives for good.”

The *Operation Prevention Video Challenge* is launched at a time where prescription opioid misuse and heroin use have reached epidemic levels in the United States. *Operation Prevention* aims to change that. The nationwide program educates students about the science behind addiction, and its impact on the brain and body. Standards-aligned *Operation Prevention* interactive resources, available at no cost, help promote lifesaving discussions in the home and classroom.

Discovery Education is proud to support the DEA in sparking a social movement that empowers students nationwide to combat the opioid epidemic,” said **Lori McFarling, senior vice president and chief marketing officer, Discovery Education.** “We believe in the power of young people to impact the decision-making of their peers and look forward to spotlighting their voices in the 2018 *Operation Prevention Video Challenge*.”

"We have seen firsthand the positive impact this program has had in our communities across the country," said **Kevin Hartmann, president, DEA Educational Foundation.** "This contest gives students a chance to be a part of the solution in this nationwide epidemic. Their PSAs will help save lives."

The *Operation Prevention Video Challenge* opens today will close on March 20, 2018 at 8:00 p.m. United States high school students, ages 13 and older, can register and find more information about the challenge at [operationprevention.com](http://operationprevention.com).

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#### **About the Drug Enforcement Administration**

The mission of the Drug Enforcement Administration (DEA) is to enforce the controlled substances laws and regulations of the United States and bring to the criminal and civil justice system of the United States, or any other competent jurisdiction, those organizations and principal members of organizations, involved in the growing, manufacture, or distribution of controlled substances appearing in or destined for illicit traffic in the United States; and to recommend and support non-enforcement programs aimed at reducing the availability of illicit controlled substances on the domestic and international markets. The DEA encourages parents, along with their children, to educate themselves about the dangers of legal and illegal drugs by visiting DEA’s interactive websites at [www.justthinktwice.gov](http://www.justthinktwice.gov), [www.getsmartaboutdrugs.gov](http://www.getsmartaboutdrugs.gov) and [www.dea.gov](http://www.dea.gov).

**About the DEA Educational Foundation**

Established in 2001, the DEA Educational Foundation is a 501(c)3 non-profit organization dedicated to preventing drug abuse. The foundation supports the DEA through advocacy, outreach, and educational programs.

**About Discovery Education**

Discovery Education is the global leader in standards-based digital content and professional development for K-12, transforming teaching and learning with award-winning digital textbooks, multimedia content that supports the implementation of Common Core, professional development, assessment tools, and the largest professional learning community of its kind. Serving 4.5 million educators and over 50 million students, Discovery Education's services are in half of U.S. classrooms, 50 percent of all primary schools the UK, and more than 50 countries. Discovery Education partners with districts, states and like-minded organizations to captivate students, empower teachers, and transform classrooms with customized solutions that increase academic achievement. Discovery Education is powered by Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the number one nonfiction media company in the world. Explore the future of education at [www.discoveryeducation.com](http://www.discoveryeducation.com).