

Video Submission

Eligibility

In order to participate in the Youth Cannabis Awareness Program's Youth for Youth (YCAP-Y4Y) Digital Media contest, all contestants must meet the following criteria:

- Be between the ages of 18 – 24 as of November 9th, 2020
- Be a Canadian resident at the time of participation
- Complete all components of the program evaluation process (including a phone call interview and exit survey)

Contestants are welcome to submit an entry as an individual or with a team, provided all team members meet the eligibility criteria above. For team entries, the prize money will be divided evenly among all teammates.

CONTEST DETAILS

Overview

The YCAP-Y4Y Digital Media Contest ("Contest") is designed to educate young people about the different forms of cannabis and empower young people to raise awareness about the effects recreational cannabis use can have on the youth brain, and the available support resources in Canada.

The contest encourages young adults between the ages of 18 and 24 to develop:

- 1) **A 60 second video OR**
- 2) **A poster**

Contestants are welcome to submit a poster **and** video for the contest. However, contestants should be aware that the poster and video processes are independent of one another. This document will expand upon the rules and requirements for contestants who are **submitting a video** for the contest. (To read about the Poster Submission rules, please go to the document titled: [YCAP-Y4Y Poster Submission Rules](#).)

Upon registering, contestants will be given digital resources. Therefore, contestants do not require any prior knowledge about the effects of cannabis consumption to participate in the contest. However, it is expected that contestants conduct their own research to further their understanding on their chosen topic. Video submissions are welcome in English or French.

The Contest is organized and operated by the YMCA of Greater Toronto (the "Contest Organizer").

After the submission deadline, submissions will be screened by the Program Coordinator. Following this, a jury of contest organizers and a jury of youth volunteers (aged 15 to 18) will evaluate the

submissions and assist in shortlisting the top 5 video submissions. Next, the public will vote on the top 5 video submissions via an online voting platform. The public vote will be restricted to one vote per unique IP address. The 3 submissions that receive the highest score, comprised of 25% public vote score and 75% youth jury panel score, will advance to the Youth Impact Surveys. During this final phase, the top 3 submissions will be shown to groups of youth across Canada. Based on the youth's evaluations, the contestants will be awarded first, second or third place.

Top 3 Contestants

- The top 5 contestants will be invited to a virtual Award Ceremony, where the top 3 winning videos will be announced.
- In the days following the Award Ceremony, contestants will be sent their prize money.
- In addition to receiving prize money, the creator of the winning video will be honoured in a national recognition campaign that will promote their video to youth across Canada.
- Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means.

Contest Objectives

1st prize: \$2000

2nd prize: \$1250

3rd prize: \$750

*Contest organizers reserve the right not to award any prizes if they deem, at their sole discretion, that there are too few videos submitted, that the quality of the videos is poor or that the videos do not meet the eligibility requirements.

Important Dates

Registration Deadline: October 23rd, 2020

Submission Deadline: November 9th, 2020

Contest Organizer Evaluation: November 16th, 2020 until November 20th, 2020

Top 8 Revision Period: December 1st, 2020 until January 8th, 2021

Youth Jury Evaluation: January 15th, 2021

Public Vote: January 22nd, 2021 to January 29th, 2021

Youth Impact Survey: February 1st, 2021 until March 10th, 2021

Award Ceremony & Winner Announcement: March 18th, 2021

Contest Objectives

The Contest's objective is to prevent or delay cannabis use during adolescence by raising awareness about the impact of cannabis use on youth brain development. The contest also aims to increase awareness on available resources related to cannabis use in Canada. The contest objectives must be reflected in contestants' submissions.

Contest Topics

Participants must select and answer one of the following questions in their video:

1. What is cannabis' effect on youth brain development? How does the use of cannabis during teenage years affect brain function? In what ways does cannabis use affect the brain function of someone under the age of 25?
2. What does pruning and myelination mean? What role does myelination play in youth brain development? How does cannabis use impact the process of pruning and myelination in a teenage brain?
3. What is dopamine's role in youth brain development? What are some examples of activities that naturally release dopamine? How does cannabis effect how the youth brain releases dopamine?
4. What is a coping mechanism? In what ways could using cannabis as a coping mechanism effect youth? How does relying on cannabis as a coping mechanism change brain function? In what ways could using cannabis as a coping mechanism keep someone from learning the skills they need to deal with stress in their life?

In addition to answering one of the above questions, **all** video submissions must include the following:

- At least **one relevant** harm reduction strategy
- A support resource that is **relevant** to topic being discussed in the video
- The YCAP-Y4Y Digital Media Contest end page
- Closed Captioning

The resources provided to contestants after registration will clearly explain the topics outlined on the previous page, explain possible harm reduction strategies and review possible resources.

