
CLEVELAND COUNTY

PUBLIC HEALTH CENTER

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When the Smoke Clears Video Contest Winners Recognized

Local students speak out against youth marijuana use

(Shelby, NC)—The Cleveland County Public Health Board recognized winners of the When the Smoke Clears Youth Marijuana Prevention Video Contest at their regular monthly meeting on Tuesday, August 9, 2022. The When the Smoke Clears Video Contest was a contest that closed in May of last school year in which Cleveland County students in 7th – 12th grade were encouraged to design and submit a 30 second video using the platform of their choice to raise awareness about the negative consequences of youth marijuana use. The submissions were judged by members of the Cleveland County Substance Abuse Prevention Coalition (SAPC) using a scoring rubric and winners were selected from two grade categories: 7th – 9th and 10th – 12th. First place winners received \$110 in gift cards and an Apple watch, second place winners received \$110 in gift cards, and third place winners received \$60 in gift cards.

The winners of the contest are as follows:

6th – 9th Grade Category:

1st place – Sadie Oliver, Shelby High School

2nd place – Janejah Coleman, Shelby High School

3rd place – Zac and Zoie Bolin, Cleveland Early College High School

10th – 12th Grade Category:

1st place – Adrian Cook, Crest High School

2nd place – Maliyah Allen, Crest High School

This contest was sponsored by SAPC in partnership with the Cleveland County Health Department and the Healthcare Foundation of Cleveland County.

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According to the 2021 Pride Survey sponsored by SAPC that is conducted in Cleveland County Schools every other year, 24% of 12th graders, 8% of 9th graders, and 0.7% of 6th graders reported using marijuana in the past year.

“We commend these winners and all the students who participated in this contest for their courage and willingness to speak out against youth marijuana use,” said DeShay Oliver, Cleveland County Deputy Health Director. “Middle school and even high school are a vulnerable time for many young people when they are trying to figure out who they are and where they fit in. While there are more young people who don’t use marijuana than those that do, speaking out against marijuana use isn’t easy or always a popular choice amongst youth. We wanted to provide a platform for our young people to be a part of the solution to the challenges they face.”

For more information on the Cleveland County Substance Abuse Prevention Coalition, youth substance use, or how to engage kids in the conversation, please visit www.talkitoutclevelandcounty.com.

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