



**X-HALE**

**SHORT FILM  
COMPETITION**

**2020 RULES AND GUIDELINES**

# TIMELINES FOR X-HALE SHORT FILM COMPETITION 2020

## TIMELINE AND COMPETITION INFORMATION

TIMELINE	INFORMATION
January 10 <sup>th</sup> -Feb 28 <sup>th</sup> 2020	<ul style="list-style-type: none"> <li>Youth groups working with young people aged 10-24 are invited to apply for a grant to help you make a film that encourages young people to be smoke free (€200-€350)</li> <li>The grants can be used for any costs related to making the film (equipment, props, and travel to X-HALE Youth Awards etc.).</li> <li>Application form available at <a href="http://www.surveymonkey.com/r/SFCregistration2020">www.surveymonkey.com/r/SFCregistration2020</a></li> <li>You can also register interest in the all new X-HALE Youth Advocate/Youth Worker Champion opportunity and you can register interest in members using X-HALE participation towards the Gaisce Bronze Award</li> </ul>
January/Feb 2020	<ul style="list-style-type: none"> <li>Youth workers/staff coordinating your X-HALE participation can register for smoking prevention training in locations across Ireland (details in online application form).</li> <li>Participation in this training is recommended for those that have not attended previously.</li> <li>Short Film Competition Grant call closes March 5<sup>th</sup></li> </ul>
March/April 2020	<ul style="list-style-type: none"> <li>Grant applications will be reviewed and outcome will be communicated to all applicants.</li> <li>Groups can still take part without a grant and receive free training, resources and support.</li> <li>There will be <b>ALL NEW opportunities for participating young people</b> to:               <ul style="list-style-type: none"> <li>Share messages about being smoke free through a creative photography competition</li> <li>Build valuable skills by becoming X-HALE Youth Advocates supported by a Youth Worker Champion</li> <li>Showcase their talents at the X-HALE Youth Awards</li> </ul> </li> <li>You will receive an <b>X-HALE 2020 resource pack</b> to help you explore topics and make your film.</li> <li>Work through activities in the X-HALE Training resource and brainstorm film ideas.</li> <li>Free 1-day film-making and sharing workshops will be provided over the Easter Holidays in 5 locations around Ireland (express your interest on your application form and save the date!)</li> <li>You will be invited to register 2 young people and 2 staff members/volunteers to attend.</li> <li>Places are limited, will be filled on first-come basis once advertised to participating groups.</li> <li>The training will cover practical short film making training and information about how you can share your film effectively online and in your community <b>with new features for 2020</b></li> <li>Participation in this training is recommended if your group does not have experience.</li> </ul>
April/May 2020	<ul style="list-style-type: none"> <li>Staff and young people that attended training share the skills they learn with group.</li> <li>Storyboard, script, shoot and edit your film using resources provided to help you.</li> <li>Plan how your group will maximise the impact your film during your <b>Online and Community Campaign from May 28<sup>th</sup> – June 30<sup>th</sup></b> you will receive resources and ideas to help you.</li> </ul>
May 21 <sup>st</sup> 2020	<ul style="list-style-type: none"> <li>Deadline for submitting your completed film to the Irish Cancer Society.</li> <li>Films must be under 2:30 minutes in length including credits and must be youth led.</li> </ul>
May 28 <sup>st</sup> – June 30 <sup>th</sup> 2020	<ul style="list-style-type: none"> <li>X-HALE 2020 playlist of films will be live from May 29<sup>th</sup></li> <li>Maximise the impact of your film by sharing during your <b>Online and Community Campaign</b> and be in with chance of winning the Online Award and the Community Campaign Award</li> <li><b>X-HALE 2020 resources</b> will be provided to help you promote your film</li> <li>Share on social media with #xhale2020 hashtag, organise screenings and awareness raising/fundraising events, stick up posters, tell the media... make a difference!</li> <li>Show us what you're doing by tagging @XHALEYouthAwards (Facebook), @IrishCancerSoc (Twitter) and @IrishCancerSociety on Instagram</li> </ul>
July 2 <sup>nd</sup> 2020	<ul style="list-style-type: none"> <li>Your group will be invited to attend X-HALE Youth Awards in the Helix, Dublin</li> <li>Watch your film on the big screen and be in with a chance of winning cool prizes.</li> </ul>

