



LifeSmarts

Learn it. Live it.

National LifeSmarts Championship Coach Memo 2024

2/6/2024

Dear LifeSmarts Coach:

Congratulations! You and your team are invited to participate in the National LifeSmarts Championship, April 18-21, 2024, in San Diego, California. This is our 30th Anniversary year, and we are so excited to be celebrating 30 years 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, it is best that you join us in person for one of the Zooms. **Note:** Zooms are for Coaches and Assistant Coaches only, not students.

- Tuesday, March 12, 2024 at 5:00 p.m. EDT
<https://us06web.zoom.us/j/89797687345?pwd=tos0RagkbvvMSWLBh5IIEdKFwHhLFu.1>
 - Meeting ID: 897 9768 7345
 - Passcode: 857018
- OR Tuesday, March 19, 2024 at 3:00 p.m. EDT
<https://us06web.zoom.us/j/83908591283?pwd=Kb8apiGqazlk8ojlM3rAzvrXFyWjRy.1>
 - Meeting ID: 839 0859 1283
 - Passcode: 535564

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
Submit 2024 State Champion Team Attendance Confirmation Form and Room Reservation Numbers	4	DUE NO LATER THAN TWO WEEKS following State LifeSmarts Championship & National LifeSmarts Championship Invitation
Join Coach Zoom meeting (1 meeting required)	1	March 12 or March 19
Make hotel reservation	5-6	March 19
Review student scholarship and team travel stipend opportunities for 2024	14	Various (Stipend form due April 5)
Nominate a graduating Senior for the Sarah Weinberg Memorial Scholarship	Website	March 15
Team photo for social media due (please send earlier if you can!)	10	March 15
Submit Team roll call video	10	March 29
Competition 1: Create an educational TikTok video or Instagram Reel about OTC medicine safety	15-18	March 1- March 31
Competition 2: Online individual topic assessments <i>We must have date and time your team will be quizzing</i>	19-20	April 1-12, 2024
Other Deadlines included throughout the newsletter for optional individual and team awards and contests		

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



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



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

Team Registration:

You must complete the [online registration form](#) for the 2024 National LifeSmarts Championship to ensure your team's place at the competition. **The deadline is March 15, 2024.**

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
- **IMPORTANT:** 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 don't have these when registering, please email them to Ryan at Ryanb@nclnet.org within two days of registration and also provide them on the new [2024 State Confirmation Form and Reservation Numbers](#) which is due within two weeks of your National LifeSmarts Championship invitation as a State Champion or Wild Card Champion.
- 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, 2024

Forward completed Participation Release Forms packet to Ryan at Ryanb@nclnet.org if your state coordinator did not previously collect these and forward them to us by March 15th.

**2024 STATE CHAMPION TEAM ATTENDANCE CONFIRMATION FORM
AND ROOM RESERVATION NUMBERS**

STATE _____

TEAM NAME _____

COACH NAME _____

ADDRESS _____

City/State/Zip _____

Date of State Championship _____ Coach cell phone # _____

Email _____

CHECK ALL THAT APPLY:

YES, we will be competing in the 30th National LifeSmarts Championship, April 18-21, 2024. We also understand that we must arrive on time and participate in all required activities as part of the National LifeSmarts Championship. (More information is provided in coach memo and on required coach zoom)

REQUIRED IF YOU ANSWERED YES TO THE PREVIOUS QUESTION: We have reserved our hotel rooms. _____ (#) of rooms were reserved on _____ (DATE). These rooms are reserved under (name of person or school)

Our reservation numbers are as follows:

CHECK THE ITEMS BELOW IF APPLICABLE

We need help from the LifeSmarts Team regarding our reservations. Please contact me at: _____

NO, we are unable to accept the State Champion invitation to compete in the National LifeSmarts Championship. Please extend the invitation to the second-place team in our state.

Coach Signature (REQUIRED) _____

Return form to Cheryl@nclnet.org.
DUE TWO WEEKS from date of State LifeSmarts Championship!

