

YouTube Burn Awareness Contest

Sponsored by the MA Association of Safety and Fire Educators and the state Department of Fire Services in conjunction with the Liberty Mutual Insurance Company

Background

Burn Awareness Week allows burn, fire, and life safety educators to distribute a common burn awareness and prevention message in our communities. Information about burn prevention topics can be downloaded from these websites:

- **American Burn Association** www.ameriburn.org/preventionEdRes.php
- **Shriners Hospitals** www.shrinershospitalforchildren.org/Education/BurnAwareness.aspx
- **SafeKids USA** www.safekids.org/safety-basics/
- **Department of Fire Services** www.mass.gov/dfs *click on Fire Safety Topics*
- **National Fire Protection Association** www.nfpa.org *click on Safety Information*
- **Burn Institute** www.burninstitute.org
- **Stop Gas Fires** www.stopgasfires.org

Rules

Videos will be judged by the rules below and by how informative the video is. The Department of Fire Services website will link to the winning video on YouTube™, with attribution to the creator(s). The winners will receive a digital video camera for their school.

1. Contest is open to Grade 9-12 students enrolled in Massachusetts' schools.
2. The video should explore burn prevention topics and be 1-3 minutes long.
3. The video should include age appropriate material for students in grades 9-12. Material should not demonstrate risky or otherwise unsafe behavior. Fire may only be depicted in the video through royalty-free stock footage, and not through images recorded by students as part of this contest.
4. Video should be both educational and informational. Many YouTube videos show risky behavior but never tell the "rest of the story".
5. All videos should be well researched.
6. We are accepting entries ONLY from school-sponsored communications courses or sponsored extra-curricular groups.
7. Communications teachers or faculty sponsors must review and approve all storyboards before filming starts.
8. Students are strongly encouraged to contact Student Awareness of Fire Education (S.A.F.E.) officers, public fire and life safety educators or burn and fire professionals and survivors to help with their research.
9. There can be multiple entries from the same school or program, as students can work in small groups on the project. Students on a winning team will share the prize.
10. Videos should be in a YouTube compatible format: Windows Media Video(.avi); .AVI (windows), .MOV (mac); .MPEG; .FLV (adobe flash); .or SWF (shockwave flash).
11. Do not use copyrighted material.

Submit entries no later than Friday,
March 29, 2013 at 5:00 PM, on CD or DVD to:
Fire Data and Public Education Unit
Department of Fire Services
P.O. Box 1025, State Road | Stow, MA 01775



**National Burn
Awareness Week is
February 3-9, 2013**

Prizes

Grand Prize is a digital video camera for the school courtesy of Liberty Mutual Insurance Company. The winning team shares \$200 in gifts cards from Best Buy™, from the Mass. Association of Safety and Fire Educators.

Second Prize team shares \$100 in gift cards from Best Buy™, Courtesy of the Mass. Association of Safety and Fire Educators.

Third Prize team shares \$50 in gift cards from Best Buy™. Courtesy of the Mass. Association of Safety and Fire Educators.



Educator Information

Contest addresses learning standard components 27.6 (Gr. 9-10) and 27.8 (Gr. 11-12) of the Massachusetts English & Language Arts Curriculum Framework (June 2001), Media Strand - General Standard 27: Media Production. School districts offering communications classes, which include the design and creation of media productions, are encouraged to promote this contest through an independent or group assignment as part of its curriculum delivery.

Presentation and Planning: Burn Safety Educational Video

Sponsored by: Massachusetts Department of Fire Services, Massachusetts Association of Safety and Fire Educators (MA SAFE) and the Liberty Mutual Insurance Company

Category	4	3	2	1
Research	Group researched the subject and integrated 3 or more "tidbits" from their research into their video.	Group researched the subject and integrated 2 "tidbits" from their research into their video.	Group researched the subject and integrated 1 "tidbit" from their research into their video.	Either no research was done or it was not clear that the group used it in the video.
Accuracy of facts	All supportive facts are reported accurately (3 of 3).	Almost all supportive facts are reported accurately (2 of 3).	One supportive fact is reported accurately.	No supportive facts are reported accurately OR no facts were reported.
Duration of video	The video was between 1 and 3 minutes long and was neither hurried nor too slow.	The video was between 1 and 3 minutes long but was either SLIGHTLY hurried or too slow.	The video was between 1 and 3 minutes long but was either VERY hurried or too slow.	The video was not between 1 and 3 minutes long.
Point of view/ purpose	Video establishes a purpose at the beginning and maintains that focus throughout.	Video establishes a purpose at the beginning but occasionally wanders from that focus.	The purpose is somewhat clear, but many aspects of the video seem only slightly related.	It is difficult to determine the purpose of the video.
Directions	Students followed directions and included message, facts, and persuasive technique in their video.	Students followed nearly all directions and included message, facts, and persuasive technique in their video.	Students did not follow all directions and did not include all parts of the message, facts, and persuasive technique in their video.	Students did not follow directions and did not include message, facts, and persuasive technique in their video.
Content	Students showed understanding of the content and included factual information to educate their audience.	Students showed understanding of the content and included mostly factual information to educate their audience.	Students showed little understanding of the content and included some factual information to educate their audience.	Students showed no understanding of the content and included no factual information to educate their audience.
Creativity	Students were very creative in developing and filming their educational video.	Students were creative in developing and filming their educational video.	Students were mildly creative in developing and filming their educational video.	Students were not creative in developing and filming their educational video.

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