

Create For Life Challenge



Educators Resources Kit

Table of Contents

[Create for Life Challenge Overview](#)

[How it Works/Prizes](#)

[Royalty-Free Resources](#)

[Audio Categories](#)

[Audio Submission Guidelines](#)

[Graphic Art Categories](#)

[Graphic Art Submission Guidelines](#)

[Video Categories](#)

[Video Submission Guidelines](#)

[Sample Lesson Plans](#)

[Posters and Postcards](#)



**Want to use your creative skills to help your community?
Want the chance to win cash, professional artistic equipment, and more?
Then check out the Create for life Challenge!**

Hosted by the American Cancer Society and Colorado-based nonprofit Catch It In Time, the Create for Life Challenge is an exciting new way to show off your creative side, help your community, and potentially even win big! All high school and college students are eligible to participate. And it's 100% free and easy:

1. Create a unique, engaging, and fun project that somehow relates to one or more of the topics chosen by the American Cancer Society for this year and fits into one of our twelve submission subcategories.
2. Submit your piece on the Create for Life Challenge website between January 1 and April 30.
3. Check out the other entries while our community judges do their thing.
4. If you're the top in your subcategory from your state, your entry moves onto the national competition. Submissions moving onto nationals will be announced in early June.
5. Through the next few months, top-in-the-industry professionals will judge the national entries based on more rigorous criteria.
6. National winners will be announced in October at a celebratory event and screening (depending on circumstances, this may be virtual). All national entrants receive a trophy and a feature on our social media and website. Top submissions in each subcategory will get a scholarship of up to \$5,000, and the top three overall will get a whopping total of up to \$10,000. Plus, the schools of the top ten winners get a hunk of cash to help encourage even more creativity!

That's it! All you have to do is give us your most off-the-wall and unique ideas. What's something that would make you get interested and pay attention? Scan the QR code below for more information on categories and topics, then get creating!

The Create for Life Challenge empowers students to connect with their communities and learn more about cancer through creativity and storytelling. Unlike more traditional awareness campaigns, the Challenge invites students to truly participate in their own learning, health, and communities--all with the chance to win some incredible prizes (we know what's really important ;)).

It's not about cancer. It's about life.





How It Works

Participating in the Create for Life Challenge is easy and 100% free. The Challenge is divided into two sections: state competition and national competition. The top entry in each subcategory during the state competition, as decided by our industry judges, will move onto the national competition.

Here are the dates you need to know:

- Submission period is open January 1st through April 30
- State-level judges will look over entries throughout the month of May
- Entries that are moving onto the national competition will be announced in early June
- National judges have the summer to choose the top entries
- National winners will be announced in October, during a special awards event

Prizes

- Up to \$5,000 scholarship for the top national entries in each subcategory
- Up to \$10,000 scholarship total for the top three national entries overall
- Up to \$5,000 for the schools of national winners
- Certificates and lapel pins
- Potential internships and once-in-a-lifetime experiences

More prizes are likely to be announced throughout the Challenge, so keep an eye on this page!



Royalty Free Resources

Any content that you use, that you have not created, can be subject to copyright laws and require a licensing fee for its use. This could include photos, music, video elements, or any other content created by someone else. If you choose to use this content, you are required to follow all licensing rules and pay appropriate fees.

Good news! There are a lot of resources for content that are inexpensive or even free. You will hear the term royalty free. Royalty free doesn't necessarily mean the content is free but it does give the ability to use content, like an image, for one low price. If you're looking for content on the internet, you can't just grab something. Content belongs to the owner who created it. In general, look for content that is in the public domain, or has a Creative Commons International 4.0 license (meaning that, as long as you give the creator appropriate credit, you're free to use the source).

Be sure to double-check the license and usage rights before grabbing anything from the internet! Here are some places you can find free or low-cost resources:

Music:

Fit Radio- <https://www.fitradio.com>

Rock My Run- <https://www.rockmyrun.com>

Dynamix- <https://www.dynamixmusic.com>

Instructor Music- <https://instructormusic.com>

Move-Ya- <https://www.move-ya.com>

Muscle Mixes- <https://muscleremixes.com>

Power Music- <https://www.powermusic.com>

Pure Energy Music - <http://www.pureenergymusic.com>

Yes! Fitness Music- <http://www.yesfitnessmusic.com>

Youtube Audio Library

Images:

<https://www.istockphoto.com>

<https://www.pexels.com/royalty-free-images>

<https://unsplash.com>

<https://free-images.com>

<https://pikwizard.com>

<https://pixabay.com>



https://commons.wikimedia.org/wiki/Main_Page

Video Editing Software

iMovie (Apple only) - pretty great for being free

Shotcut - Decent for being free

Camtasia (\$) - Solid, paid version is very good

Adobe Premiere (\$\$\$) - what professionals use

Final Cut Pro (\$\$\$, Mac only) - very good editor, but it's hard to use and expensive

Audio Editing Software

Garageband (Apple only; mainly for music production but can be for general audio also)

Audacity - <https://www.audacityteam.org> (one of the best free programs out there)

LMMS - <https://lmms.io> (generally for music production, powerful but can be hard to use)

Ableton Live - <https://www.ableton.com> (\$\$\$) - really good for complex audio but expensive

Pro Tools - <https://www.avid.com/pro-tools> (\$\$\$) - what the professionals use and very expensive



Categories

To make sure anyone can participate in the Challenge, regardless of where your creative talent lies, there are three main submission categories: video, audio, and graphic design/visual art. We have included examples within each category of types of projects you can submit, but the sky is the limit.

Audio categories include, but are not limited to:

- PSA (:60 or less)
 - A public service announcement (PSA) is a message created to raise awareness of, and changing public attitudes and behavior towards, a social issue. Generally shown on television cable or streamed, a successful PSA features accurate information, understands its audience and grabs that audience's attention. As a PSA fits into a broadcast schedule, it has to have exact timing.

- Original music (with vocals, under 5 minutes)
 - Are you musically talented? Use that talent to create an original composition complete with lyrics.

- Short story non-fiction (under 5 minutes)
 - Do you have a great story to tell? Use this category to engage the audience and share. Be sure to get permission from any individuals you feature. You can use music, audio effects and sounds to enhance the experience.

- Short story fiction (under 5 minutes)
 - Use that creative writing talent to create a bite-sized story. You can use music, audio effects and sounds to enhance the experience.

- Podcast (limit 3 episodes, each 2:00 or shorter in length)
 - Find your inspiration and use your personality to get the audience hooked. Tell stories, have guests or just share your thoughts to promote cancer awareness.
 - You can use music, audio effects and sounds to enhance the experience.



General submission guidelines

Regardless of format, all entries to the Create for Life Challenge must follow these guidelines:

- For visual submissions, include the Challenge logo somewhere in the submission piece. Various versions of the logo can be downloaded on the Challenge website. The logo must be large enough to ensure all text is legible and colors/layouts cannot be altered.
- Submissions must be free of profanity, nudity, and anything else that would qualify the submission as a higher than PG rating. This includes spoken, written, and graphic elements.
- All submissions must be original content and adhere to copyright law. If you're not sure whether or not a song, quote, image, etc. is in the public domain, don't use it.
- Any submissions that don't meet the requirements for the appropriate category will be disqualified. Check the specific categories for more information on technical requirements.
- All submission topics **MUST** be from the provided list of available topics, which can be found on the Challenge website. Any submissions that do not address one or more of these topics in some way will be disqualified.
- All submissions require the signature of a digital release form that allows the Create for Life Challenge team to utilize your work on social media, marketing, etc. (You retain the copyright to your work, so we need your permission to share it.) Submissions from students under the age of 18 also require parental consent. Both of these will be available on the submissions form.

Audio submission guidelines

- The Challenge and its website must be mentioned by name
- Audio must be clear and understandable. Transcripts are encouraged, but not necessary.
- No foul language may be used
- Anyone who is heard in the audio piece must have a release completed, signed and on-file. The form can be downloaded from the Challenge website.
- Audio must be original content created by the student



Categories

To make sure anyone can participate in the Challenge, regardless of where your creative talent lies, there are three main submission categories: video, audio, and graphic design/visual art. We have included examples within each category of types of projects you can submit, but the sky is the limit.

Graphic design categories include, but are not limited to:

- **Poster / Flyer**
 - Posters/flyers are an easy way to get exposure. Featuring a one-page, eye-catching piece that can easily be hung on bulletin boards or walls, or handed out in person at events. Posters can include images, photography, typography in any combination you can imagine. We will be looking for posters/flyers that are creative, yet effective in cancer awareness.

- **Illustration / Cartoon**
 - An illustration is a visual explanation of a text, concept or process. A cartoon is a type of illustration, typically in a non-realistic style. Illustrations and cartoons can include comics, single images, refined sketches, painting, and more--in either physical or digital media. Photoshop paintings and pencil drawings both fit here. We will be looking for illustrations/cartoons that are creative, yet effective in cancer awareness.

