



LifeSmarts

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National LifeSmarts Championship Coach Memo 2023

February 7, 2023

Dear LifeSmarts Coach:

Congratulations! You and your team are invited to participate in the National LifeSmarts Championship, April 27-30, 2023, in Cincinnati, Ohio. This is our 29th year of educating teens to be smart, confident consumers. We expect to have strong competition combined with a lot of fun!

The LifeSmarts National Championship is an educational event through which everyone learns, expands their experiences and opportunities, meets new friends, and has fun while exploring a new area of the country. As a coach, you play an important role to ensure that your team members enjoy and benefit from the experience. This packet of information will help you prepare for the national event. Please read everything carefully. If you have questions, please let us know.

Zoom Meetings for Coaches:

Prior to the LifeSmarts National Championship, we will host two Zoom meetings to answer questions for coaches. The same information will be covered in both Zoom meetings, so plan to join us for the one that best fits your schedule. While they will be recorded, we request you make every effort to join us for one of the Zooms. **Note:** Zooms are for Coaches and Assistant Coaches only, not students.

- Wednesday, March 22, at 5:00 p.m. EDT
<https://us06web.zoom.us/j/82098958601?pwd=T2xjYWpMOHhwVEoyTlIGYXpJUG80UT09>
 - Meeting ID: 820 9895 8601
 - Passcode: 706927
- OR Tuesday, March 28, at 3:00 p.m. EDT
<https://us06web.zoom.us/j/86028224871?pwd=R3JaVGpNMXZCTVQ4NnVpUHpSS1Brdz09>
 - Meeting ID: 860 2822 4871
 - Passcode: 502991

Items included in this packet:

Action Items	Page(s)	Deadline
Review national information and draft agenda	ALL	Now
Complete online team registration form, online team agreement form and coach agreement form for National LifeSmarts Championship	3	March 15
Team photo for social media due	8	March 15
Join Coach Zoom meeting	1	March 22 or 28
Competition 1: Create an educational TikTok video about OTC medicine safety	13-15	March 1- March 31
Submit Team roll call video	8	March 31
Make hotel reservation	4	April 4
Review student scholarship and team travel stipend opportunities for 2023	12, 18	Various (Stipend form due April 7)
Competition 2 - Online individual topic assessments	16-17	April 3-14, 2023
Nominate a senior on your team for Student of the Year recognition	9	April 21

Good luck as you prepare for the National LifeSmarts Championship. We look forward to welcoming you to Cincinnati!

Lisa Hertzberg
LifeSmarts Program Director
651-592-6665; lisah@nclnet.org

Cheryl Varnadoe
LifeSmarts Outreach Coordinator
706-255-9342; cherylv@nclnet.org

Team Registration:

You must complete the [online registration form](#) for the 2023 National LifeSmarts Championship to ensure your team's place at the competition. **The deadline is March 15, 2023.**

Additional team information is available in the National LifeSmarts Championship 2023 Team Information Center [here](#). (School excuse letter, Student of the year nomination links, and much more)

Important: You will not be able to return to the online registration form, so please have the following information ready to complete your registration in one session:

- Your complete contact information, including cell phone number and email address
- Complete contact information for the team's assistant coach, if applicable, including cell phone number and email address
- Complete contact information for the school or organization your team represents
- Correctly spelled names or preferred names of all players
- Contact name, cell phone number and permanent email (not school email) of all students as well as a parent/guardian for all students
- Which topic assessment each player will take online (each student must take an individual category assessment. It will show up for that individual student in their competitions tab during the quizzing period). Coaches will serve as proctors for these and will follow the rules on page 15. **Note:** If a student has competed in the National LifeSmarts Championship previously, they must test on a different category.
- Hotel reservation numbers (if you do not have these when registering, please email them to Ryan at Ryanb@nclnet.org ASAP)
- Special accommodations, including any accessibility issues and any special dietary needs

Please collect all this information and have it ready prior to registration. Contact Cheryl Varnadoe (Cherylv@nclnet.org) if you have questions about registration.

