

## Norm – The Safety Contest

### Make Safety the Norm! **OFFICIAL RULES** for High School Students

#### Overview

SAFE Work Manitoba invites high school students to tap into their creativity and be their school's safety superhero! Create projects that promote SAFE work to young Manitobans for a chance to win cash prizes.

#### Contest Theme

This year's theme is "there's no room for bullying at work". We're looking for projects that focus on themes of:

- Bullying and Harassment in the workplace
- What to do if you encounter bullying or harassment at work
- Workplace violence
- Mental health in the workplace

We want to see SAFE work projects such as:

- Videos (limited to 2 minutes in length)
- Posters
- Theatrical productions\*
- Mixed media
- Resource
- Art
- Songs
- Events\*
- Campaigns\*
- Calendars

*\* For projects such as events, theatrical productions or campaigns, be sure to include a plan explaining how you will implement.*

We welcome all styles of original student productions including the following forms of video: video clips, animations, claymations, stop-motion videos, music videos, or mashups. Each video submission should be a maximum of two minutes in length. **Videos that exceed two minutes in length will be disqualified.** Please upload videos to YouTube and set to 'public' for ease of sharing.

If you are submitting multiple entries for this contest, each entry will require a separate entry form and a separate YouTube post and/or email with required documentation.

#### Important dates:

- **Completed projects are due April 5, 2019 by 5 p.m.**
- **Winners notified by May 31, 2019**

#### Prizes

SAFE Work Manitoba will judge all eligible entries and select the projects that best promote innovation, education and awareness of SAFE work, and also align with the theme.

Winners will be awarded:

- First place: **\$2,500** for each student group and \$2,500 for their high school

- Second place: **\$1,500** for each student group and \$1,500 for their high school
- Third place: **\$1,000** for each student (or group) and \$1,000 for their high school

High school students entering will be awarded either as an individual student or as part of a group of students. High Schools will also receive a separate cash prize as detailed above.

One video submission will be entered into the national [Focus on Safety Youth Video Contest](#) for high school students organized by the Canadian Center for Occupational Safety and Health.

## Winners

The complete list of winners will be announced **May 31, 2019**.

## Your Norm the Safety Contest toolkit

To ensure you have the information you need to develop your creative and accurate SAFE work message, we've put together this resource toolkit to help you include the right safety facts:

- My Safety and Health Checklist: [www.safemanitoba.com/Resources/Pages/my-safety-and-health-checklist.aspx](http://www.safemanitoba.com/Resources/Pages/my-safety-and-health-checklist.aspx)
- New Worker Orientation and Training Guide: [www.safemanitoba.com/Resources/Pages/new-worker-orientation-and-training-guide-0.aspx](http://www.safemanitoba.com/Resources/Pages/new-worker-orientation-and-training-guide-0.aspx)
- Workplace Harassment Shop Talk: [www.safemanitoba.com/Resources/Pages/shop-talk-workplace-harassment-september-2016.aspx](http://www.safemanitoba.com/Resources/Pages/shop-talk-workplace-harassment-september-2016.aspx)
- Guide for Preventing Harassment in the Workplace: [www.safemanitoba.com/Resources/Pages/guideline-harassment.aspx](http://www.safemanitoba.com/Resources/Pages/guideline-harassment.aspx)
- Questions to Ask an Employer when starting a new job: [www.safemanitoba.com/Resources/Pages/tip-sheet-questions-ask-employer-when-starting-new-job.aspx](http://www.safemanitoba.com/Resources/Pages/tip-sheet-questions-ask-employer-when-starting-new-job.aspx)
- Getting a Job? SAFE Work for You: [www.safemanitoba.com/Resources/Pages/getting-job-safe-work-you.aspx](http://www.safemanitoba.com/Resources/Pages/getting-job-safe-work-you.aspx)

## Eligibility

The SAFE Work Manitoba Norm the Safety contest is open to all students in Manitoba in grades 9 to 12, as well as a separate contest for post-secondary students enrolled in Red River College's Occupational Health & Safety program. [See rules for the post-secondary contest here.](#)

SAFE Work Manitoba employees or employees of other workers compensation boards, provincial and federal ministries, and departments of labour and their immediate family members are eligible to enter and potentially win a prize in SAFE Work Manitoba's contest, but are not eligible to be sent to the national contest. Please note if you are in this category on your entry form.