- **Social Media Campaign**
 - A social media campaign is a series of coordinated activities aimed at achieving a specific awareness goal over a set period of time. It can be limited to a single medium, or take place across multiple social media platforms such as Facebook, Twitter or Instagram. We will be looking for campaigns that are creative, yet effective in cancer awareness. Are you meme royalty? Put that talent to use with a series of memes. Or create a group of graphics, captions, and links in a calendar that can easily be scheduled and shared by you or anyone else.



General submission guidelines

Regardless of format, all entries to the Create for Life Challenge must follow these guidelines:

- For visual submissions, include the Challenge logo somewhere in the submission piece. Various versions of the logo can be downloaded on the Challenge website. The logo must be large enough to ensure all text is legible and colors/layouts cannot be altered.
- Submissions must be free of profanity, nudity, and anything else that would qualify the submission as a higher than PG rating. This includes spoken, written, and graphic elements.
- All submissions must be original content and adhere to copyright law. If you're not sure whether or not a song, quote, image, etc. is in the public domain, don't use it.
- Any submissions that don't meet the requirements for the appropriate category will be disqualified. Check the specific categories for more information on technical requirements.
- All submission topics **MUST** be from the provided list of available topics, which can be found on the Challenge website. Any submissions that do not address one or more of these topics in some way will be disqualified.
- All submissions require the signature of a digital release form that allows the Create for Life Challenge team to utilize your work on social media, marketing, etc. (You retain the copyright to your work, so we need your permission to share it.) Submissions from students under the age of 18 also require parental consent. Both of these will be available on the submissions form.

Graphic design submission guidelines

- Submissions should be free of corporate logos, product placement, and other copyrighted materials, with the exception of the Challenge logo. If other logos cannot be avoided for any reason, they must be blurred or blocked out before submission.
- No foul language may be seen
- Graphic design must be original content created by the student
- Any individual who appears in a submission must have a release_completed, signed and on-file, with the exception of stock photo models. This form can be downloaded from the Challenge website.
- The Challenge logo must appear in the design



Categories

To make sure anyone can participate in the Challenge, regardless of where your creative talent lies, there are three main submission categories: video, audio, and graphic design/visual art. We have included examples within each category of types of projects you can submit, but the sky is the limit.

Video categories include, but are not limited to:

- A. PSA (:60 or less)
 - 1. A public service announcement (PSA) is a message created to raise awareness of, and changing public attitudes and behavior towards, a social issue. Generally shown on television cable or streamed, a successful PSA features accurate information, understands its audience and grabs that audience's attention. As a PSA fits into a broadcast schedule, it has to have exact timing.

- B. Animation (:60 or less)
 - 1. Animation offers you endless creativity using stop motion, pen/paper, cartoons, digital images, 2D or 3D objects like puppets, clay or paper, or any other fun ways to express the message!

- C. TikTok / Instagram (:60 or less)
 - 1. Take advantage of these popular formats to create efficient, attention-grabbing pieces to spread awareness. Know your audience and use your creativity!

- D. Short form video (under 3:00)
 - 1. Grab a camera, phone or GoPro to create a compelling story that will get your message across. Creative forms can include but are not limited to documentary, music video, fiction, or non-fiction.



General submission guidelines

Regardless of format, all entries to the Create for Life Challenge must follow these guidelines:

- For visual submissions, include the Challenge logo somewhere in the submission piece. Various versions of the logo can be downloaded on the Challenge website. The logo must be large enough to ensure all text is legible and colors/layouts cannot be altered.
- Submissions must be free of profanity, nudity, and anything else that would qualify the submission as a higher than PG rating. This includes spoken, written, and graphic elements.
- All submissions must be original content and adhere to copyright law. If you're not sure whether or not a song, quote, image, etc. is in the public domain, don't use it.
- Any submissions that don't meet the requirements for the appropriate category will be disqualified. Check the specific categories for more information on technical requirements.
- All submission topics MUST be from the provided list of available topics, which can be found on the Challenge website. Any submissions that do not address one or more of these topics in some way will be disqualified.
- All submissions require the signature of a digital release form that allows the Create for Life Challenge team to utilize your work on social media, marketing, etc. (You retain the copyright to your work, so we need your permission to share it.) Submissions from students under the age of 18 also require parental consent. Both of these will be available on the submissions form.