Registration must be completed by March 15, 2023

COVID-19 Vaccines:

Recognizing that vaccination is currently the leading public health prevention strategy to end the COVID-19 pandemic and keep people safe, attendees are strongly encouraged to be vaccinated and up-to-date on all boosters prior to attending the 2023 National LifeSmarts Championship.

Dates of the National LifeSmarts Competition:

Thursday, April 27 - Sunday, April 30, 2023

When to Arrive:

Thursday, April 27, in time to reach the hotel, check-in, pick up event materials at the LifeSmarts registration desk, have team photos taken, and be on time to events which begin at 4:00 PM EST.

When to Depart:

All coaches and team members are required to attend breakfast, the Semifinal and Final matches, and the awards luncheon on Sunday. All teams will receive awards and prizes at the luncheon. The awards luncheon will end by 12:30 p.m. Plan your travel accordingly.

Hotel Reservations:

All teams should stay at the Hilton Cincinnati Netherland Plaza Hotel. All competitions and LifeSmarts activities will take place at the hotel.

Host Hotel:**Hilton Cincinnati Netherland Plaza**

35 West 5th Street
Cincinnati, OH, 45202

To Book a Reservation:

Guests can make reservations by calling 1-800-HILTONS and referring to the group code below or by clicking on the link. Reservations can be booked through our cut-off date of **April 4, 2023**.

- [Click here to book rooms](#)
- Group Code: **NLC**
- Group Rates:
 - Single/Double Rates: \$165/night
 - Rollaway beds are available for some rooms. (Please request these when you make your reservation)
- Hotel check-in is 4:00 pm and check-out is 11:00 am
- Luggage storage will be provided during Sunday events
- Reservations can be cancelled without first night's room and tax penalty if done so 48 hours before scheduled arrival

Travel Arrangements:

Each team is responsible for making its own travel arrangements. Cincinnati is within 500 miles or a one-hour flight of 60% of the U.S. population. Your state coordinator may be able to assist you with this.

Air Transportation:

Cincinnati/Northern Kentucky International Airport (CVG) offers direct or connecting flights from most major cities.

Delta Airlines Discount:

- Delta Air Lines offers special discounts for the **National Consumers League**. *Discounts vary depending on the class chosen*
- Please [click here](#) to book your flights
- You may also call Delta Meeting Network® at 1.800.328.1111* Monday–Friday, 8:00 a.m. – 6:30 p.m. (EST) and refer to Meeting Event Code **NM2GR**
****Please note there is not a service fee for reservations booked and ticketed via this reservation number***

Ground Transportation:

Information regarding ground transportation at the airport is located at this [link](#).

Other Ground Transportation Options:

[TANK](#) (Transit Authority of Northern Kentucky), cabs, Lyft, Uber, or renting a vehicle are all options to get around the Cincinnati area.

Rental Car Discount Code:

- We expect to have a rental car discount code that we will be able to share soon.

Driving and Parking:

Self and valet parking are available at the hotel.

Parking rates are currently:

Valet

0-2 hours - \$10.00; 2-12 hours - \$18.00

Overnight (with in/out privileges) - \$45.00

Mabley Place Garage

0-30 minutes - \$2.00

31-1 hour - \$4.00

1 hr, 1 min-2 hours - \$8.00

2 hrs, 1 min – 3 hours - \$12.00

3 hrs, 1 min-4 hours - \$16.00

4 hrs, 1 min-12 hours - \$18.00

After 12 hours - \$22.00

Lost Ticket - \$42.00

Overnight (with in/out privileges until 4:00pm day of departure) - \$30.00

Weekend Rates

0-4 hours - \$7.00

4-8 hours - \$14.00

8-24 hours - \$22.00

For oversized vehicle parking, contact:

Jeff Rice, CPP, Operations Manager
Allpro Parking, LLC
1286 Central Ave., Cincinnati, Ohio 45214
513.621-0799 Office; 513.824-9668 Cell
1.877.776.PARK Corporate
www.allproparking.com

Coach's Responsibilities:

Each team member under age 18 must be under the supervision of an adult coach at all times. The coach is the official chaperone of the team and is responsible for overseeing the behavior and activities of all students. Coaches are role models for the team. Coaches, we will have many sponsors with us for the event. Students should be prepared to introduce themselves to, and speak with, these adult volunteers.