Impact Evaluation of Contest

Upon submission of your final project, each contestant will be **required** to complete an online exit survey and phone call interview. The questions of the online exit survey and phone call interview are designed to evaluate learning and effectiveness of the contest. The evaluation components are led and analyzed by a third party and participants' responses will not impact the evaluation of their submission in any way. The phone call interview will provide evaluators with more in depth responses to select questions that will provide useful insight as to what can be improved for future contests.

VIDEO SUBMISSION RULES

All video submissions must utilize a balanced and neutral tone towards cannabis. Submissions should emphasize prevention and encourage peers to lead a healthy lifestyle by making informed decisions.

- The video must answer only **one** of the four questions above in entirety.
- The video must include at least **one relevant** harm reduction strategy.
- The video must include at least **one** resource that viewers can access for more information or support that is relevant to the content discussed in the video.
- The video must include **Closed Captioning**. More information on how to add Closed Captioning to submissions can be found below.
- The video must end with the YCAP-Y4Y Digital Media Contest end page. This end page will be provided to contestants when they register for the contest.
- The video must be 60 seconds or less in length. (Videos that are longer than 60 seconds will be deemed ineligible and eliminated from the contest).
- Only copyright-free audio and visual materials can be used in submissions or necessary authorizations to use the materials must be obtained. Submissions that include copyrighted materials without permission will be deemed ineligible and will be eliminated from the contest. Please see the Copyright Information section below to learn more about copyright requirements.
- The video must not contain coarse language, offensive, racist or inappropriate comments, violence, or promote use of drugs via the production or on clothing worn in the making of the video. Contest organizers reserve the right to refuse, modify or delete a video that is deemed inappropriate.
- All videos must abide by *The Cannabis Act and Cannabis Regulations – Promotion Prohibitions*. A detailed breakdown of these guidelines can be found [HERE](#)

- Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means.
- The format for the video must be in .MP4 or .MOV.
- The video resolution should be 720p or 1080p.
- All actors in the video submission must participate voluntarily in the video and must be over the age of 18.

Closed Captioning Information

There are several ways to add closed captioning to video submissions, and all methods are suitable for the contest. For example, text can be added within the video editing platform as subtitles. Alternatively, the YouTube platform can be used to add subtitles. To use this method, upload your video to YouTube. Then, click on the drop-down menu next to the Edit button on the Video tab of your Video Manager. Select “Subtitles/CC”, then “Add new Subtitles or CC”. For more information, please go to YouTube’s page to learn more: <https://support.google.com/youtube/answer/2734796?hl=en>. When submitting the video for evaluation, please include the text file as well. If you have questions, please contact the Contest Organizer at ycap@ymcagta.org.

COPYRIGHT INFORMATION

Audio and visual material that is protected by copyright cannot be included in the video submissions for the Contest. Submissions received that contain copyrighted materials will be asked to remove the copyrighted materials and resubmit. If contestants fail to remove the copyrighted materials, they will be disqualified.

Alternatively, contestants can obtain the necessary authorizations to use copyrighted visual materials. If the necessary permissions are acquired, copyrighted materials can be used in the submission. Permissions must be submitted to Contest Organizers during the Submission Process.

Contestants will receive a Copyright Information Document after registration that outlines resources for accessing copyright-free materials and reviews what materials are traditionally covered by copyright. If contestants have questions regarding copyright, please contact the Contest Organizer at ycap@ymcagta.org.

REGISTRATION AND SUBMISSION GUIDE

Instructions for Registration Process

Contestants can register for the Youth for Youth Digital Media Contest until October 23rd, 2020.

- To register, visit the YCAP-Y4Y Website: <https://youthcannabisawareness.ymcagta.org/>
- To submit a video for consideration, contestants must register for the contest prior to the Registration Deadline of October 23rd, 2020.
- Once registered, you will receive an email that confirms registration and includes necessary materials and resources. If you do not receive this email, contact the Contest Organizer at ycap@ymcagta.org as soon as possible.
- If you are registering as a team, please:
 - Select and provide an appropriate team name
 - Assign a team leader for your team
 - Ensure that all team members register individually using the same team name and team leader name
 - Ensure the team leader is responsible for submitting the video submission before the Submission Deadline
 - Note: When registering as a team, the prize money will be divided among all teammates evenly
- After reviewing contest materials and resources, contestants are welcome to email or call the Contest Organizer to ask any further questions.
 - a. Contest Organizer Email: ycap@ymcagta.org
 - b. Contest Organizer Phone: 519-755-8069

Instructions for Submission Process

All submissions for the Y4Y Contest are due on November 9th, 2020.