Dates of the National LifeSmarts Competition:

Thursday, April 18 - Sunday, April 21, 2024 (San Diego is in the Pacific Time Zone)

When to Arrive:

Thursday, April 18, in plenty of time to reach the hotel, check- in, pick up event materials at the LifeSmarts registration desk, have your team photos taken (required of all teams), and be on time to the opening event which begins promptly at 4:00 PDT.

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 special 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 host hotel. All competitions and LifeSmarts activities will take place at the hotel.

Host Hotel:

Hyatt Regency Mission Bay Spa and Marina
1441 Quivira Road, San Diego, California 92109
Phone: [1 619 224 1234](tel:16192241234)

Located right along the waterfront, guests will enjoy 360° views of the Pacific Ocean, Mission Beach, and the downtown San Diego skyline. The hotel has three pools and three waterslides – voted best pool in Mission Bay by San Diego Magazine.

To Book a Reservation:

Guests can make reservations by clicking on the link below. Reservations can be booked through our cut-off date of **March 19th, 2024**.

- [Click here to book rooms](#)
- Group Rates:
 - Queen / King Rates: \$249/night
 - Rollaway beds are only available in King bed rooms *OR* Marina Suites for an upcharge (Special rate of \$339/night)
- \$20.00 resort fee that includes free wi-fi, 2 in-room bottles of water each day, kayak or paddleboard rental through Mission Bay Sportcenter, business center access, incoming & outgoing faxes, private fitness center access, local calls, beach amenities (chairs & sand/water toys), recreational activities (assorted board games, foosball, ping pong & bean bag toss) discounted attraction tickets, pool & waterslide access, daily wellness activity, and nightly in-room movie.

- Shoulder nights could be higher pending when you book and based on availability. This could impact your guest room rate and overall total cost across all nights. Very few extra rooms are available on Wednesday night.
- Hotel check-in is 4:00 pm and check-out is 11:00 am.
- The hotel will check you in early if rooms are available prior to our 4 PM event kick-off.
- Luggage storage will be provided during Thursday and 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. Your state coordinator may be able to assist you with this.

Air Transportation:

The [San Diego International Airport](#) offers direct or connecting flights from most major cities. Conveniently located just ten minutes from downtown San Diego and serviced by 22 major and commuter airlines, San Diego International Airport receives more than 16 million passengers a year.

Delta Airlines Discount:

- Delta Air Lines offers special discounts for the **National Consumers League**. *Discounts vary depending on the flight 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:

- Uber Van or SUV are great options for teams. [Uber App](#)
- [Super Shuttle](#)

Hertz Rental Car Discount Code:

- Visit <https://www.hertz.com/rentacar/reservation/> to make your reservation.
- To receive the discount, just enter CDP 2188961 under the *add a discount code* when making the reservation.

Driving and Parking:

- Special Discounted Overnight Pricing on self-parking is \$33/night per vehicle.
- Valet Parking Overnight is \$45/night per vehicle.

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:

→ Additional team information is available in the **National LifeSmarts Championship 2024 Team Information Center** [here](#) which will be updated regularly leading up to the event. (School excuse letter, Student of the year nomination links, and much more)

→ The San Diego Tourism Authority has also set up a [microsite for the 30th National LifeSmarts Championship](#) that includes information about San Diego, videos, recommendations, discounted attraction passes, special offers, and more!

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 students are only permitted by contacting the LifeSmarts program staff.** Four team members must be available to compete at all times.



The LifeSmarts National Championship is an earned invitation. 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 12 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.

Required 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 published online and 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. Official LifeSmarts National Championship nametags are required for admission to meals.

Saturday Activities:

On Saturday afternoon, LifeSmarts participants will have the chance to visit the San Diego area. There are great things to see and do, and you will have this time to explore San Diego on your own. [San Diego Tourism](#) has created a microsite for our event that features discount attraction passes, information about San Diego, dining ideas and more. Additional ideas, available discounts, and information will be shared with teams in the weekly *San Diego Celebration Central* which will be sent to coaches each Tuesday beginning eight weeks prior to the 2024 National LifeSmarts Championship.

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.

