



## DECYDE Social Media Showdown

### Official Contest Rules and Guidelines

#### **DECYDE:**

DECYDE stands for Drug Education Centered on Youth Decision Empowerment, and is a harm reduction education initiative for youth in grades 4-12, their teachers and parents/guardians. DECYDE is led by an interdisciplinary team ([CHERP](#)) based out of Memorial University of Newfoundland. For more information about DECYDE, please visit our [website](#), and follow our social media channels ([Facebook](#), [X](#), [Instagram](#))

#### **Purpose:**

This content competition aims to raise awareness and educate students in grades 7-12 about substance use stigma and the importance of substance use harm reduction. We encourage participants to create engaging and informative social media content to address stigma, promote safer choices and responsible behavior related to substance use.

#### **Eligibility:**

1. This contest is open to all youth/students in Newfoundland and Labrador between 12-17 years of age.
2. Participants can enter as individuals or in teams (maximum of four members per team). Please note that group entries will only be awarded one prize for the group, not for each individual member.
3. People can enter more than once, but Participants can only win once in each category
4. By participating in the Contest, each Participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Judging Committee, which will be final and binding, including CHERP's right to verify eligibility, to interpret these Official Rules, and to resolve any disputes relating to this Contest at any time.

#### **Content Categories:**

Use your creativity to create a suitable social media post that fits into one of the following categories.

1. Videos: Create a short engaging video (e.g. reel, TikTok-style video) (maximum length: 1 minute)

2. Still image post: Create an eye-catching post that can be shared on social media (e.g. infographic, image, picture)

### Themes:

1. All content submissions must revolve around the themes of substance use with a focus on harm reduction or reducing stigma:
  - a. **Harm reduction** - under this theme participants should highlight evidence related to the risks associated with substance use, responsible decision-making, harm reduction strategies, and support resources available.
  - b. **Stigma** - under this theme participants should focus on challenging substance related stigma (e.g. stigmatizing language, discrimination, racism, etc) or how stigma affects substance use decisions by youth (e.g. concealing use, reluctance to seek support)

### How to Enter:

1. Participants must submit their entry using this [Entry Form](#) no later than the contest deadline of 11:59 p.m. on January 19<sup>th</sup>, 2024
2. All submissions should be in digital format.
3. Videos should be an MP4 files

#### Rules for Video Submission:

- **Orientation:** The video should be recorded vertically (portrait mode)
  - **Format:** Video must be in MP4 format
  - **Resolution:** Minimum of 720p or higher resolution
  - **Size:** Keep file size 1GB or under to upload on Google Forms
  - **Length:** Must not exceed 1 minute
  - **Preferred Method:** Smartphone Camera
4. Posts should be in high-resolution image formats (JPEG, PNG), with a maximum file size of 2MB
    - **Orientation:** Still images can be vertical or horizontal
    - **Format:** JPG and PNG
    - **Resolution:** Minimum resolution of 1080x1920
    - **Size:** Keep file size under 2MB
  5. All submissions must include a signed [parental/guardian permission form](#)

### Considerations for submissions:

- Relevance to the theme: How well does the content address substance use harm reduction?
- Creativity and originality: Does the content stand out and engage the audience effectively?
- Educational value: How informative and accurate is the content in conveying harm reduction strategies?
- Visual appeal: Is the content visually appealing, well-designed, and easy to understand?

- Overall impact: Does the content effectively inspire positive change and encourage responsible choices?

### **Pre-Judging Criteria:**

Each submission will first be reviewed by a panel of judges to ensure the content meets the following criteria:

1. Participant is eligible to submit. Participants should include their school base email address, or be able to provide proof of residence in NL.
2. Contain at least one stigma or harm reduction message related to substance use in general or a specific substance (e.g. alcohol, cannabis, energy drinks, cocaine, etc)
3. Content is accurate, evidence-based, and promotes responsible behavior
4. Does not in any way promote or glamorize substance use
5. Does not contain content that would be considered offensive or stigmatizing
6. Content must be suitable for sharing on social media (e.g., Facebook, Instagram TikTok).
7. Plagiarism or copying existing content will lead to disqualification.