Event Information:

Teams:

The teams are comprised of the four or five registered students who participated in their state competitions, or won Wild Card bids, and one or two coaches. **Substitutions of new students are not permitted.** Four team members must be available to compete at all times.

Additional students are **not** allowed to attend or participate in the National LifeSmarts Championship.

Team Captain:

The captain of each team is the team leader and spokesperson. The captain will be assigned special leadership duties and is responsible for getting the team to all events on time.

Competition Format:

Each team has an equal opportunity to advance to the semifinals and finals on Sunday morning. All teams will compete seven times (three head-to-head matches, online assessments, pre-competition, sister team activity and Speed Smarts) and team scores will be cumulative through competition mid-morning Saturday. The top 16 teams will advance to the round of 16; once teams reach the round of 16, they must win to advance. The competition format will also be explained in further detail during the coach Zoom meetings (see details on Page 1), and during the coach and captain orientation. See page 11 for more information.

Review of Rules:

During the coach Zoom meetings you will have the opportunity to ask for clarification about rules or procedures. LifeSmarts reserves the right to change the rules at the national event.

Rulings of Officials:

Students will have a limited opportunity to challenge open-ended challenge questions using challenge procedures at nationals. Our officials are experts in consumer-related fields and volunteer their time to serve as officials at the national event. The ruling of the head official is final.

LifeSmarts Mastery Rule:

Student competitors who are members of a team that wins the National LifeSmarts Championship are ineligible to compete again in Varsity LifeSmarts on the state or national level. These outstanding students are encouraged to stay involved in LifeSmarts as mentors or student / assistant coaches for their school or organization and are invited to become active LifeSmarts alumni.

Attendance:

All competitors and coaches are expected to attend all competitions and scheduled events including meals. Failure to attend any competition or event will result in disqualification of the entire team and forfeiture of all prizes, awards, and recognition.

Timing:

Please see the draft agenda attached to this memo. A final agenda will be distributed at registration and through the conference app. All events and competitions will begin as scheduled.

Meals:

All meals listed on the agenda are included and free of charge for you and your team. These include: dinner Thursday evening, breakfast and lunch on Friday, breakfast and snack on Saturday, and breakfast and lunch on Sunday. All teams and coaches are expected to attend meals.

Saturday Activities:

On Saturday afternoon, LifeSmarts participants will have the chance to visit the Cincinnati area. There are great things to see and do, and you will have this time to explore Cincinnati on your own. More ideas will be shared with teams in the weekly *Cincinnati Communicator*.

Official Team Photos:

Team photos will be taken on Thursday. Teams must have team photos taken when they register on-site with LifeSmarts. You may dress in school, organization, team or state attire. We will have LifeSmarts related signs as well as organization signs available for photos.

Sister Teams:

Each team will be assigned a "sister" team to encourage teens to form new friendships as well as foster cooperation and comradery among the teams. Please bring simple gift items for the

members of your sister team. The gifts should be a reminder of your team, your school, club or organization and your state, and should be inexpensive (or free) items. Spend time on creativity rather than spending a lot of money. The gifts will be presented to your sister team at dinner on Thursday night. More information on this will be included in the weekly newsletter.

Other Teams:

After all state competitions are complete, a list of all teams and their members will be available in our conference app. This may help if you wish to contact another coach regarding sharing rooms. We will also post room sharing requests in the [LifeSmarts Coaches Group on Facebook](#).

Behavior:

LifeSmarts is a great program because each person does his or her part to make it fun, safe and educational. Each participant is expected to be always on his or her best behavior. The National Consumers League reserves the right to remove a participant at any point in the program for inappropriate behavior. The participant will be responsible for making their immediate arrangements to travel home at the participant's expense and will forfeit prizes and awards.

Any damage to the hotel and/or surrounding environment by any participant or guest will be the responsibility of that individual. Coaches are responsible for checking the status of student sleeping rooms. Please review proper behavior and safety procedures for traveling with your team. You may wish to cover such things as guarding your luggage, hotel safety, elevator etiquette, emergency exits, personal safety in a new environment, curfews, and other important tips.