Door Prize: We are asking each team to bring one small door prize for the event. This can be something you have had donated. Door prizes can be turned in during registration in San Diego.

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 and their coach will be responsible for making 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.

The LifeSmarts Engagement Advisory Panel (LEAP) has planned fun, get-to-know-you activities and contests (with door prizes) to accompany the meal and the pin swap and throughout the event. Their goal is to help everyone to relax, meet new friends, and have a great time!

Team Photo for Social Media:

Coaches, please provide us with a photo of your team no later than **March 15**. (*earlier is appreciated*). This photo will be used on social media prior to the National LifeSmarts Championship. Email the photo to: Cheryl@nclnet.org.

Team Roll Call Video:

Introduce your team to everyone in attendance!

- It should only take your team a few minutes to film and submit this video.
- 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.

Important Guidelines for your Roll Call Video:

- Wait 1 second before and after speaking at the beginning and end of the video to allow for the cross fade. The program we use adds background music, so be certain to speak loudly and clearly.
- Do not film this outdoors as the sound does not translate well when played in a ballroom setting.
- Film your roll call in an indoor space that is quiet from both internal and external noise.
- If using a cell phone, be certain to film the video horizontally!
- Don't add or use any background music.
- Be sure to make your roll call video fun/unique/creative to your team!
- 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 18.
- Submit your video [here](#) by **March 29**. 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 19.

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

New Pin Design Contest

Do you like to draw and design? Would you like your design to be selected as the LifeSmarts National Championship 2025 pin which would be given to participants at the 2025 National LifeSmarts Championship? How about winning a gift card? If you answered YES, then follow the easy instructions and enter your design in the NEW LifeSmarts Pin Design Contest! Deadline is April 1, 2024. Additional details available [here](#).

Instagram Contest:

Share the Instagram Contest with your team members. **How to participate:** Follow @LifeSmarts_org and include #lifesmarts2024 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 18 – 20 at midnight PDT will be considered. Winners will receive prizes and will be announced at the awards luncheon.

Meme Contest:

This was such a huge hit last year! 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 and tag your entry on your socials with #LifeSmarts2024. 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 15**. [Complete the form here](#).



National LifeSmarts Championship 2024: Celebrating 30 Years

April 18-21, 2024; San Diego, California

Thursday, April 18, 2024

TIME	EVENT	LOCATION
Noon – 5:00pm	Registration Open	
Noon – 4:00pm	Team Photos (*Please do this upon registering)	
4:00pm – 4:45pm	Opening Ceremonies <i>Photo taken during Opening Ceremonies: Full Group</i>	
4:45pm – 5:45pm	Competition 3: Sister Team Activity	
6:00pm – 7:00pm	Opening Dinner with table activities <i>Photos taken during Dinner include: Coach, Captain, LEAP, Seniors, 4-H, BPA, SkillsUSA, FBLA, FCCLA, and Student Government</i>	
7:00pm – 7:45pm	LEAP activities and Pin Swap	
7:45pm– 8:45 pm	Internet team orientation (optional for teams who have never used buzzers)	
7:45pm– 8:45 pm	Optional games, swimming, etc.	

Friday, April 19, 2024

TIME	EVENT	LOCATION
7:00am – 8:30am	Breakfast	
7:45am – 8:30am	Officials Check-in and SpeedSmarts Orientation	
8:30am – 9:45am	Competition 4: SpeedSmarts	
10:00am – 10:30am	Officials Check-in and Buzzer Match Orientation	
10:45am – 12:45pm	Competitions 5&6: First & Second Buzzer Matches (Group A)	
12:45pm – 1:00pm	LEAP activities	
1:00pm – 2:15pm	Lunch with awards program <i>Photos taken during Lunch include: State Coordinators, Volunteer Officials, LifeSmarts Alumni, NCL Staff</i>	
2:30pm – 4:30pm	Competitions 5&6: First & Second Buzzer Matches (Group B)	
5:30pm – 6:30pm	VIP Reception for all sponsors, volunteer officials, and state coordinators	
Evening	On Own	

