

Scoop From You(th) Challenge: Opioid Crisis

Official Entry Requirements,
Rules, and Tips

EXTENSION

**Deadline for entries
extended until
October 10, 2023**

Scoop From You(th) Challenge: Opioid Crisis calls on San Diego County youth and young adults to raise awareness about the risks of illicit fentanyl and the importance of naloxone through the video and visual art to help prevent opioid-related overdoses. Eligible participants will be organized into three groups: Ages 12-14, Ages 15-17, and Ages 18-25, to potentially place in Silver, Gold, or Platinum tiers.

ELIGIBILITY CRITERIA

No purchase necessary. California participants only. Must live in San Diego County with verifiable proof of address and be a youth or young adult between the ages of 12-25 years to enter. Cannot be a County of San Diego employee, staff, or judge.

HOW CAN I PARTICIPATE?

Videos and visual art can be designed using your preferred creative outlet. The videos or visual art will be distributed throughout County sites that will be seen by the public, so we are looking for *positive* messages that are on-topic messaging to share with other youth and young adults.

Youth and young adults from an eligible group above may participate by submitting an entry for any of the following categories:

- **Tik Talk:** Provide an overview on a topic related to the opioid crisis, such as illicit fentanyl or naloxone. Submissions must be 10 minutes or less and feature at least one resource for the community.
- **Fast Facts:** Create an original handcrafted or digitally designed piece of visual art that highlights at least one fact specifically about illicit fentanyl or naloxone. See Rules & Requirements for required citations.
- **Real Reel:** Create a 15- to 90-second video that provides a personal testimonial or public service announcement related to the opioid crisis. Submissions must provide a clear call to action.



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SUBMISSION REQUIREMENTS

Videos and visual art pieces can be designed using the participant's preferred creative outlet. The videos or visual art may be distributed throughout County's public platforms. Submissions should exhibit positive and on-topic messaging. Our judging criteria includes accuracy of information, appeal to youth, originality, creativity, message, and inspiration. Acceptable submissions include: a TikTok, Instagram Reel, Facebook Story, YouTube video, a painting, meme, poster, handout, flyer, or infographic.

All submissions must be original work. Any use of copyrighted materials will not be accepted. Do not use artwork, music, slogans, or characters (such as Zelda, Bugs Bunny, SpongeBob, or Disney Characters) from the internet that are protected by copyright.

All submissions must include the web address

www.LiveWellSD.org/ScoopFromYouth, and the text "**Scoop From You(th): Opioid Crisis**".

All Videos Must be Within the Following Guidelines

- Must include: "*Scoop From You(th): Opioid Crisis*".
- Length: 15- to 19-seconds (for Real Reel category) OR 10 minutes or less (for Tik Talk category)
- Quality: At least High Definition (720p); at maximum Ultra High Definition (2160p).
- Format: MP4 or WMV.
- Audio: Dialogue must be understandable and clear in your preferred language. The sound throughout the entire video should have the same volume.
- Script: All submissions must include a simple, followable script attachment in English. The script does not have to be formatted in a specific way.
- Participant must upload their video submission to a publicly accessible page and provide a corresponding link when completing their submission form. Video submissions **must be accessible** via the link provided to be evaluated by the judging panel.



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All Visual Art Must be Within the Following Guidelines:

- Must include: "Scoop From You(th) Challenge: Opioid Crisis"
- Language: Any written or typed content should be understandable and clear in your preferred language. If written in a language other than English, a script or copy in English must also be included.
- Size: Uploads must be less than 30MB.
- Dimensions: Your visual art needs to be capable of being displayed or presented to the public without causing harm or injury to yourself or others (we're looking for positive messages and visuals to share with other youth and young adults!)
- Format: An image or photo in PDF, JPG, GIF, or PNG.
- Title: Exported visual art should be saved with the TITLE of the category.
For example: Fast Facts_Last Name First Name_2023_My Visual Art.PNG

Additional Submission Requirements for "Fast Facts"

- Fact(s) featured must be from at least one of the following organizations: U.S. Food and Drug Administration, Centers for Disease Control and Prevention (CDC), National Institutes of Health, Office of Disease Prevention and Health Promotion: Healthy People, Youth.gov, Public Health Communications Collaborative (PHCC), California Department of Public Health (CDPH), California Strategic Growth Council, Health Resources and Services Administration (HRSA), County of San Diego, or *Live Well San Diego*.
- Fact(s) need to be at least one complete sentence and clearly visible within your work.
- All sources must be submitted with the direct link to your fact(s) from the organization's page. If using more than one reference, separate links using semi-colons (;).
- We have provided some links below as a helpful starting point.
 - County of San Diego: [Community Resources](#)
 - County of San Diego: [What is Naloxone?](#)
 - San Diego County Office of Education: [Fentanyl Prevention and Awareness](#)



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- We have provided some links below as a helpful starting point. (cont.)
 - San Diego Prescription Drug Abuse Task Force: [Naloxone](#)
 - Substance Abuse and Mental Health Services Administration: [Naloxone](#)
 - United States Drug Enforcement Administration: [Fentanyl](#)
 - Centers for Disease Control and Prevention: [Fentanyl Facts](#)
 - Centers for Disease Control and Prevention: [Lifesaving Naloxone](#)

Participants may submit a maximum of three entries (no more than one entry per category). The number of entries will not impact the overall score, and individuals can only be selected to win one category. All participants should submit their video link or visual art through the LiveWellSD.org/ScoopFromYouth submission button no later than **October 10, 2023**.

All submissions must be accompanied by a completed *Registration & Release Form*. Please plan ahead to ensure your work is submitted successfully in the event you require additional assistance. For questions, email LiveWellYouth@sdcounty.ca.gov

WINNERS WILL RECEIVE THE FOLLOWING

PLATINUM

1 winner: <i>12-25 years old</i>	\$1,200	Opportunity for video or visual art to be shared through County media communication outlets*	Award ceremony and certificate signed by County of San Diego and Health and Human Services leadership	Featured on County website(s) with a link to the participants social media or professional website (if applicable)
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GOLD

3 winners: <i>12-14 years old 15-17 years old 18-25 years old</i>	\$400	Opportunity for video or visual art to be shared through County media communication outlets*	Award ceremony and certificate signed by County of San Diego and Health and Human Services leadership
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SILVER

3 winners: <i>12-14 years old 15-17 years old 18-25 years old</i>	\$100	Opportunity for video or visual art to be shared through County media communication outlets*
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