Fun Activities to enhance the National LifeSmarts Championship:

Pin Swap:

Immediately following dinner on Thursday evening, the Pin Swap will provide time for exchanging pins, buttons, stickers, or anything representative of your state with other LifeSmarts competitors. This is optional but it is a fun way to meet and get to know friends from all over the country. Look for free items that represent your state, city or town, or your school or club. Local clubs, banks, businesses, Chambers of Commerce, and state welcome centers may be able to provide items.

Team Photo for Social Media:

Coaches, please provide us with a photo of your team by **March 15**. We will use this photo on social media prior to the National LifeSmarts Championship. Email the photo to: CherylV@nclnet.org.

Team Roll Call Video:

Introduce your team to everyone in attendance! It should only take teams a few minutes to film and submit this. The team video should be 10 seconds long, with each team member stating their name, and the captain sharing the state, school, or organization you represent. We encourage you to wear items that show your team spirit! More pointers and examples from last

year are available at our [Team Information Center](#). The Team Roll Call video montage will be played during the Opening Session on Thursday, April 27. Submit your video [here](#) by **March 31**. No late submissions will be accepted.

Team T-shirt Contest:

This competition is optional. Teams that wish to enter the contest should create T-shirts that include the LifeSmarts name and logo and whatever else they wish to include that is related to the competition. Corporate logos from sponsors *are* allowed on the shirts but the judging focus will be on the t-shirt design. Teams who wish to be included will submit photos of the front and back of their shirt by noon on Friday, April 28.

Team Shirt Competition Criteria:

- The team shirts should:
 - Show artistic talent
 - Say “LifeSmarts” and demonstrate LifeSmarts in some way
 - Use non-copyrighted and/or original artwork
- To enter the contest, team members will complete a form answering the following questions:
 - How was the design developed?
 - How does the design demonstrate “LifeSmarts”?
- In addition, all participants will be asked to vote for their favorite T-shirt for the “People’s Choice” award
- See the [Team information Center](#) for additional information and the upload form

Instagram Contest:

Share the Instagram Contest with your team members. How to participate: Follow @LifeSmarts_org and include #lifesmarts2023 and #lifesmartsnationals in every post. Share pictures with us of your LifeSmarts in action. Show us funny stories about studying, traveling to Nationals, just hanging out with your team and of course, your best selfies! Posts from April 27 – 29 at midnight EST will be considered. Winners will receive prizes and will be announced after the LifeSmarts competition concludes.

Meme Contest:

Share the meme contest with your students. How to participate: Follow @LifeSmarts_org on Instagram and make a Meme about how much you love LifeSmarts. DM your submission to @LifeSmarts_org. Submissions will be posted on @LifeSmarts_org and the meme with the most likes by the awards luncheon will receive a prize for the meme-maker!

Student of the Year nominations:

Coaches are invited to nominate one senior on their team for special recognition as the LifeSmarts Student of the Year. Nominations are due April 21. [Complete the form here](#).



Draft Agenda: as of February 2, 2023

Thursday, April 27, 2023

Noon – 5:00pm	Registration Open
Noon – 4:00pm	Team Photos (*Please do this upon registering)
4:00pm – 4:45pm	Coach and Captain Meet and Greet
5:00 – 5:30 pm	Opening Ceremonies
5:30pm – 6:15pm	Competition 3: Sister Team Activity
6:30pm – 7:30pm	Opening Dinner including Pin Swap
7:45 – 8:45 pm	Internet team orientation

Friday, April 28, 2023

7:00am – 9:00am	Breakfast
7:45am – 8:30am	Officials Check-in and Speed Smarts Orientation
8:30am – 9:45am	Competition 4: SpeedSmarts
10:00am – 10:30 am	Officials Check-in and Buzzer Match Orientation
10:45am – 12:45pm	Competitions 5&6: First & Second Buzzer Matches (Group A)
10:45am – Noon	Meta Project Debrief (Group B)
1:00pm – 2:15pm	Lunch (With Program)
2:30pm – 4:30pm	Competitions 5&6: First & Second Buzzer Matches (Group B)
2:30pm – 3:45pm	Meta Project Debrief (Group A)
5:30pm – 6:30pm	VIP Reception for all sponsors, volunteer officials, and state coordinators
Evening	On Own