Saturday, April 20, 2024

TIME	EVENT	LOCATION
7:00am – 8:30am	Breakfast	
7:45am – 8:15am	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)	
10:45am – 11:20am	Snack Break	
	LEAP activities, Trivia	
11:20am	Announcement of Sweet 16!	
11:30am – 1:00pm	Sweet 16 and Quarterfinal Matches	
1:15pm – 1:30pm	Orientation for Semi-Finalists	
Afternoon	On Own to Explore San Diego	
7:00pm-9:30pm	Pool Party: Dance, photo booth and dessert	

Sunday, April 21, 2024

TIME	EVENT	LOCATION
7:00am – 8:30am	Breakfast	
7:30am – 8:15am	Officials Briefing	
8:00am – 1:00pm	Luggage Storage	
8:30am – 10:00am	Semifinal Matches	
10:00am – 10:15am	LEAP activities	
10:15am – 11:00am	National LifeSmarts Championship	
11:00am – 11:30 am	Awards Ceremony	
11:45am – 12:45pm	Celebration Luncheon	



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 15-18.
- **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 19-20 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-plus and challenge questions

- Saturday matches consist of team-plus, 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 later matches introduce team-link 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
- Teams may apply for and be recognized as LifeSparks Teams
- Other scholarships and awards are announced at Nationals



2024 Opportunities for LifeSmarts Teams and Students

Team Travel Stipends

Individual Scholarship Opportunities

<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 5, 2024 or when all stipend money has been awarded to teams <i>URL for more information:</i> Link <i>Team travel stipend form:</i> Link <i>Presentations report form:</i> Link <i>Travel stipends:</i> 30 \$500 stipends; teams may request multiple stipends by submitting multiple presentations <i>Sponsor:</i> Kenvue</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 March 28, 2024 <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> Kenvue</p>
<p>Anti-counterfeiting Digital Poster Contest <i>What:</i> Using your creativity and knowledge of counterfeit products, your team delivers an anti-counterfeiting message to peers and the community <i>When:</i> Due March 28, 2024 <i>URL for more information, to submit poster and apply for travel stipend:</i> LINK <i>Travel stipends:</i> 10 \$500 stipends <i>Sponsor:</i> Amazon</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 March 28, 2024 <i>More information:</i> See Page 21 for details <i>Scholarship application:</i> Link <i>Scholarships:</i> Five \$1,000 post-secondary scholarships <i>Sponsor:</i> Norton</p>

Other Individual and Team Awards:

- [Sarah Weinberg LifeSmarts Memorial Scholarship](#)
- [LifeSmarts Spirit of Sportsmanship Team Award](#)
- [LifeSmarts LifeSparks Team Achievement Award](#)



LifeSmarts

Learn it. Live it.

Competition 1 – March 1-March 31, 2024

LifeSmarts OTC Medicine Safety Educational TikTok Video or Instagram Reel Competition

Teams attending the National LifeSmarts Championship will participate in Competition 1 before arriving in Cincinnati. Using the “TikTok for Good” or “Instagram Reel” 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 or Instagram Reel to educate others on over-the-counter (OTC) medicine safety. This activity is worth up to **125** points. Good luck!

Rules and Instructions

Contest Overview: Teams will create a TikTok video or Instagram Reel 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 or Instagram using the hashtags: **#LifeSmartsOTCMedicineSafety** and **#LifeSmartsNationals2024**.

- Videos must be educational, consumer related and educate teen consumers on OTC medicine safety.
- Videos must feature one of the following themes:
 - Wise use of OTC products for sun safety
 - Don't share your OTC medicines
 - Drug Facts Label
 - Safe use of OTC medicines
 - OTC medicine interactions
 - Correct dosage of OTC medicines
- 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.
- You can use current TikTok / Instagram trends such as: Costumes; Costumes with voice-overs, on-screen words or music; Dance challenges and dance challenges with on-screen words; Retro/older music for dancing and dance challenges with voice-overs or on-screen words; Costumes and dance challenges with education added; Skits; I learned this yesterday or when I was # years old (or # of days ago); Yes or No/ True or False; Fact or Fiction; Silent product info or review; Green Screen; Day in the life; (insert subculture

here) Tok; We are _____. Of course we _____. Remember that the objective is to showcase OTC Medicine education in a fun, creative way.

