

X-HALE YOUTH AWARDS 2020: X-HALE SHORT FILM COMPETITION AWARDS AND JUDGING CRITERIA

The X-HALE 2019 Short Film Competition entries will be judged by a panel of judges from the youth, health promotion and film sector. Prizes will be awarded under the following award categories using the judging criteria listed :

AWARD CATEGORIES:	JUDGING CRITERIA FOR AWARD:
<ul style="list-style-type: none"> • OVERALL WINNER (SENIOR) 	<ul style="list-style-type: none"> ✓ Which films stood out to you overall for being most likely to persuade young people not to smoke or to support the movement towards a smoke free generation?
<ul style="list-style-type: none"> • OVERALL WINNER (JUNIOR) 	<ul style="list-style-type: none"> ✓ Which films stood out to you most overall in terms of clearly and effectively conveying an important message about smoking to young people?
<ul style="list-style-type: none"> • RUNNER UP (SENIOR) 	<ul style="list-style-type: none"> ✓ Which films grabbed your attention most overall and make you think about them most afterwards?
<ul style="list-style-type: none"> • RUNNER UP (JUNIOR) 	<ul style="list-style-type: none"> ✓ Which films stood out as being most clearly targeted at young people and would be most likely to be watched and shared by young people online? ✓ Which films stood out as being the most carefully planned and researched?
ONLINE WINNER	<ul style="list-style-type: none"> ✓ The film with the most X-HALE playlist YouTube views from May 28th –July 2nd will be the Online Winner
COMMUNITY CAMPAIGN WINNER	<ul style="list-style-type: none"> ✓ Did the group share pictures or video clips (by tagging @IrishCancerSoc on Twitter @irishcancersociety on Instagram or @XHaleYouthAwards on Facebook with #xhale2020) to show that they promoted their film in their community during their online campaign from May 28th –Jul 2nd by putting up posters, hosting screenings, sending out press releases?
BEST BLOGGING GROUP	<ul style="list-style-type: none"> ✓ Did the group send the Irish Cancer Society the link to the website/channel/page that they used to document and share their X-HALE participation? ✓ Did the group share photos, video clips or blog entries about the film making process and reflections about what the learned at different stages of the process?
MOST CONVINCING SMOKING PREVENTION/CESSATION FILM	<ul style="list-style-type: none"> ✓ Does the film have a clear and convincing message that would persuade young people to think about quitting/ not starting to smoke? ✓ Did the film grab your attention and make you think about it afterwards? ✓ Is the film targeted at young people and would young people watch and share it on social media? ✓ Is there evidence that the group planned the film carefully and researched smoking prevention/ cessation for young people thoroughly?
BEST SMOKE FREE GENERATION MESSAGE	<ul style="list-style-type: none"> ✓ Does the film portray a clear and strong message that would inspire young people to support the movement towards a smoke free generation? ✓ Did the film grab your attention and make you think about it afterwards? ✓ Is the film targeted at young people and would young people watch and share it on social media? ✓ Is there evidence that the group planned the film carefully and did research about supporting and promoting smoke free environments?

BEST IMPACT OF SMOKING MESSAGE

- ✓ Does the film portray a clear and realistic message about the impact of smoking (on health, finances, relationships, the environment, on poverty, on exploitation etc.) that will make young people more aware of the reasons not to smoke?
- ✓ Did the film grab your attention and make you think about it afterwards?
- ✓ Is there evidence that the group planned the film carefully and did research about the impact of smoking?

BEST SMOKING INFLUENCES MESSAGE

- ✓ Does the film portray a clear and realistic message about the factors that can influence a young person to smoke (friends, family, social norms, the media, the tobacco industry) that will make young people more aware of the things that can influence their decisions?
- ✓ Did the film grab your attention and make you think about it afterwards?
- ✓ Is there evidence that the group planned the film carefully and researched the factors that can influence young people to smoke?

**JUDGES CHOICE AWARD
BEST ACTRESS**

- ✓ Which film stood out to you and made an impact on you that may not fit into the categories above?
- ✓ Which actress stood out for delivering a performance that made an impact and effectively put across the films messages to the audience?

BEST ACTOR

- ✓ Which actor stood out for delivering a performance that made an impact and effectively put across the films messages to the audience?

BEST SOCIAL MEDIA POST AT THE X-HALE YOUTH AWARDS

- ✓ This award will be awarded to the best social media post on the day of the X-HALE Youth Awards using the #xhale2020 hashtag

BEST USE OF SUSTAINABLE DEVELOPMENT GOAL THEME

- ✓ Which film looked at the UN Sustainable Development Goals and linked one to a theme on tobacco use or tobacco production?
- ✓ Which film showed how tobacco use and tobacco production can be a barrier for Sustainable Development
- ✓ Did the film grab your attention and make you think about it afterwards?
- ✓ Is there evidence that the group planned the film carefully and did research about the impact of tobacco?