Saturday, April 29, 2023

7:00am – 8:30am	Breakfast
7:45am – 8:30am	Officials Check-in and Buzzer Match Orientation
8:30am – 9:30am	Competition 7: Third Buzzer Matches (Group C)
9:45am – 10:45am	Competition 7: Third Buzzer Matches (Group D)
11:00am – 11:25am	Snack Break & Announcement of Sweet 16!
11:30am – 1:00pm	Sweet 16 Matches
11:30am – 12:30pm	Norton Wild Card Debrief (only those not competing in round of 16)
1:15pm – 1:30pm	Orientation for Semifinalists
Afternoon	On Own to explore Cincinnati
Evening	Dance, photo booth and dessert at the Hotel

Sunday, April 30, 2023

7:00am – 8:30am	Breakfast
7:30am – 8:15am	Officials Briefing
8:30am – 10:00am	Semifinal Matches
10:15am – 11:00am	Championship Match
11:15am – 12:30pm	Awards Luncheon



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The National LifeSmarts Championship Format

Goals:

- All teams compete at least seven times
- NCL conducts an engaging competition that is academically rigorous
- Individual students and teams are recognized for high achievement

National Championship Format:

- **Competition 1:** Before nationals, each team will create and submit an educational TikTok video to share their knowledge of OTC medicine safety. The rubric and rules are included on pages 13-15.
- **Competition 2: Online Individual Topic Assessments**
 - Team members work independently, with each team member taking a different LifeSmarts topic assessment
 - Students answer 50 multiple-choice questions in 33 minutes
 - Students may not repeat topics taken previously at nationals
 - Recognition will be given to the top-scoring student in each topic area
 - The team coach will serve as the proctor for the assessments. See pages 16-17 for proctoring rules.
- **Competition 3: Sister Team Competition**
 - Sister teams collaborate on a team activity
- **Competition 4: Team Activity Speed Smarts**
 - Teams meet 10 experts, completing 10 short activities in 75 minutes
- **Competitions 5, 6 and 7: Live buzzer competitions**
 - All teams compete twice Friday and once Saturday
 - All matches are head-to-head

- Friday matches consist of team-link and challenge questions
- Saturday matches consist of lightning and challenge questions
- **Round of 16, Semifinals, Finals**
 - Point totals are cumulative through seven competitions
 - Top 16 teams advance
 - Teams will be seeded
 - After reaching the Round of 16 teams must win to advance
 - Round of 16 and quarterfinal matches consist of team-link, lightning, and challenge questions
 - Team activities may be added to the semifinal and final matches

Other Enhancements:

- Teams may challenge answers
 - Once during each match, a team may challenge a challenge question and have it replaced with another question
 - New questions are open to the person(s) or team(s) that the original question was available to
- Multiple-choice questions will not be used in live competition
- Scholarships will be awarded to members of top teams
- Scholarships will be awarded to the student scoring the highest in each topic area
- Coaches may be nominated by their students for the LifeSmarts Coach of the Year award
- Coaches may nominate a student for the Student of the Year award
- Other scholarships and awards are announced at Nationals