# COMPETITION RULES

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## AGE CATEGORIES

The X-HALE Short Film Competition is open to young people aged 10-24. There are two categories for the competition

- Junior- for groups aged 10-15 years old
- Senior- for groups aged 16-24 years

## CONSENT

Consent forms supplied must be completed and returned to the Irish Cancer Society for all young people involved in your X-HALE group as soon as possible. Young people under 18 must have parental consent, those over 18 can give their own consent. All films submitted to the X-HALE Short Film Competition are publicly viewable online and there is photography/videography and surveys administered at all X-HALE events so it is essential that consent forms are returned to the Irish Cancer Society for:

- Young people who attend the X-HALE Film Making and Sharing workshop
- Young people who are involved in the film making process
- Young people who feature in your film
- Young people who may attend the X-HALE Youth Awards
- Young people who attend X-HALE Youth Advocate training

We would also ask that you get permission to use footage of any additional people (by-standers or members of the public) that feature in your film. Please see the media consent form enclosed.

## AIM OF YOUR FILM

We encourage young people to be smoke free and inspire them to support a Tobacco Free generation. We want your group to make a short film that can be shared and used by other young people and groups across the country to help young people make an informed choice about smoking. For the first time this year we are creating an awareness between tobacco and the Sustainable Development Goals (SDG). This year we encourage you to look at the 17 SDG goals below and find one which links to your theme on tobacco use or tobacco production?

# THE SUSTAINABLE DEVELOPMENT GOALS

## THEME AND CONTENT OF YOUR FILM

The Sustainable Development Goals (SDG) are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice. The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030. Community groups and youth organizations from all over Ireland are thinking about ways that they can make changes to make sure that we achieve all the goals by 2030.

Tobacco use and production is linked to negatively impact all 17 of the United Nations (UN) Sustainable Development Goals. Tobacco is extraordinarily dangerous to human health and highly damaging to nations' economies.

This year X-HALE 2020 we want to highlight how tobacco can be a barrier to Sustainable Development. Further information on the UN Sustainable Development Goals can be Found on the X-HALE website and as a supplementary document in the X-HALE Training Resource.



- GOAL 2: Zero Hunger
- GOAL 3: Good Health and Well-being
- GOAL 4: Quality Education
- GOAL 5: Gender Equality
- GOAL 6: Clean Water and Sanitation
- GOAL 7: Affordable and Clean Energy
- GOAL 8: Decent Work and Economic Growth
- GOAL 9: Industry, Innovation and Infrastructure
- GOAL 10: Reduced Inequality
- GOAL 11: Sustainable Cities and Communities
- GOAL 12: Responsible Consumption and Production
- GOAL 13: Climate Action
- GOAL 14: Life Below Water
- GOAL 15: Life on Land
- GOAL 16: Peace and Justice Strong Institutions
- GOAL 17: Partnerships to achieve the Goal

By creating a broad theme of the Sustainable Development Goals this year, we want you to create a link between tobacco use and tobacco production and one of the 17 Sustainable Development Goals in your Short Film. This can be link very broad or be specific link to any of the goals.

The theme and content of your film should be appropriate and appeal to young people. It should be something the young people in your group would want to share with others. Some theme ideas your group could aim to explore:

- Why should young people choose to be smoke free?
  - Inspire young people to make a decision to be smoke free by focusing your film on the impact that tobacco on the Sustainable Development Goals and also the impact of tobacco on the following areas;
    - Health                      - Relationships/Finance   - Addiction                      - Exploitation/Poverty
    - Appearance               - Life Opportunities       - Community                   - Environment
- What can young people do to work towards a tobacco free generation?  
 Inspire young people to actively contribute to working towards a tobacco free Ireland by:

- Documenting how your group tackled a smoking related issue in your community and encouraging others to follow your lead by doing something similar.
- Highlighting what young people can do among their friends, families, schools, youth groups or communities to encourage and support them to be smoke free.
- Raising awareness among young people about what they can do or where they can go to get support about staying smoke free or quitting.
- Highlighting ways young people can address or counteract the reasons young people smoke:
  - Pressure from friends or smoking to fit in
  - Smoking because its seen as a normal among social or community circles
  - Smoking to deal with stress or boredom
  - Smoking in social situations
  - Beliefs that smoking is cool or mature
  - Hidden tobacco industry advertising through smoking in the movies, the media and pop culture.