Video submission guidelines

- Submissions should be free of corporate logos, product placement, and other copyrighted material, with the exception of the Challenge logo. If other logos cannot be avoided for any reason, they must be blurred or blocked out before submission.
- Audio, if included, must be clear and understandable. Closed captions are encouraged, but not necessary.
- Anyone who appears in a video submission must have a release completed, signed and on-file. The required form can be found on the Challenge website.
- Videos can be shot on any video recording device - phones, cameras, gopro, etc.
- No foul language may be seen or heard
- Video must be original content created by the student.
- The Challenge logo must appear at some point in the video. Download it from the resources section of the website.



As part of our ongoing attempt to ensure the Create for Life Challenge is as accessible as possible to both students and teachers, we've provided a short series of lesson plans in this toolkit. These lesson plans were created with creative classes in mind, but are easily incorporated into curricula of all types. In addition, these lessons are not tied to state or national standards, though they can be adjusted to ensure compliance as necessary.

Please feel free to use these simple lesson plans as-is or use them as a starting point to develop your own lessons and curricula around the Challenge. The series includes four lessons:

Lesson 0: Project Proposals

Lesson 1: Research

Lesson 2: Writing and Editing

Lesson 3: Production and Submission

Each plan can be used singularly or in conjunction, depending on the needs and goals of your class. If used all together, each lesson can build upon the former to guide students through the process of creating and submitting a video for the Challenge. Regardless of how many lessons you choose to use, each includes appropriate resources and worksheets to make curriculum integration as easy and painless as possible.

If you have any questions, concerns, or feedback about these lesson plans or incorporating the Challenge into your classroom, please don't hesitate to reach out to emily (@) catchitintime (dot) org.

Thank you for your interest and participation in the Create for Life Challenge! We're thrilled to have you along.

- The Create for Life Challenge team



Lesson plan 0

Objectives: Learn how to create client specifications and pitch creative ideas to clients/peers.

Materials: Create for Life Challenge rules/regulations, previous winner videos/samples from website

Procedure:

1. Print off, distribute the link to, or pull up on screen share the Create for Life Challenge rules and regulations. Discuss the guidelines and how to ensure videos are compliant.
2. Distribute the link to the samples or pull them up on screen share. Discuss similarities and differences, then allow class to brainstorm project ideas as class (see also the inspiration list below).
3. Divide class into groups or individuals and have students create 1 to 3 ideas for a creative project that ties into cancer awareness. Have them fill out the worksheet below or create a presentation to class requirements/specifications.

Grading: Grade based on creativity, teamwork, and quality of idea presentation.

Creative Idea Inspiration:

- A time traveler from the future trying to figure out why cervical cancer is almost gone in the future (hint: it's the HPV vaccine)
- A puppet show about how smoking increases risk for various types of cancer
- A 'dating show' with a specific type of cancer as the person seeking a date and prevention methods or treatment options as the "bachelors"
- A music video to an original song about performing self-exams for cancer (breast, testicular, and skin in particular)
- A cooking video with a healthy recipe, discussing the cancer prevention aspects of the ingredients
- A zombie or superhero video to explain how cancer develops (i.e. the zombies/villains are cancer cells and the survivors/heroes are healthy cells attempting to fend them off)
- An animation about lesser-known cancer symptoms to look out for

Idea Worksheet:



Describe your overall project concept in one to three sentences.

Why do you think this concept is interesting/entertaining/thought provoking/educational? What makes it unique?

How do you plan to incorporate information about cancer awareness into your project?

What resources do you have available to create a project based on this concept?

What resources do you need to create a project based on this concept?



Lesson Plan 1

Objectives: Improve research skills and teamwork ability while learning about cancer prevention.

Materials: Internet-capable device, word processor and/or included worksheet, phone and/or video conferencing ability.

Procedure:

1. This project can be done either individually or in teams. If in teams, divide class or allow students to choose their own groups. Assign each group a type of cancer to research, or allow students to choose their own from the list below.
2. Set a time limit and source restrictions, if desired. The American Cancer Society website is a good place for students to start.
3. Have students turn in a worksheet, essay, or presentation that includes their findings on their assigned cancer, as well as their process and sources for gathering that information.

Grading: Grades based on finding and utilizing reliable sources, teamwork (if applicable), and thoroughness of research.

Types of cancer to consider:

1. Lung cancer
2. Colorectal cancer
3. Skin cancer
4. Breast cancer
5. Ovarian cancer
6. Leukemia/Lymphoma
7. Brain cancer
8. Prostate cancer
9. Cervical cancer
10. Mouth/tongue cancer



Cancer Research Worksheet

Name or group members:

Type of cancer researched:

What are the risk factors for this cancer?