2023 Opportunities for LifeSmarts Teams and Students

Team Travel Stipends

Individual Scholarships and Awards

<p>OTC Medicine Safety Mentoring team award <i>What:</i> Using LifeSmarts resources, your team delivers community-based OTC medicine safety presentations to peers, middle school students, or community members <i>When:</i> Due April 7, 2023 <i>URL for more information:</i> Link <i>Team travel stipend form:</i> Link <i>Travel stipends:</i> 30 \$500 stipends; teams may request multiple stipends by submitting multiple presentations <i>Sponsor:</i> Johnson & Johnson Consumer Healthcare</p>	<p>OTC Medicine Safety Mentor individual scholarships <i>What:</i> Using LifeSmarts resources, you (or you and your LifeSmarts team members) deliver community-based OTC medicine safety presentations, social media outreach, or educational materials, to peers, middle school students, or community members <i>When:</i> Due April 7, 2023 <i>URL for more information:</i> Link <i>Scholarship application:</i> Link <i>Scholarships:</i> Five \$1,000 post-secondary scholarships; individuals may use presentations made with team members, but each student’s scholarship application must be unique <i>Sponsor:</i> Johnson & Johnson Consumer Healthcare</p>
<p>Pilot new social media lessons <i>What:</i> Pilot new LifeSmarts lessons on social media; teams present twice, including at least one group of parents and another audience of their choice <i>When:</i> Due April 7, 2023 <i>URL for more information:</i> Opens March 1 <i>Team travel stipend form:</i> Link <i>Travel stipends available:</i> 15 \$1,000 travel stipends <i>Sponsor:</i> Meta</p>	<p>Identity Theft Essay Contest <i>What:</i> Write an essay of no more than 500 words that demonstrates your knowledge about identity theft or proposes solutions to identity theft <i>When:</i> Due April 7, 2023 <i>More information:</i> See Page 18 for details <i>Scholarship application:</i> Link <i>Scholarships:</i> Five \$1,000 post-secondary scholarships <i>Sponsor:</i> NortonLifeLock</p>
<p>Anti-counterfeiting digital poster team stipend award <i>What:</i> Design a digital poster on behalf of your LifeSmarts team <i>When:</i> Due March 24, 2023 <i>URL for more information:</i> Link <i>Team travel stipend form:</i> Link <i>Travel stipends:</i> 10 \$500 team stipends <i>Sponsor:</i> UL Standards & Engagement</p>	<p>Anti-counterfeiting digital poster individual award <i>What:</i> Design a digital poster and submit for an individual award <i>When:</i> Due February 28, 2023 <i>URL for more information:</i> Link <i>URL to apply:</i> Link <i>Awards:</i> 10 \$100 cash awards <i>Sponsor:</i> UL Standards & Engagement</p>



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Competition 1 – March 1-March 31, 2023

LifeSmarts OTC Medicine Safety Educational TikTok Video Competition

Teams attending the National LifeSmarts Championship will participate in Competition 1 before arriving in Cincinnati. Using the “TikTok for Good” platform to inspire and encourage a new generation to have a positive impact on the planet and those around them, LifeSmarts teams will produce a 30-45 second TikTok video to educate others on over-the-counter (OTC) medicine safety. This activity is worth up to **125** points. Good luck, Tokkers!

Rules and Instructions

Contest Overview: Teams will create a TikTok video educating teen consumers on some facet of OTC medicine safety and will submit the link through the entry form on the LifeSmarts website. They will also post the video on TikTok using the hashtags: **#LifeSmartsOTCMedicineSafety** and **#LifeSmartsNationals2023**.

- Videos must be educational, consumer related and educate teen consumers on OTC medicine safety.
- Use your imagination and creativity to create a memorable video with a valuable message for others. The video can be anything from humorous to instructional/factual to dramatic.
- Resources [on this page](#) may be used to help your team develop its entry.
- Review educational / informative TikTok accounts such as these for ideas on positive TikTok messaging:
 - [TikTok for Good](#)
 - [humphreytalks](#)
 - [theblackfoodscientist](#)
 - [Physicsdude](#)
 - [iteachalgebra](#)
- Video length: Limited to no more than 30-45 seconds.
- Appropriate sound: As a team you are responsible for using content appropriate for all viewing ages. Inappropriate content such as profanity, questionable gestures, or unsuitable music / lyrics will result in disqualification. Follow [TikTok’s Intellectual Property Policy](#) so that your TikTok will not be removed from the platform.