## GENRE IDEAS

- The genre your group chooses for your film could be true story, action, comedy, drama, science fiction, musical or a combination, whatever you think will appeal to your audience of young people

## FILM TYPE IDEAS

- Some examples of film types are listed below, your group could use one or a combination for your film. Think about what would appeal to your audience of young people and be the best fit with your theme/genre.
  - **Short:** Use actors to tell a story about a smoking topic
  - **Animation :** Use digital graphics created on a computer to tell your story
  - **Stop Motion:** Move an object in small increments between individually photographed frames to create the illusion of movement when the series of frames is played as a fast sequence. Dolls with movable joints, clay figures, paper cut outs or puppets are often used in stop motion.
  - **Interview:** Highlight opinions about smoking topics or share real life experiences by conducting an interview where one person asks questions and one or more others answer.
  - **Documentary:** Use pictures, interview clips and facts to provide a report or to highlight a project on a particular smoking topic
  - **Music Video:** Use originally created or copy right free music and imagery to tell a story

## YOUTH LED

Assistance and guidance from adults is permitted but the storyboarding, scripting, shooting and editing of your film must be youth led. Adults may fill supporting roles where appropriate but your film should be youth-centred and feature predominantly young people from start to finish.

## FILM DURATION

Your films must be 2:30 minutes or less in length including credits, **films longer than 2:30 minutes will not be accepted.**

## NO FEATURING OF CIGARETTES AND E-CIGARETTES

We want your films to be shown to young people aged 10 years and up. For this reason we would ask you not to include any real cigarettes (lit or unlit) or e-cigarettes. Fake/digital cigarettes are permitted if necessary to storyline but please ensure that the film is not glamorising smoking in any way. X-HALE aims to denormalise smoking and reduce exposure to second hand smoke among young people. We would also ask that you do not feature any cigarette/e-cigarette packaging, branding or logos. The last thing we want to do is to give the tobacco industry free advertising.

## YOUR ORGANISATIONS SMOKE FREE POLICY

We would encourage you to consider your organisations policy around smoking as part of your participation. For more information on developing a smoke-free policy please see Appendix 4 (page 125) in the X-HALE Training resource.

## COPYRIGHT

Your film must be a new and original piece of work created by your group. Please remember that you will need to get permission to use any music or footage in your film. We will be putting all of the films in the competition on YouTube and they will be blocked if there is any copyright infringement, including copyrighted music.

## SOUND AND VISUAL QUALITY/FORMAT

Do your best to ensure your film is of good sound and visual quality. Read tips below to help you

## IRISH CANCER SOCIETY BRANDING

Your film must include the Irish Cancer Society X-HALE logo and #TheXGeneration tagline supplied and available for download on [www.cancer.ie/xhale](http://www.cancer.ie/xhale) downloads and resources

## X-HALE YOUTUBE PLAYLIST VIEWS

Playlist views on the X-HALE 2020 YouTube Playlist will be carefully monitored by the Irish Cancer Society. We reserve the right to disqualify any views that appear to come from illegitimate sources.

