

2025 Youth Video Competition

A Vape Free Future



Learn More
metrodrug.org/avapefreefuture

Students of Knoxville, join our 2025 Video contest by creating a creative video that inspires your peers to live a vape free life.

The Ask

With a group of up to 4 people 9th-12th grade, create a short video ad that inspires other youth to live a vape free life.

Your Audience

High school students and young adults 14-20 yrs old.

Length

Final videos must be exactly 25 seconds long.

Topics:

Living a Vape Free Life, choose one message from the list of topics on page 2.

Final entries are due March 14th, 2025, at 11:59 PM.

1st Place Winners

- First place winners will have an ad professionally produced based off their video. That ad will be run on social media platforms.
- Their group will be invited to be learn about what goes into the process of creating an ad, including being invited on-set for filming.
- Their school will receive a donation of \$1000.

Submission

To submit your video, fill out the form on our website: metrodrug.org/avapefreefuture. The submission form will require a link to the video and a permission form signed by a parent for each student involved in the project.

More detailed information available on our website including

- Examples of videos
- Helpful tips
- Contest rules and requirements
- Permission Forms

TOPICS

Choose a prompt from one of the following 3 topics as inspiration for your video. On the right is a list of supporting facts to help you learn more about each topic.

1. Why Youth Use: Avoiding the First Time

- Even with all the pressure to vape, there's a reason YOU choose not to vape.
- The reasons not to vape are stronger than the voices telling you to start vaping.
- Curiosity is great, except when it comes to trying substances, like vaping.
- Our family, friends, or people on social media may vape, but just because they seem fine doesn't mean that it is a healthy choice for you.

2. The Potential Effects of Vaping

- Sometimes we don't see the effects of a choice until much later, including when that choice is using substances.
- Especially when you're young, vaping can quickly become an addiction, and addiction can get in the way of everyday activities.
- Just because the people we see using seem fine, doesn't mean they are healthy or won't deal with health problems late on.

3. Choosing Healthier Coping Skills

- There's a lot of ways to deal with negative emotions - vaping doesn't have to be one of them.
- Instead of hiding from our negative emotions with substances, taking time to understand them can help us be stronger and feel calmer.
- Instead of turning to vaping, go to supportive friends and family. They can provide great relief from stress or other negative emotions.
- Physical activities, even simple or less intense ones, are healthier options than vaping for improving your mood.

Supporting Resources

- The most common reason U.S. middle and high school students give for trying an e-cigarette is that a friend used them.
- Most middle and high school students who vape use flavored products. Vapes come in a variety of youth-friendly flavors including fruit, candy, mint and menthol.
- 3 out of 4 students who use social media report seeing e-cigarette related posts and content.
- Youth report vaping because they are curious about e-cigarettes or because a family member used them.

Protecting Youth From the Harms of Vaping | Smoking and Tobacco Use | CDC

Supporting Resources

- Because the adolescent brain is still developing, youth are more susceptible to nicotine addiction.
- Most e-cigarettes, or vapes, contain nicotine—the addictive substance in cigarettes, cigars, and other tobacco products.
- Vaping can cause breathing problems, organ damage, addiction and other conditions.
- Problems vaping causes include Asthma, Lung scarring, Organ damage, EVALI, Addiction, Cigarette smoking, Second-hand exposure, Explosions, Cancer.
- Vaping also delivers toxins such as diacetyl, cancer-causing chemicals, heavy metals, and volatile organic compounds (VOCs) to the lungs.

CDC | Health Effects of Vaping

Supporting Resources

- Physical activity, even just stretching or taking a walk around the block, can boost your mood and help take the mind off cravings.
- Meditation, breathing exercises or grounding techniques bring your attention to the present moment and can help redirect stressful thoughts.
- Journaling simply means writing down your thoughts and feelings. This has proven benefits in managing stress and coping with mental health conditions.
- Finding supportive people, like parents or friends, to rely on can help you cope through hard times and build self-esteem.
- Practice healthy habits daily like getting good sleep, eating nutritious food and engaging in exercise to feel your best, mentally and physically.

Deal With Cigarette Cravings | Smokefree Teen
13 Coping Skills for Teens: Anxiety, Stress, Depression... - TeenWire.org
5 tips for handling nicotine withdrawal

Rules

Open to any student in grades 9 through 12 in Knox County

- Your team can consist of up to 1–4 students from the same school or organization.
- There is no limit to how many teams can participate from each school or group. However, each student can only be a part of one team.

Signed permission slips are required for all group members.

- Talent release forms must be signed for any actors who were in your video, including those doing a voice over.
- Permission slips and talent release forms can be found on our site: metrodrug.org/avapefreefuture

Any copyrighted materials should be credited.

- Participants must possess rights to all content used, if your team used music or visuals they did not create, credit must be included in the submission. If you got permission any materials under a creative common license, make sure to include that information in the caption when you upload your video.

The video must be worked on and completed by students.

- Teachers and other adults, including parents, may provide written or verbal guidance but cannot be involved in production activities. They cannot do any writing, producing of audio or visuals, or video editing.

Avoid anything in your video that is offensive or inappropriate. Offensive and inappropriate content will be removed from the competition. It includes but is not limited to the following:

- Any illegal, offensive, or obscene content of any kind, including nudity, profanity and excessive or gratuitous violence.
- Content that advocates and/or supports racial, cultural, religious, or gender bias.
- Showing any sort of illegal substances, including those are illegal for minor to buy or use.
- This includes showing someone vaping, holding a vape cartridge (even if it's empty), drinking, or holding an alcohol bottle (even if it's empty).
 - You may imply that people are vaping or using substances, but you may not show real substances or real containers of substances.

JUDGING

A panel of Judges will be deciding the winning video. Since the ideas of the winning video will be turned into a professional production, judges will put the biggest weight on **creative ideas and unique ways of conveying a message.**

They will look for

- Creative, out of the box thinking
- Engaging and persuasive content (for the target audience)
- Accurate and reliable information
- General quality: Video clips not blurry, and the sound is clear and understandable
- A clear message: Video focus on a single message and the audience takeaway is clear

See examples of creative student videos at metrodrug.org/avapefreefuture/tips/

More detailed information available at metrodrug.org/avapefreefuture/