- 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](#)
 - [America's Favorite Librarian](#)
 - [humphreytalks](#)
 - [theblackfoodscientist](#)
 - [Physicsdude](#)
 - [iteachalgebra](#)
- Review educational / informative Instagram accounts such as these for ideas on positive Instagram messaging:
 - [Edutopia](#)
 - [National Geographic](#)
 - [Tech by Guff](#)
 - [Bright Vibes Media](#)
 - [American Museum of Natural History](#)
- Video length: Limited to no more than 30-45 seconds.
- Video **may not be** altered or sped up to allow more film or speaking content. Ramping or speed ramping is **not** allowed. Videos using this method will be penalized.
- 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](#) or [Instagram's Intellectual Property](#) so that your TikTok or Instagram Reel will not be removed from either platform.
- Appropriate skit/dance/appearance: If used in your TikTok or Instagram Reel, 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>
 - <https://www.mediaalacarte.com/post/5-tips-for-making-educational-instagram-reels>
 - <https://www.planoly.com/blog/educational-ig-reels-tips>

- To enter the competition, all teams attending the National LifeSmarts Championship must post their videos on TikTok or their reels on Instagram by the deadline of **March 31 at 12:00 midnight EST**.
- Videos submitted after the deadline will have a time penalty subtracted from their score.
- The video or reel must have the hashtags **#LifeSmartsOTCMedicineSafety** and **#LifeSmartsNationals2024** and include team name / organization name in caption. If team is a Wild Card, include official team name and number.
- Teams will complete [the competition entry form at LifeSmarts.org](https://www.lifesmarts.org/competition-entry-form) and include a link to their video or reel and the TikTok or Instagram account name where the video is posted.
- **Important:** The team, school, group, or organization is not required to establish their own TikTok or Instagram account. The team entry may be posted on a student/teen account. We do not expect or require the TikTok or Instagram to be posted on an account created by or owned by a school, organization, club, government agency, or university-system computer.
- Videos or reels will be scored by a panel of judges using the attached rubric.

Project Background

LifeSmarts is partnering with Kenvue 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 or Instagram Reel Competition Rubric**

Team Name: _____

Team Score: _____

Theme Team Chose: _____ (from themes in contest rules)

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 or Instagram Reel format.	Concepts and video are executed well. Concepts attempted to be original. Video somewhat enhances the content and objectives. Somewhat embraces TikTok or Instagram Reel 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 or Instagram Reel format.
Presentation Content 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 and Contest Rules Observed	Both the proper hashtags are used. Video is posted on TikTok or Instagram and labeled correctly. Video is not altered, sped up or speed ramped.	At least one hashtag is used properly. Video was partially labeled correctly and was posted on TikTok or Instagram. Video was slightly altered, sped up or speed ramped.	Hashtags were not used as required. Video was labeled incorrectly and was not shared on TikTok or Instagram. Video was altered, sped up, or speed ramped.
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 / On time	Time limit of 30-45 seconds was adhered to. Video was submitted by contest deadline.	Video was less than 20 seconds in length and/or exceeded the time limit by more than 5 seconds. Video submitted by deadline.	Video was less than 15 seconds in length and/or exceeded the time limit by more than 7 seconds. Video was not submitted by contest deadline.



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Competition 2 – April 1-12, 2024 **Online Individual Topic Assessments**

The second competition in the 2024 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 1-12, 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 EDT, April 12.

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.
- Understand that your team may be randomly chosen to be viewed / monitored taking their exams via Zoom by LifeSmarts Program Staff.
- 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.
- I acknowledge that my team may be randomly chosen to be viewed/monitored taking their exams via Zoom by LifeSmarts Program Staff.
- 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; Provide the 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 2024

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

Who: All student competitors competing in the 2024 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 **March 28, 2024 at 12:00 midnight EDT**

How: Submit your essay here: <https://lifesmarts.org/lifesmarts-identity-theft-essay-contest-2024/>

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