- Submission of videos will take place through a Google Form. The submission link can be found on the Y4Y Website: <https://ymcagta.org/Y4Y>. (WILL BE UPDATED)
- The team leader is responsible for submitting the video.
- While submitting your video, you will be asked to complete an exit survey. The survey is designed to evaluate learning and effectiveness of the contest. The evaluation process is organized by a third party firm and is mandatory for all contestants. All team members **MUST** complete the Exit Survey independently.
- From November 9th, 2020 to November 16th, 2020 all submissions will be screened and reviewed by the Contest Organizer.

- Eligible submissions will then be given to the Contest Organizer Jury for evaluation. The Contest Organizer Jury will evaluate all submissions from November 16th, 2020 to November 20th, 2020. The Contest Organizer Jury will shortlist the top 8 video submissions.
- On December 1st, 2020, the creators of the top 8 videos will receive feedback regarding their submission. Contestants will have until January 8th, 2021 to apply the feedback they received.
- Contestants must re-submit their final videos by January 8th, 2021. Submissions that remain ineligible will be eliminated from the contest at this time. The Contest Organizer reserve the right to disqualify, remove and eliminate any video submissions from the Y4Y Contest.
- The Youth Jury will view and evaluate the top 8 video submissions on January 15th, 2021. The Youth Jury will shortlist the top 5 submissions.
- On March 22nd, 2021 until March 29th, 2021 the top 5 video submissions will be posted online on for the week long public voting period.
- On February 1st, 2021 until March 10th, 2021 the top 3 submissions will be shown to various groups of youth across Canada to select the first, second and third place winners.

Criteria used for Evaluation of Video Submission

Below are the criteria that the contest organizer will use to evaluate Video Submissions:

- Eligibility Requirements
 - One of four questions (and sub-questions) answered
 - One relevant harm reduction strategy
 - One relevant resource for support or more information
 - YCAP-Y4Y End Page at end of video
 - The length of the video is 60 seconds or less
- Copyright Requirements
- Accuracy of Information
- Clarity of Information
- Effective and Relevant Use of Graphics

Please see the Contest Rubric Document for more information.

Below are the criteria that jury members will use to evaluate Video Submissions:

- Quality of Submission
- Design Quality and Visual Appeal
- Impact of Submission

Please see the Contest Rubric Document for more information.

Contest Organizer Jury: This jury is comprised of contest organizers who are experts in the field of cannabis or digital media. This jury will view eligible submissions and will select the top 8 videos. This evaluation will take place from November 16th, 2020 to November 20th, 2020.

Youth Jury: The jury is comprised of youth volunteers who are between the ages of 15 and 18. This jury will view and evaluate the top 8 video submissions and will select the top 5 video submissions. This evaluation will take place on January 15th, 2021.

Public Vote: The top 5 videos will be posted online for the public voting period from January 22nd, 2021 until January 29th, 2021. During this time, the public will be asked to vote for their favorite video. Voters will also be asked to complete a brief survey after voting, if interested. To select the Top 3 Submissions that will advance to the Youth Impact Survey, a score is created for each contestant that is comprised of 25% public vote score and 75% youth jury panel score.

Youth Impact Survey: During the Youth Impact Survey phase, the top 3 submissions will be shown to various youth groups across Canada. These youths will evaluate the submission. Based on their evaluation, the top 3 submissions will be placed in first, second and third place. The Youth Impact Surveys will take place from February 1st, 2021 until March 10th, 2021.

OTHER TERMS AND CONDITIONS

Contest Organizer reserves the right, in its absolute discretion, to disqualify a video it believes does not respect or potentially not respect one or several of the Contest's official rules.

The Contest Organizer reserves the right to modify, suspend or cancel the Contest for any reason, without any prior notice.

Contest Organizer reserves the right to refuse, modify or delete a submission that is deemed inappropriate or that does not comply with these rules. All videos submitted for the Contest will become the property of the YMCA of Greater Toronto. However, the creator of the submission will always be credited.

These rules may be changed without notice or reason including, if necessary, to comply with any applicable law. By entering this Contest, participants agree to abide by these rules and acknowledge that the Contest Organizer shall not be responsible for any damages, costs, demands, claims or losses of any kind, incurred by any contestant as a result of participation in this Contest.