# MAKING AND SHARING YOUR FILM

## RESEARCH IT

- Use the X-HALE Training Resource activities and factsheets to learn about and explore views on smoking topics. This will also help you decide on a focus for your film that you want to tell other young people about:

SESSION PLANS AND RELATED RESOURCES AND MATERIALS		PAGE
SESSION 1	Young people's attitude to smoking	15-22
SESSION 2	Peer pressure and smoking	23-30
SESSION 3	The health effects of smoking	31-40
SESSION 4	The costs of smoking	41-48
SESSION 5	The power of the tobacco industry	49-56
SESSION 6	The local impact of tobacco	57-76
SESSION 7	The global impact of tobacco	77-96
SESSION 8	Supporting young people to quit smoking	97-116
PART 3	Taking local action towards creating smoke free environments	117-120

- Brainstorm amongst your group about what issue you want captured in your film and how the message can be portrayed with the aim that you want to prevent young people from smoking and inspire them to support a smoke free generation.
- Think about your target audience – is it children aged 10-12, is it teenagers aged 14-17 or young adults 18-24? Think about the smoking issues that are most relevant to them and what the type of film they would be likely to watch or share.
- Check out YouTube and the web to see if the issue you decide on has been covered before.
- Research your topic using suggested websites in X-HALE Training resource (page 134) or downloads and resources section of [www.cancer.ie/xhale](http://www.cancer.ie/xhale)
- See above for topic, genre and film type ideas.
- Check out all of the X-HALE films from previous year's competitions to get some ideas. You will find them on [www.cancer.ie/xhale](http://www.cancer.ie/xhale) on the X-HALE Story So Far page.
- Look at the judging criteria and prize categories to get some insight into the judging process!

## SCRIPT IT

- See script writing guidelines, sample script and script template on Appendix 5 of the X-HALE Training resource (page 131- 133).
- Decide on roles for the shoot (actors, director, sound, lighting, props, makeup)
- Do a few rehearsals and schedule set shoot dates

## MAKE IT

- Get your equipment together. Visit <https://www.pinterest.com/dfilm0601/entry-level-filmmaking-pack-less-than-500/> for a list of recommended equipment or use what you have (camera phones, digital camera, etc.)
- If you are using a camera phone, record with the phone sideways in landscape orientation
- Use a microphone for making your movie. If the sound is poor no one can hear your film and your work will be wasted! Refer to the recommended equipment resource.
- If you don't have a tripod to get steady shots, stand with the camera close to your body and rest your arms on your waist, get into position before pressing record. You can also make a small tripod for a camera phone by cutting a slit across the bottom of a paper cup that fits your phone to holds it steady.
- Familiarise yourselves with your equipment- know how to record, stop, zoom, review footage
- Think about locations – do you need permission to film there?
- Sound – make sure your filming area is free of echoes and background noise.
- Lighting- use natural light where possible, don't light actors from behind, have actors facing the light to avoid harsh shadows
- Film for 10 seconds before and after your shot to help with editing
- Film shots from different angles (close up, mid shot, long shot) so you have a choice of different types of shots you can piece together when you are editing- use the training documents provided to help you.

## EDIT IT

- Use free software to edit your movie – Movie Maker for PCS and iMovie for Macs. You can also get a free 30 day trial for Adobe Premier Pro <https://www.youtube.com/watch?v=tZGoU825ZY>
- You can find a tutorial for Movie Maker at <https://www.youtube.com/watch?v=3ZZij3NNyVg> (search *Getting Started Tutorial - Windows Live Movie Maker* on YouTube) and a tutorial for iMovie at [https://www.youtube.com/watch?v=p\\_sZ4AeT8a4](https://www.youtube.com/watch?v=p_sZ4AeT8a4) (search *Apple iMovie Tutorial How to Edit Your Video* on YouTube)
- Use the training documents provided to help you.
- If you decide to use music, make sure it is copyright free music, YouTube will block any copyrighted music. Check out [www.incompetech.com](http://www.incompetech.com)

