

## OVERVIEW OF X-HALE SHORT FILM COMPETITION

X-HALE is an Irish Cancer Society initiative that aims to prevent young people from smoking. The X-HALE Short Film Competition is an exciting opportunity for youth organisations to spread the word about the impact of smoking by creating and promoting a youth-led short-film that encourages young people to be smoke free and inspires them to support a Tobacco Free Ireland. We want youth groups, clubs, services, projects and centres to have their say about smoking and drive the movement towards Ireland's first smoke-free generation. Since 2011, we've supported over 327 youth organisations across the country to take part.

## TIMELINE AND COMPETITION INFORMATION

TIMELINE	INFORMATION
January 7 <sup>th</sup> - March 5th 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</li> <li>The grants can be used for any costs related to making the film (equipment, props, film experts, and travel to X-HALE Youth Awards etc.).</li> </ul>
January /February 2020	<ul style="list-style-type: none"> <li>Youth workers/staff coordinating your X-HALE participation can register for smoking prevention training in one of 5 locations across Ireland (details in online application form)</li> <li>Participation in this training is recommended for those that have not attended previously.</li> </ul>
March/April 2020	<ul style="list-style-type: none"> <li>Short Film Competition Grant call closes March 5th</li> <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, registration through <a href="#">X-HALE 2020 Short Film Competition Registration Form Survey</a></li> <li>We will announce <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 having a say on the planning and delivery of X-HALE events</li> <li>Showcase their entertaining and presenting 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>th</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 28<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 the #TheXGeneration and #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 Dublin</li> <li>Watch your film on the big screen and be in with a chance of winning cool prizes.</li> </ul>

## REASONS TO GET INVOLVED

- Tobacco use is the leading cause of preventable death worldwide. It negatively impacts a young person's life in so many ways. Supporting young people to be smoke free could save their life and improve their opportunities and circumstances for generations to come. We're asking youth organisations to join us in working towards establishing the #TheXGeneration, Ireland's first tobacco free generation.
- The X-HALE Short Film Competition gives young people a chance to explore and share the facts about smoking and reflect on their own opinions and choices in a creative and engaging way. The information provided is relevant for all young people, both non-smokers and smokers are encouraged to take part.
- It's a unique chance for young people to work as a team and develop creativity, confidence and film making skills (script writing, acting, directing, filming, editing). We will also be announcing ALL NEW opportunities for participating young people to:
  - Share messages about being smoke free through a creative photography competition
  - Build valuable skills by having a say on the planning and delivery of X-HALE events
  - Showcase their entertaining and presenting talents at the X-HALE Youth Awards
- We want young people to take the lead on spreading the word about the harmful effects of smoking to other young people and to have their say on tackling tobacco. X-HALE 2019 gives young people the chance to make a difference and gain skills in advocacy and community action.
- Your group will be invited to watch your entry on the big screen at the X-HALE Youth Awards 2020 on July 2<sup>nd</sup> in Dublin and you'll be in with a chance of winning cool prizes!

## REQUIREMENTS FOR YOUR FILM

- There are two categories for the competition (please enter category that represents majority of group members):
  - Junior- for groups aged 10-15 years old
  - Senior- for groups aged 16-24 years
- The aim of your film should be to encourage young people not to smoke and to inspire them to support the tobacco free movement.
- The theme and genre used should appeal to young people and it should be something young people would want to share with others.
- Assistance and guidance from adults is permitted but storyboarding, scripting, shooting and editing of films must be youth led. Film should be you youth-centred and feature young people only.
- Films must not feature any cigarette branding (packets, logos etc.) or any real smoking (fake cigarettes without branding are permitted but please ensure your film doesn't glamourise smoking in any way!)
- Films must be 2:30 minutes or less in length including credits, **films longer than 2:30 minutes will not be accepted.**
- Films will not be accepted after the May 21<sup>st</sup> closing date.
- A full list of competition rules and judging criteria will be provided to participating groups.

## 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.



## THEME IDEAS

- The aim of your film should be to encourage young people not to smoke and to inspire them to support the tobacco free movement.
- Some themes your group could aim to explore and address with your film:
  - 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 has on:
 

○ Health	○ Relationships	○ Environment
○ Appearance	○ Life Opportunities	○ Tobacco Grower Exploitation
○ Addiction	○ Community	○ Finances

- 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 focusing your film on:
    - 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 one of those listed below or a combination, whatever you think will appeal to your audience of young people:
  - True Story
  - Comedy
  - Science Fiction
  - Action
  - Drama
  - Musical

### 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 chosen theme and 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

### MORE INFORMATION

- Check out our documentary **[X-HALE...A Tobacco Free Generation in the Making](#)** to hear what past participants and supporters have to say about X-HALE
- Log on to our website: [www.cancer.ie/xhale](http://www.cancer.ie/xhale)
- Like us on Facebook:  [X-HALE](#)
- Contact Úna Delahunt [udelahunt@irishcancer.ie](mailto:udelahunt@irishcancer.ie) or 2316624

**Don't miss this chance to get involved! Film entry deadline is May 21<sup>st</sup> , register at:  
X-HALE 2020 Short Film Competition Registration Form Survey**