- Appropriate skit/dance/appearance: If used in your TikTok, be certain that appropriate clothing is worn, dances and skits add to your educational content, and all parts are school appropriate.
- Appropriate actions: Remember that this is an educational video. OTC can cover safe storage, best practices for safe use, as well as the effects of potential misuse. We encourage you to portray your ideas in ways that are educational and not overly graphic, if possible.
- These guides may help you in planning, filming and uploading your video:
 - [Influencermarketinghub](#)
 - <https://www.veed.io/learn/tiktok-video-dimensions>
- To enter the competition, all teams attending the National LifeSmarts Championship must post their videos on TikTok by the deadline of **March 31 at 12:00 midnight EST**.
- The video must have the hashtags **#LifeSmartsOTCMedicineSafety** and **#LifeSmartsNationals2023** and include team name / organization name in caption. If team is a Wild Card, include that name and number.
- Teams will complete [the competition entry form at LifeSmarts.org](#) and include a link to their video and the TikTok account name where the video is posted.
- **Important:** The team, school, group, or organization is not required to establish their own TikTok account. The team entry may be posted on a student/teen account. We do not expect or require the TikTok to be posted on an account created by or owned by a school, organization, club, government agency, or university-system computer.
- Videos will be scored by a panel of judges using the attached rubric.

Project Background

LifeSmarts is partnering with Johnson & Johnson Consumer Health to offer the LifeSmarts OTC Medicine Safety Mentoring Project. The project provides study materials for competition and lesson plans and activities for students to share with others, as well as offers community service and leadership opportunities, while reinforcing important safety messages.

Competition 1: LifeSmarts OTC Medicine Safety Educational TikTok Video Competition Rubric

Team Name: _____

Team Score: _____

Category	Excellent 18-25	Satisfactory 9-17	Needs Improvement 0-9
Creativity and Uniqueness of the Video Presentation	Originality of concepts with impressive video artistry; the presentation enhances solid content and objectives. Embraces TikTok format.	Concepts and video are executed well. Concepts attempted to be original. Video somewhat enhances the content and objectives. Somewhat embraces TikTok format.	Concepts and artistry of video presentation needs editing or could have been executed better. Lacks originality and does not enhance the content and objectives. Does not work with TikTok format.
Presentation Content and Organization	Presentation well-organized. Video used educational references on OTC medicine safety. Content appropriate for all audiences and includes appropriate actions.	Presentation mostly organized. Video partially based on educational references on OTC medicine safety. Content appropriate for most audiences. Actions somewhat appropriate.	Presentation is not very well organized and does not utilize educational references on OTC medicine safety. Content is inappropriate for many audiences. Actions inappropriate for many audiences.
Required Elements	Proper hashtags are used. Video is posted on TikTok and labeled correctly.	At least one hashtag is used properly. Video was partially labeled correctly and was posted on TikTok.	Hashtags were not used as required. Video was labeled incorrectly and was not shared on TikTok.
Clarity of Video's message	Video's educational message is clearly heard and understood.	Video's message is somewhat clear, mostly understood, and is educational.	Video's message is unclear and is hard to understand. Video is not as educational as others.
Time Limit	Time limit of 30-45 seconds was adhered to.	Video was less than 20 seconds in length and/or exceeded the time limit by more than 5 seconds.	Video was less than 15 seconds in length and/or exceeded the time limit by more than 7seconds.



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Competition 2 – April 3-14, 2023

Online Individual Topic Assessments

The second competition in the 2023 National LifeSmarts Championship is the Online Individual Topic Assessments. Coaches will indicate the team member who will take each topic assessment on the National LifeSmarts Team Registration Form (due March 15). Team members work independently, with each team member taking a different LifeSmarts topic assessment. Students will answer 50 questions in 33 minutes. *If a student is returning, they may not repeat any topic they took previously at Nationals.*

The Online Individual Topic Assessments provide two opportunities:

1. Team Score in Competition 2. The top four scores per team are averaged for a team score.
2. Scholarships recognizing the top-scoring student in each topic area will be awarded. Ties will be broken by time (least amount of time to complete the quiz is the winner).

Between April 3-14, students will login to their LifeSmarts account and check their Quiz tab to find their Individual Topic Assessment. Quiz must be completed by 12:00 Midnight EST, April 14.