## BLOG/VLOG IT

- The Irish Cancer Society wants your group to share posts, photos, short videos about your experience of taking part in X-HALE on social media throughout your participation so that other young people can benefit from everything your group learned along the way. Keep us updated with how you are getting on, tell us how about your opinions and what you are learning about smoking, share pictures or video clips of the film making process... the possibilities are endless!
- It's a good idea to designate this task to specific group members that will act as your social media "influencer" team that have access to the account you are using and can plan content and update as you go along.
- Check out the links below for instructions on how to set up a page on various social media platforms. Make sure you send an email to [udelahun@irishcancer.ie](mailto:udelahun@irishcancer.ie) with a link to any pages you are using so that we can keep up to date with what you are doing and consider your group for the *Best Blogging Group Award!*
  - Facebook:
    - You can use your organisations Facebook page or set up a profile specifically for your X-HALE group. Instructions on how to set up a Facebook page can be found here <https://www.facebook.com/help/104002523024878>
    - Share photos, blog posts and short video clips and live videos that document your X-HALE participation. Instructions on how to post to your page are here <https://www.facebook.com/help/170116376402147?helpref=search&sr=2&query=how%20to%20post%20%20videos>
    - Like the X-HALE Facebook page, tag @XHaleYouthAwards and use #xhale2020 on your posts
  - Instagram

- You can use your organisations Instagram page if you already have one or set up a profile specifically for your X-HALE group. Check out how to set up an Instagram page here <https://help.instagram.com/182492381886913>
- You can use Instagram to share photos, short video clips and stories (collections of photos and video clips). Check out how to post here [https://help.instagram.com/488619974671134/?helpref=hc\\_fnav](https://help.instagram.com/488619974671134/?helpref=hc_fnav)
- Tag @irishcancersociety in your posts and use #xhale2020 in your posts
- Tumblr
  - You can create a Tumblr page to share your groups X-HALE photos, blog posts, videos, links etc. on [www.tumblr.com](http://www.tumblr.com)
  - Visit this page for an example from a group that blogged about taking part in X-HALE 2015 [www.mulhuddarttechspace.tumblr.com](http://www.mulhuddarttechspace.tumblr.com)
  - Follow our blog [www.thexgenerationxhale.tumblr.com](http://www.thexgenerationxhale.tumblr.com), Tag @thexgenerationxhale in your posts and use #xhale2020 in your posts
- Twitter
  - Your group can create a twitter profile <https://support.twitter.com/articles/100990> to “tweet” photos video and links in less the 140 characters about your X-HALE participation <https://support.twitter.com/articles/15367>
  - Tag @IrishCancerSoc in your posts and use #xhale2020 in your posts
- There will be a group prize at the X-HALE Youth Awards for the Best Blogging Group so get involved and get social!
- We will be advertising other opportunities for groups participating in X-HALE throughout the competition so make sure to check your coordinator emails and like X-HALE on Facebook so you don’t miss out!

## SUBMIT IT

- The closing date for submitting your film is Wednesday May 21st 2020. Late entries will not be accepted. If your film is not submitted by this date it will not be included in the X-HALE 2020 Playlist and the judging process.
- You will receive a guide to using We Transfer to submit your film as it will be too large to send via email

## SHARE IT

- We want young people in your community and all over Ireland to benefit from the important messages about smoking in your film. Your film will be uploaded to our X-HALE YouTube playlist which will be live on YouTube at [www.cancer.ie/xhale2020](http://www.cancer.ie/xhale2020) from May 28th.
- Once we send you the web link to your film, maximise the reach & impact of your film by getting as many young people as possible to watch & share it from the X-HALE 2020 playlist during your *Online & Community Campaign* from May 28<sup>th</sup>- July 2<sup>nd</sup>
- Share the link to your film using #xhale2020 on Facebook, Twitter, Tumblr, Instagram....wherever!
- It is a good idea to have a social media team within your group to manage sharing of your film online. Details of how to set up social media pages and share content are above in the blogging/vlogging section. Make sure you copy and paste in your film link to share it on your social media so that it is correct.
- Print out our customisable online competition poster (available to download at [www.cancer.ie/xhale](http://www.cancer.ie/xhale) in downloads and resources), ask if you can stick it up in your centre, in local primary schools & in shops around your town
- The film with the most views during the campaign (May 28<sup>th</sup>-July 2<sup>nd</sup>) will win the *Online Competition Award*
- Use the customisable screening poster (available to download at [www.cancer.ie/xhale](http://www.cancer.ie/xhale) in downloads and resources), to advertise a screening of your film for group members, friends & family or ask about showing it in local primary schools. You might decide to do an X-HALE quiz or a short smoking prevention talk as part of your screening. Contact [udelahun@irishcancer.ie](mailto:udelahun@irishcancer.ie) if you would like to receive a fundraiser pack to run your screening event as a fundraiser for the Irish Cancer Society.
- The Irish Cancer Society will provide you will a customisable press release to send to local papers and additional PR resources
- Share pictures/video clips to show what you are doing to share your film and raise awareness among your community, tag @IrishCancerSoc on Twitter and @XHALEYouthAwards to be in with a chance of winning the *Community Campaign Award!*