What are the prevention or risk reduction recommendations for this cancer?

What are some of the symptoms of this type of cancer?

Why should teens and young adults be aware of this type of cancer? How does it affect younger people?

List two to three other facts about this type of cancer.

Sources:

How did you find these sources? How do you know they're reliable and accurate?

How did you work as a team (if in groups)?



Lesson Plan 2

Objectives: Improve creative writing and editing/proofreading skills.

Materials: Word processor, internet-capable device and/or printer.

Procedure:

1. If students went through lesson plan #1 for research, divide class into former groups. Otherwise, divide class into groups and assign a type of cancer and/or cancer-prevention activity (such as exercising or healthy eating), or allow them to choose their own from the lists below.
2. Optional: instruct students on the basics of script writing or story formatting. Use resources like this post, or have students research and implement proper formatting on their own.
3.
 - a. Have students write a one- to two-page script or plan for a creative project about their assigned type of cancer and/or healthy activity. Include a list of suggested or required information (idea lists below) to include. Emphasize creativity, making the plan/script entertaining, and getting information across in a clear and interesting way.
 - b. Have students write a short story or creative nonfiction essay that includes information about their assigned type of cancer. Emphasize creativity, making the story entertaining, and getting information across in a clear and interesting way.

Grading: Grades based on creativity, spelling and grammar, and inclusion of required cancer-related information. Extra credit can be provided for the most creative plan.

Types of cancer students may choose from:

1. Lung cancer
2. Colorectal cancer
3. Skin cancer
4. Breast cancer
5. Ovarian cancer



6. Leukemia/Lymphoma
7. Brain cancer
8. Prostate cancer
9. Cervical cancer
10. Mouth/tongue cancer

The American Cancer Society has a list of ways to reduce cancer risk to utilize, too.

Idea list for suggested/required information:

1. Symptoms of assigned cancer
2. Screening recommendations for assigned cancer (if any)
3. Rates of assigned cancer in young adults
4. Ways to lower risk of assigned cancer
5. How to talk to friends or family about assigned cancer risk



Lesson Plan 3 (sample based on video production class)

Objectives: Improve student creativity and time-management skills with emphasis on specific classroom artistic goals

Materials: Video and audio recording equipment for each group, editing software (note: all materials can be as simple as a smart phone camera and free online software, depending on available resources). Alternatively, graphics/photo editing software, physical art tools, audio-specific recording and editing software.

Procedure:

1. Have students review their video concept, research, and scripts with their groups or with the entire class. From their previous work, students should create a timeline, shot list, and plan for filming.
2. If necessary, instruct students on use of filming equipment. The ACS has provided some general tips and tricks for filming for YouTube and Tiktok, available on our site, in addition to resources created by the Catch It In Time team.
3. Discuss how to ensure video will be compliant with Create for Life Challenge regulations any preferred class guidelines like camera settings or graphic medium.
4. Students must create and polish their project by the teacher-provided deadline and present to the class (can be done over screen share). Have class discuss and critique peer projects, provide feedback for improvement.
5. Allow students to edit and rework as necessary before resubmission, then discuss the finished projects.
6. If students will be submitting to the Create for Life Challenge, instruct them to register and submit on the website.

Grading: Grade based on creativity, use of techniques discussed in class, and effectiveness of messaging. Extra credit may be awarded per teacher discretion if projects win recognition in the Challenge.

Introducing the Create for Life Challenge

The Create for Life Challenge is a unique and engaging way for high school and college students to use their interests and talents to cultivate cancer awareness and risk reduction among their peers.

Students create a piece of audio, video, or visual art that addresses one of this year's chosen topics and will spark conversation about the early detection of cancer, or ways to reduce risk of developing it later in life. The Challenge is free to enter and includes the possibility of winning up to \$10,000.



**Scan here
for more info:**



**Create
For Life
Challenge**



American
Cancer
Society®

*Catch it
in Time.*

Get creative

Help a good cause

Win up to \$10,000

Learn more at

www.challenge.catchitintime.org



**Create For Life
Challenge**





**Calling all high
school students!**

**Use your creative talents to
help your community--
and win up to \$10,000!**



**Create For Life
Challenge**



www.challenge.catchitintime.org



**Create For Life
Challenge**



Free to enter for high school and college students

Win up to \$10,000

www.challenge.catchitime.org

