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# “Alcohol-Free is the Way to Go” Film/Video Competition for 2017-2018

The Virginia Association for Health and Physical Education, Recreation, and Dance (VAHPERD) is launching the 2017-18 Film/Video Competition focusing on “Alcohol-Free is the Way to Go”

This competition is part of our Choose Your Vibe - Arrive Alive underage drinking and impaired driving campaign funded through a highway safety alcohol grant from the Virginia Department of Motor Vehicles. The competition allows middle and high school students to develop short persuasive videos that encourage students to make safe and healthy choices, and by doing so prevent underage drinking and impaired driving. Participants may select from any of the following (or similar alcohol prevention) topics:

- Promote the benefits of alcohol-free lifestyles and alcohol free socializing and support non-drinkers in social scenes
- Emphasize that 24/7 alcohol-free is the way to go
- Demonstrate resistance and refusal skills
- Present alternative strategies for securing safe and timely transportation home from events (e.g., Don't get in the car with impaired drivers; leave when drinking or other illegal activities occur)
- Any alcohol level is unacceptable for a teen driver - - even one drink can lead to impairment for guys and girls
- There are consequences associated with underage drinking and impaired driving - Procuring and drinking alcohol underage is illegal and infractions have severe physical, academic, social and legal consequences
- Alcohol and friendship don't mix - Good friends don't host alcohol parties or provide alcohol to their friends; Good friends take the keys away from drinking drivers or get help; Good friends help friends get out of dangerous situations and ask for help from adults
- Make a plan to get home safely **before** you attend parties - e.g., are they supervised and by who? how will you get home if those present start doing illegal or dangerous things? practice refusing dangerous situations/behaviors; talk with parents about being available if you call - do not get in the car with older teens who have been drinking etc.

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The Film/Video Competition will begin immediately and all films/videos should be submitted by **MARCH 15, 2018**. Winners will be announced in April 2018. The top Film/Video in the categories of narratives, animations, experimental, commercial/PSAs will be shown and awards presented in November 2018 at the Virginia Association for Health, Physical Education, Recreation, and Dance Conference in Virginia Beach. Additional selected videos will be posted on the Virginia DMV website. Schools may win in more than one category, but a student (or student group) may only submit one video.

**Content:** The content and choice of topics for films/videos are important. The focus of these videos is to encourage students to make safe and healthy choices, and by doing so prevent underage drinking and impaired driving. Schools should create work which is honest in its fundamental concept, which is suited to the emotional development of the students, and which is handled with taste and restraint. No entry will be accepted with footage of a person ACTUALLY drinking alcohol.

Content should be appropriate to the audience for which it is presented (teens) and in support of contemporary community standards. It is important that advisers review questionable content, language, use of firearms or other weapons or use of tobacco or other drug with the principal prior to recording.

### **Basic Information:**

- Submission of a Film/Video constitutes acceptance of all Film/Video competition rules, regulations and procedures by filmmakers and their agents. Entrants understand that it is their sole responsibility to copyright (if desired) and protect their own submitted material. Teachers must obtain (and keep on file) parental permission prior to submission of student videos.
- A film/video is officially entered if the following is received on the Free/Film website by the March 15, 2018 deadline:
  - Each film/video entered must be uploaded to <https://filmfreeway.com/Acoholfreeisthewaytogo> as a YouTube video.
  - On the same website, one completed entry form for each film/video entered must be completed.
- Selected videos (even those not receiving awards) may be placed on the DMV website therefore; all videos must be submitted as YouTube entries.
- Each school is limited to ten total entries.
- All members of film/video crews including but not limited to writer, director, lead cast, cinematographer, editor, musicians, sound and lighting must be students at the schools. Adults may appear in films/videos, but not in leading roles. Other adult involvement is limited to advisers serving in a teaching capacity only.
- An entry must be produced by students in the 2017-2018 school year. All films/videos must be shot horizontally, not vertically.
- Any music used must be the original work of the entrants or follow music copyright laws. Neither a soundtrack nor music is required. Use of public domain or royalty free music is permitted.
- Each submission requires an entry form which can be completed on the Free Film link. Incomplete entry form, failure to include submitting materials that are unable to be viewed will disqualify your entry. Only entries submitted on the official entry form and received by the deadline shall be accepted. Category descriptions and judging criteria are located on the film/video contest website. The association is not responsible for materials that are unable to be viewed.
- Each film/video entered must be uploaded to
- <https://filmfreeway.com/Acoholfreeisthewaytogo> , a private site used to facilitate the preview process for making Official Selections.

**Non-exclusive rights** - Entry into the Film/Video Competition constitutes the filmmakers' irrevocable permission and consent, without compensation, for DMV or VAHPERD to showcase submissions. DMV and VAHPERD reserve the right to promote any film/video to print, broadcast or Internet media as required to market the competition.

**Expenses** - All production, travel, board and lodging expenses shall be defrayed by the competing schools or their contestants.

**Content Resources** - Please visit the following resources for helpful information prior to scripting and designing your videos:

- VAHPERD Choose Your Vibe social media campaign on twitter at <https://twitter.com/YourVibeVA>; on Facebook at <https://www.facebook.com/YourVibeVA/> ; and on instagram at <https://www.instagram.com/yourvibeVA/>
- the VAHPERD Prevent Underage Drinking site at [www.preventunderagedrinkingva.com](http://www.preventunderagedrinkingva.com)
- Partners for Safe Teen Driving - <https://safeteendriving.org/educators/distracted>
- A Sample Virginia DOE Lesson Plan for Preventing Underage Drinking at Health Smart VA - <https://healthsmartva.org/uploads/rteeditor/file/Unit1-%20Grade%209-%20Preventing%20Underage%20Drinking.pdf>
- NHTSA parents-hold-keys-safe-teen-driving
- Virginia DMV resources on impaired driving <https://www.dmv.virginia.gov/safety/#programs/drinking/index.asp>
- Virginia DOE resources driver education resources [http://www.doe.virginia.gov/instruction/driver\\_education/index.shtml](http://www.doe.virginia.gov/instruction/driver_education/index.shtml)
- Virginia ABC Education Publications <https://www.abc.virginia.gov/education/publications>

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