Video Originality:

All content included in the video submission must be original. The submission must not infringe upon or violate any laws or any third-party rights. This includes but is not limited to:

copyright, patent, trademark, trade secret or other proprietary rights. Submissions must not lead to any cause of action including libel, defamation, privacy violation, contract breach or tort. The participant must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties necessary to use the submission, in whole or in part (including but not limited to: all copyright holders and all individuals appearing in the video submission), without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means. Any and all such permissions, licenses, clearances, releases, waivers of moral rights and approvals must be attached to the submission.

Submissions from contestants who have previously participated in YMCA Youth for Youth Gambling Education Program's Digital Media Contest from August 1st 2017s to July 31st 2010 are permitted.

Content restrictions:

Videos must not contain, illustrate, comment or target, without exception, any of the following:

- Images of minors (below 18);
- Include people in the video submission that did not consent to participating;
- Any reference to personal information concerning other people, including their names or information that could be used to identify or locate another person or otherwise considered as an infringement of privacy of another person;
- Language or content that is malicious, threatening, offensive, degrading, sexually explicit or containing nudity, racist, insulting, hateful, violent or obscene, or has acts of explicit violence or discriminatory language or content;
- Content that encourages prejudices, hatred or prejudices towards a group or a person, or encouraging discrimination or exploitation based on race, gender, religion, disability, or age;
- Any illegal claims or content;
- Defamation, libel or slander;
- Dangerous stunts;
- The use of any type of real weapons;
- Illicit drugs;
- Any content that does not abide by *The Cannabis Act and Cannabis Regulations – Promotion* (a detailed breakdown of these guidelines can be found [HERE](#));
- Any other content deemed offensive or impermissible by Contest Organizer or the jury, at their sole discretion;

Indemnity and limitations of liability:

Your personal safety and that of your actors, camera crew and other individuals involved in the making of the video must be maintained. Do not put anyone at risk during the making of the video. If you show dangerous tasks in your video, you must follow all safety

regulations and take all necessary precautions to prevent any injuries. Each participant agrees to defend, indemnify and save harmless the YMCA of Greater Toronto, its employees, officers, directors and agents as well as the jurors from any and all lawsuits, claims, losses, injuries, death, damages and expenses (including where permitted, any reasonable legal costs) arising out of the participant's video, or in connection with the latter in any way, and to release the YMCA of Greater Toronto, its employees, officers, directors and agents as well as the jurors from any liability in connection with the Contest (including the awarding of a prize).

Grant of rights:

By participating in the Contest and by submitting a video, each participant:


- Grants the Contest Organizer all right, title and interest, including intellectual property and publicity rights, in the submission. Without limiting the previous sentence, Contest Organizer may copy, modify, reproduce, broadcast, display, publish, show in public, expose, encode, stock, adapt, transmit and use or present, in whole or in part, the submissions through any current or future means of communication (including any future promotional or educational project and school presentations), and including, but not limited to, the perpetual distribution over the Internet starting on the date of participation, including, but not limited to, in connection with the administration and promotion of the Contest;
- Waives, in favour of the Contest Organizer, all public image and privacy rights, moral rights or any other right recognized by the law that he/she may have acquired for the video, or its features, if applicable, which may prohibit the Contest Organizer from using the video;
- Waives and releases the Contest Organizer, its employees, officers, directors and agents as well as the jury of any claim based on public image rights, defamation, invasion of privacy, copyright, trademark infringement or any other legal action concerning the video intellectual property rights; and
- Grants these rights, free of charge, to the Contest Organizer and accepts that no other permission or further copyright payment to the participant or other party be required.

Evaluation

The Contest's evaluation process consists of five distinct stages.

In the first stage, the Contest Organizer reviews all video submissions to ensure they meet the Contest's requirements. All submissions that meet these requirements will then be evaluated by the Contest Organizer jury.

The Contest Organizer Jury is made up of digital media experts and prevention specialists, and is responsible for evaluating the submissions that were deemed eligible by the Contest Organizer. Based on



their evaluations the Top 8 video submissions will be shortlisted and move onto the second stage.

Upon entering the second stage, the top 8 submissions will be evaluated by a jury made up of youth (age 15-18) representing Canada's Provinces and Territories. Based on the youth jury's evaluations, the top 5 submissions will be shortlisted and posted online for the public vote.

The public vote will occur over a week-long period, during which the public is invited to view the top 5 video and vote for their favorite. The videos that will move onto the top 3 will be those that receive the most support from the public. The top 3 submissions will then move onto the final evaluation stage: The Youth Impact Survey.

During the Youth Impact Survey, the top 3 video submission will be shown to high school aged youth across Canada. Based on the students' evaluations, the top 3 video submissions will be placed in first, second and third place. The prizes will then be presented at the Award Ceremony in March 2021.