## How the videos will be used

Qualifying entries will be posted on [www.safemanitoba.com](http://www.safemanitoba.com), where they will be available for download and use by teachers, parents, or employers to educate, train and orient young workers. You must grant SAFE Work Manitoba, the Workers Compensation Board of Manitoba,

the other Canadian workers' compensation boards, provincial and federal labour ministries and the Canadian Centre for Occupational Health and Safety (CCOHS) unrestricted use and reproduction rights for any purpose. See section on "Safety Considerations, Legal Information and Disclaimers" for more information on usage and guidelines.

One winning **video** from the SAFE Work Manitoba contest will also be forwarded to the national [Focus on Safety Youth Video Contest](#) for high school students.

## Judging

We are looking for innovative, creative and original submissions. Messages included in projects should target your peers and other young workers. In general, entries should provide a youth's perspective on workplace safety, and in particular, a youth's perspective on the theme, "**there's no room for bullying at work**". The entries should also promote the importance of open communication about these issues.

Entries will be judged on the impact of their safety message, original creative concept, and technical execution. Projects will be posted online once they are received and reviewed, and judging will begin after the entry deadline.

A panel chosen by SAFE Work Manitoba will judge the entries. The decisions of the judges are final and not open to dispute. Judging will be based on the judging criteria outlined in the Appendices for [projects](#) and [videos](#).

The panel will judge eligible entries as follows:

- 20% creativity
- 30% persuasiveness and impact
- 30% overall presentation of workplace safety message and theme
- 20% technical quality (technical considerations)

## Submission information

All entries must be sent to SAFE Work Manitoba no later than **5 p.m. on Friday, April 5, 2019**. All entries must be submitted via email, and each entry must include an official contest entry form that has been signed by a teacher sponsor. All submissions become the property of SAFE Work Manitoba and the Workers Compensation Board of Manitoba (WCB). If you have more than one project to submit, you may submit each project with a separate email. Winners may have their projects profiled on the SAFE Work Manitoba website and on social media. See the section "Safety Considerations, Legal Information and Disclaimers" for further considerations including consent and copyright. If you have any questions about submission format, please email [cmccafr@safeworkmanitoba.ca](mailto:cmccafr@safeworkmanitoba.ca).

**SAFE Work Manitoba encourages you to use social media to promote the contest and your entry!** Use the hashtags **#MakeSafetytheNorm** and **#SAFEWorkMB** and follow SAFE Work Manitoba on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

One winning video from the SAFE Work Manitoba contest will also be forwarded to the national Canadian Centre for Occupational Health and Safety (CCOHS) video contest: [Focus on Safety Youth](#) for high school students for a chance to win even more prize money at a national level.

**To enter:**

1. Complete the [PDF entry form](#).
2. If you've created a video, post your video entry on YouTube, and include a link to your video in the entry form. Email your entry to [information@safeworkmanitoba.ca](mailto:information@safeworkmanitoba.ca) with the [file attached](#). Please ensure that the link to your video or the attachment in your email is valid.
3. If you have created a poster, song, event plan or any other type of resource, please save files in PDF format if the resource is a document and ensure that other file formats are commonly used (i.e., an mp3 file for a song). Email your entry to [information@safeworkmanitoba.ca](mailto:information@safeworkmanitoba.ca) with the file attached. Please ensure that the link to your video or the attachment in your email is valid.
4. If you cannot email your entry, or cannot upload your video to YouTube, please mail a reliable USB stick with your completed entry to:  

SAFE Work Manitoba  
Attn: Norm the Safety Contest  
16-363 Broadway Ave  
Winnipeg, MB R3C 3N9
5. SAFE Work Manitoba must receive your email or mailed application by **5:00 p.m. on Friday, April 5, 2019** or you will be disqualified from the contest.

Please carefully read all the rules. Get all required signatures and obtain any necessary third party permissions, and attach them to your entry.