Content not meeting the above criteria will be disqualified.

Entry must be the original work of the Participant, and must not have been previously published, must not have won previous awards, and must not infringe upon the copyrights, trademarks, privacy rights, publicity or other intellectual property or other rights of any person or entity.

- Each Participant waives any and all claims they may have had, may have, and/or may have in the future, that any Entry and/or other works accepted, reviewed, and/or used by CHERP may be similar to the Participant's Entry, or that any compensation is due to the Participant in connection with such Entry or other works used by CHERP.
- Entrant agrees that CHERP is not responsible for any unauthorized use of Entries by third parties.

### **Final Judging:**

All entries that meet that above criteria will be posted to the @DECYDE\_MUN Facebook and Instagram pages, with the participants grade and school (names will not be shared), on February 5<sup>th</sup>, 2024 to allow for public voting. Winners will be identified based on the numbers of combined likes and shares on Facebook and Instagram for each post. Public commenting will be disabled.

Winning contributions will be shared on the DECYDE website, and maybe use used as part of future DECYDE social media content.

### **Prizes:**

All prizes will be distributed in the form of a choice of a gift card (options: Amazon.ca, McDonalds, Cineplex, Tim Horton's, Roblox, Old Navy, Sephora, Starbucks, X-box, Twitch).

	First Place	Second Place	Third - Tenth Place
Video (Junior High)	\$150	\$100	\$50
Still Post (Junior High)	\$150	\$100	\$50
Video (High School)	\$150	\$100	\$50
Still Post (High School)	\$150	\$100	\$50

**Important Dates:**

1. Launch: November 20th 2023
2. Submission deadline: January 19th, 2024 11:59 p.m. NST
3. Voting period: February 5th to February 19<sup>th</sup>, 2024 11:59 p.m. NST
4. Winners' announcement: February 23<sup>rd</sup>, 2024

Dates are subject to change at the discretion of the organizers, CHERP

**Resources that may help to identify harm reduction messages:**

1. <http://decyde.ca/general-public/>
2. [www.ccsa.ca](http://www.ccsa.ca)
3. <https://www.camh.ca/>

**General Conditions:**

By participating, each Participant agrees:

1. to abide by these Official Rules and all decisions of CHERP and its judges, which decisions shall be final and binding in all respects relating to this Contest;
2. that submission of any Entry to the Contest is voluntary and does not guarantee a prize, or that any submission will be used by CHERP in any social media campaign or at all;
3. to release, discharge, and hold harmless CHERP, its affiliates, subsidiaries, and any advertising and promotion agencies, and the respective officers, directors, stakeholders, employees, agents, and representatives of the foregoing, as well as Memorial University of Newfoundland and its directors, officers and employees, from any and all liability, losses, and damages of any kind, directly or indirectly, which may arise from the Participant's participation in the Contest or the acceptance, possession, use, or misuse of any awarded prize (including any travel/activity related thereto); and
4. to the use of his/her/their Contest entry for programming, advertising, publicity, trade, and promotional purposes in any and all media, now or hereafter known, worldwide and on the internet, and in perpetuity by CHERP and its designees, without compensation (unless prohibited by law). By participating, each Participant also agrees not to release

any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of CHERP, which may withhold in its sole discretion.

**Disputes:**

Except where prohibited, Participants agree that:

1. Any and all disputes, claims, and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action;
2. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the Participants and CHERP in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Newfoundland and Labrador without giving effect to any choice of law or conflict of law rules which would cause the application of the laws of any jurisdiction other than Newfoundland and Labrador.

**Disclaimer:**

- The contest organizers hold no responsibility for any misuse or misinterpretation of the content created and submitted by participants.

Remember, the primary goal of this contest is to educate and raise awareness about substance use harm reduction and stigma among students. Be creative, thoughtful, and inspiring in your content creation. Good luck!

Any questions can be sent to [decyde@mun.ca](mailto:decyde@mun.ca).