**CELEBRATE IT**

- Your group will be invited to register for tickets to the X-HALE Youth Awards 2020 in Dublin on July 2<sup>nd</sup> to watch your film on the big screen, celebrate & meet youth groups from across Ireland!
- You could a top prize and there will be fun, food and entertainment too!

# **SAMPLE SCRIPT**

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## **SMOKING INCORPORATED** **by** **Digital Film School**

INT. DAY. TOBACCO COMPANY HEADQUARTERS

Two men, HARRY and OWEN, are in an office. Posters of cigarette advertisements surround them. Harry is standing at the printer studying a long piece of paper in his hand.

HARRY

Owen - I just got the most recent stats. It ain't good man, we've lost one fifth of our smokers in the last month alone!

OWEN

What?! How?

HARRY

Aw the usual- cancer, CPD, emphysema, heart disease - all the regulars. Anyway we gotta get these numbers back up. My porsche isn't going to pay for itself.

Harry thinks to himself then clicks his fingers.

HARRY

I got it! We target teenagers. They're young - they've got at least another 50 years, and they've no idea what's in those things.

OWEN

We've gotta market it right though. If they find out that tobacco kills more people than murder, suicide, AIDS, car crashes, alcohol and drugs combined...

HARRY

If we get that singer Rizzazza, smoking our most glamorous cigarettes - we got an extra million customers by tomorrow.

INT. BEDROOM. DAY

Two girls look at pictures on a computer of the singer "Rizzazza" smoking skinny cigarette and looking extremely cool.

GIRL #1

Do you think I'd look cool if I smoked?

GIRL#2

Only if you had those nice skinny ones, they're very sophisticated

GIRL #1

Should we try them out?

The girls smile and get up from the computer.

INT. TOBACCO COMPANY HEADQUARTERS. DAY

OWEN

Yeah that's good, but cost is always going to be an issue with teenagers, cigs are expensive.

HARRY

No worries, we just need to promote the rollies more. It's cheaper to buy loose tobacco but the kids get just as addicted to it so they'll keep buying it!

EXT. PARK. DAY

Two guys are sitting on a park bench rolling up tobacco. The two girls from earlier walk into park and join them. The two girls take out a slim pack of Vogue cigarettes.

INT. TOBACCO COMPANY HEADQUARTERS. DAY

Henry and Owen are sitting back, counting a huge pile of cash. Owen looks at Henry and winks.

OWEN

Another great weeks work! You want a cigarette?

HARRY

No way, I'm not putting that crap in my body - do you know what's in those things?!

INT. HOSPITAL. DAY

A woman in her 40's lies on a hospital bed. Her skin is almost gray and she has an oxygen mask on her mouth to help her breathe. We finish with a close-up of the woman's pained face.

**TITLE ON SCREEN: DON'T LET THE TOBACCO COMPANIES MANIPULATE YOU. IT'S YOUR LIFE FOR THEIR PROFIT.**

# MEDIA CONSENT FORM

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Producing Group's Name:

Shoot Title:

Shoot Date:

**Participant release form:**

By signing this form, I agree that all images, recordings and footage taken of me during the shoot above for the Irish Cancer Society X-HALE 2020 Short Film Competition can be used for educational, promotional and training purposes on DVD, online, on social media and on television if required. I understand that my image and rights will only be used in this particular context and will not be used in conjunction with any other company or product without prior permission from me.

Please sign below to signify your agreement to and acceptance of the engagement of the above terms.

PRINT NAME: \_\_\_\_\_

Signed (Parent/Guardian signature needed if under 18): \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_