If students on a team are from more than one school, determine which school will sponsor the team. Please decide this before you begin your project.

Please do not send us physical copies of videos (i.e., a DVD or a USB stick) unless absolutely necessary. If you must do so, we request you send a reliable USB stick.

**Example email**

**Subject:** Norm the Safety Contest entry – [Your Name]

- Include a PDF attachment of the entry form (one completed entry form for each student or each student in a group), including the required signatures and permissions.
- If you have created a video, include the hyperlink to your video. You can upload your video to YouTube. Ensure that the URL address you include to access your video is valid. Ensure that the link you include with your entry form is valid and takes us directly to the video.
- If you have created a poster, art project, event, campaign, etc., upload a PDF version of the project (including the plan), a picture of the finished product, or a reliable file (i.e., mp3).

To be a valid entry, your email must include:

- Your project's title;
- Your video URL or PDF or other attachment of your project;
- The team members' names; and
- The school mailing address, telephone number(s) and email addresses.
- Do not submit a physical video attached to your email. (If you cannot send a URL of a video from YouTube, please refer to the "to enter" section of the Submission Information section.)

All entries must meet the criteria outlined in the checklist on the entry form.

These rules may change without notice or reason to comply with any applicable law. By entering this contest, you agree to abide by these rules and acknowledge that SAFE Work Manitoba and the WCB are not responsible for any damages, costs, demands, claims or losses of any kind, incurred by any student or team members because of participation in the Norm the Safety Contest.

You can see examples from previous winners at

<https://www.safemanitoba.com/Resources/Pages/Norm-the-Safety-Contest---Winners.aspx>.

## Questions?

### Contact SAFE Work Manitoba

16-363 Broadway

Winnipeg, MB R3C 3N9

Phone: 204-957-SAFE (7233)

Toll Free: 1-855-957-SAFE (7233)

Email: [information@safeworkmanitoba.ca](mailto:information@safeworkmanitoba.ca)

## Safety Considerations, Legal Information and Disclaimers

Do not endanger anyone during the making of your video. If you are on a worksite, take all appropriate safety and health precautions. Follow all applicable health and safety policies and regulations. For safety resources, please see [www.safemanitoba.com](http://www.safemanitoba.com).

Do not violate any laws or third-party rights. This includes copyright, patent, trademark, trade secret or other proprietary rights. It must not lead to any cause of action, including libel, defamation, privacy violation, contract breach or tort. **You must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties. All footage, including music, must be originally created material or you must obtain proper, legal permission to use someone else's copyrighted material. Please attach all permissions, licenses, clearances, releases, waivers of moral rights and approvals with your entry. Everyone under 18 years of age who appears on screen must have a parent or guardian's signature on their consent form; you cannot receive prize money if we don't have a consent form.**

Entries will be void if they are incomplete, late, lost, damaged, or if they cannot be viewed due to a technical error. Your video must be respectful and courteous, and you are responsible for what you submit. To protect your privacy and the privacy of others, do not include personal information like phone numbers, social insurance numbers, banking information, resumes, emails, etc. SAFE Work Manitoba will not tolerate videos that are offensive to an individual or organization, rude in tone or abusive. SAFE Work Manitoba does not discriminate against any views, but we reserve the right to refuse, edit or remove any content we deem inappropriate including any of the following:

- Racist, hateful, sexist, homophobic, slanderous, insulting or life-threatening content
- Serious, unproven, unsupported, or inaccurate accusations against individuals or organizations
- Abusive, aggressive, coarse, explicit, vulgar, violent, obscene or pornographic content
- Content that encourages or suggests illegal activity
- Announcements, solicitations, advertisements, or endorsements of any organizations and agencies
- Attempts to defame or defraud any individual, group or agency

All entries become to property of SAFE Work Manitoba and will not be returned. Entrants grant SAFE Work Manitoba the right to use their names, photographs, and video submissions for advertising, publicity, and promotion purposes. By entering this contest, entrants agree to abide by these contest rules and regulations. We reserve the right to cancel, terminate, modify or suspend the contest for any reason, without prior notice.