The team coach will serve as the proctor/monitor for the Individual Topic Assessments which are completed using the LifeSmarts online quizzing portal. All coaches must read and follow these guidelines to administer the Assessments:

- The coach is responsible for following all rules of academic honesty during the individual online assessment process.
- The coach should secure a computer lab or library so that the 4-5 students on the team can take the assessments at the same time.
- The room should be well-lighted and must be as quiet as possible. Sounds such as music or television are not permitted.
- Cell phones, Bluetooth devices including but not limited to speakers, headsets, earphones, earpieces or any other listening equipment, web cameras and other electronic devices are not allowed. These must be turned off and put away.
- The coach must confirm that each student is taking the correct assessment. Assistant coaches are allowed to be present. No other students, parents or administrators are allowed to be present during the individual assessments.
- The student may not launch the assessment until directed by the proctor.

- The student may not launch the assessment more than one time. Disconnects or technical difficulties should be reported immediately to the LifeSmarts staff.
- The computer used to take the exam must not have more than one display or monitor and all other programs, windows, or websites on the computer must be closed before the assessment begins.
- Ensure that the student does not receive any outside assistance while taking the assessment. This includes study materials, help from other persons, prepared notes, books, paper, websites or programs, applications such as text or social media, access to other computers, websites, or electronic communication devices including cell/smart phones and tablets, and programs including online messaging applications. Should accommodations be needed, please contact LifeSmarts staff beforehand.
- Remain in the presence of the student from the time the student starts the assessment to the time they finish.
- Notify the LifeSmarts staff immediately if a student violates any proctoring rule. Violation of any of the rules by coaches or students will result in a score of 0 for the assessment.

All coaches (and assistant coaches) must agree to abide by this proctoring agreement on the *Team Registration Form*.

I serve as coach or assistant coach to our team.

Our team members will take their individual National LifeSmarts Championship Online Topic Assessments at the date and time listed below.

I have read and fully understand all the proctoring rules and agree to ethically abide by them.

I understand that I may not assist the team or individual students in completing any portion of the assessments including providing answers, suggesting answers, or giving opinions on correct answers.

I acknowledge that the LifeSmarts program has access to the online assessment as well as the scores during our testing times.

Should it be determined assistance was provided to the individual students or team, I understand that the individual scores and team score will be adjusted accordingly, and any awards earned may not be given.

To agree: Type your name (and name of assistant coach if applicable), team name, and state; Add dates and times your team will take the assessment.

Thank you very much for helping your LifeSmarts team complete their assessments before the event begins.



LifeSmarts Identity Theft Essay Contest 2023

Identity theft happens to millions of Americans every year, including young people. What can we do to educate others and begin to address the problem? Enter the LifeSmarts Identity Theft Essay Contest and explain your creative and thoughtful solutions.

In partnership with NortonLifeLock, LifeSmarts is awarding five \$1,000 scholarships to students who write winning essays about identity theft.

Who: All student competitors competing in the 2023 National LifeSmarts Championship
What: Five \$1,000 scholarships awarded

Students will write essays of up to 500 words sharing their knowledge of identity theft and / or expressing creative solutions to the problem of identity theft.

Students may use one or more of these questions as prompts in writing their essays:

- What makes young people attractive targets for identity theft and how can young people protect themselves?
- What steps do you recommend to protect personal information shared on social media so that it does not help someone steal your identity?
- If you have had your identity stolen, describe the steps you took to remedy the situation. What were the short- and long-term effects?

When: The deadline for submissions is **April 7, 2023 at 12:00 midnight EST**

How: Submit your essay here: <https://lifesmarts.org/lifesmarts-identity-theft-essay-contest-2023/>

Scoring: Judges will evaluate essays using the following criteria:

- Knowledge of identity theft, and/or ideas for solutions including suggestions for teens / young people to protect themselves; social media recommendations; steps to remedy identity theft; and short-and long-term effects (10 points)
- creativity and theme (5 points)
- readability and clarity (5 points)
- spelling and grammar (5 points)

LifeSmarts thanks NortonLifeLock for underwriting new educational content about online safety and identity theft, and for providing these scholarships for LifeSmarts students.