

# ESCAPE THE VAPE

## CALLING ALL MINNESOTA HIGH SCHOOL STUDENTS!

Escape the Vape is a statewide video contest for Minnesota High school students. Students are invited to create and submit a 30-second Public Service Announcement (PSA) video to educate their peers on the dangers of vaping.

Submissions will be entered into a competition for cash prizes!!!

Winning videos will be promoted on social media, to decision makers, to schools, and to other stakeholders for use in vaping prevention.

For more information and instructions how to enter, visit [MNESCAPETHEVAPE.COM](http://MNESCAPETHEVAPE.COM)

## SELECTION OF WINNING VIDEOS

Each submission will be reviewed by a team of youth and adult judges. The youth judges will then select a group of five finalist entries. A list of finalists will be posted on the Escape the Vape website and online voting will be used to determine the final list of winners. Finalist videos will be featured on the Escape the Vape website with voting open to the public at [MNESCAPETHEVAPE.COM](http://MNESCAPETHEVAPE.COM)

Videos can be funny or serious but should focus on educating teens about the harmful effects of vaping nicotine. The team of judges will select finalists based on creativity, originality and the ability to convey the dangers of vaping to a youth audience.

Finalist videos must be:

- Creative and original
- Technically sound and accurate
- Include content that conveys at least one key message and one call to action about the dangers of vaping from the list provided.

## ESCAPE THE VAPE IS PRESENTED BY:

Minnesota Department of Health Tobacco Prevention and Control Program in partnership with Masonic Cancer Center at the University of Minnesota, Tobacco-Free Alliance, CCF Advertising, MNAAP (Minnesota Chapter of the American Academy of Pediatrics), MN Youth Council and Allina Health's Change to Chill



Minnesota Chapter  
INCORPORATED IN MINNESOTA

American Academy of Pediatrics

change  
toChill.org



Comprehensive Cancer Center designated by the National Cancer Institute

## PRIZES:

### First place

\$500 for entrant and \$500 for their school or organization

### Second place

\$250 for the entrant and \$250 for their school or organization

### Third place

\$150 for the entrant

### Fourth place

\$100 for the entrant

### Fifth place

\$50 for the entrant

The first 500 entrants will each receive a small prize!

## TIMELINE:

December 2020 - January 2021  
Initial outreach & promotion

February 1st - 28th, 2021  
Contest period

March 1st - 8th, 2021  
Initial judging

March 9th - 23rd, 2021  
Finalist voting

March 24, 2021  
Winners will be announced