

## FOCUS ON SAFETY

### Youth Video Contest\*

Work is an important part of life, but no job is worth getting hurt. A workplace injury can happen in a heartbeat and have a lasting impact on your ability to do the activities you enjoy. This contest challenges high school students to use their creativity to develop an original video that can be used in social media to illustrate to young workers the importance of working safely on the job.

Students may offer:

- Advice on how to ask employers and co-workers questions about workplace safety without fear or embarrassment
- A message to employers on benefits of talking about workplace safety with young workers
- Any other health and safety message students wish to convey

#### Who can enter:

- The contest is open to New Brunswick residents who are current high school students. Employees of provincial or federal workers' compensation boards, provincial and federal ministries and departments of labour and their immediate family members are not eligible.
- Contestants must submit videos by **April 1, 2026** at 11:59 p.m., Atlantic Time.

#### About your video:

1. To be eligible, your video must be no more than two minutes in length. Videos that exceed two minutes will be disqualified.
2. Each contestant must complete and submit an official contest entry form, to be co-submitted with their high school teacher sponsor, who must complete the applicable sections of the form. Sponsors must mentor the student or team through planning and production of the video and review the video before submitting it.
3. Contestants must indicate on the entry form that the video submission is an entirely original work by the contestant or team, and must grant contest organizers\*\* unrestricted use and reproduction rights for any purposes.
4. The video must not infringe upon or violate any laws or any third party rights, including, but not limited to, copyright, patent, trademark, trade secret or other proprietary rights, and must not lead to any cause of action including libel, defamation, privacy violation, contract breach or tort. Contestants must obtain all necessary consent, permissions, licences, clearances, releases, waivers of moral rights and other approvals from third parties (including, but not limited to, all copyright holders and all individuals appearing in the video submission), necessary to use the video submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, licence and broadcast the video submission worldwide, by any means and through any medium. Any and all such permissions, licences, clearances, releases, waivers of moral rights and approvals must be attached to the video submission.

**PLEASE NOTE:** The above rules apply to all copyrighted logos or trademarks appearing in the video, whether intentional or unintentional. For example, business logos appearing in the background of your video, even though they are not intended to be a part of the video, are still subject to copyright laws and written consent must be submitted with your video if logos appear. Failure to do so will result in disqualification of your video.

5. All video submissions must be respectful and courteous, and in English or French or both. The contestant is fully responsible for all content that is submitted. All videos are intended for the general public. To protect the privacy of all involved in the making of the video, contestants must not include personal information (any information that can be attributable to an identifiable individual, including but not limited to names, addresses, phone numbers, identifying numbers such as driver's licence numbers or Medicare numbers, banking information or other financial information, health information, resumés or email addresses) to the videos.
6. Contest organizers will not accept videos that are offensive to an individual or an organization, rude in tone or abusive. Contest organizers reserve the right to refuse, edit or remove 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
  - Unintelligible or irrelevant content

Anyone acting contrary to these rules may be temporarily or permanently excluded from the contest's spaces, accounts and channels, where applicable.

## Your safety when making the video:

Your own personal safety and the safety of your cast, crew and others involved with the video production must be maintained. Do not endanger anyone during the making of your video. If you portray dangerous tasks in your video, you must follow all safety rules and take all precautions to prevent injuries. If you are filming on a worksite, get permission from the site owner and take all appropriate health and safety precautions, including following all applicable health and safety policies and regulations. You will need to consult with the employer or supervisor when on site to advise them of your intentions: who will be on site and their ages, and ensure you are aware of and follow all site safety requirements. High school students must review video production plans and discuss and address any safety issues with a supervising teacher before starting video production.

## Prizes:

**First place:** \$1,000. The winning contestant's high school will also be awarded \$1,000.

**Second place:** \$750. The winning contestant's high school will also be awarded \$750.

**Third place:** \$500. The winning contestant's high school will also be awarded \$500.

The first-place video from New Brunswick and each of the other Canadian jurisdictions will be submitted to the Focus on Safety Youth Video Contest Canadian finals.

**Canadian finals:** The first-place high school video at the Canadian finals will be awarded \$2,000; second place will receive \$1,500, and third place will receive \$1,000. The Canadian finals are sponsored by the Canadian Centre for Occupational Health and Safety (CCOHS).

Each winning high school will receive a matching prize equal to the total prize awarded to the winning student or team of students.

## What you need to know about your video submission:

1. All entries become the property of the contest organizers.
2. Each contestant (and, in the case of minors\*\*\*, a parent or guardian) must consent to the use, reproduction, publication, transmission and/or broadcasting of his/her name, likeness, school, age, grade and/or prize information, without compensation, in any advertisement, publication or promotion, for general news or other information purposes. Winners must also consent to being photographed by the contest organizers for the same purposes without further compensation. Each contestant (and his/her parent or guardian, if applicable) irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, licence and broadcast the video submission worldwide, by any means.

## **Judging your video:**

Entries will be judged by panel members chosen by the contest organizers. The decisions of the judges on all matters relating to the contest are final, conclusive and not open to dispute.

Entries that meet all eligibility requirements will be judged on:

20% Creativity

20% Impact and persuasiveness

30% Presentation and accuracy of workplace information

30% Technical quality

Each contestant or, in the case of a team entry, team leader who submitted a winning entry will be notified by telephone or email that his/her entry has won, and the procedure for claiming the applicable prize. If an individual or a team leader declines the prize, it will be forfeited and awarded to another contestant in accordance with these contest rules. Only the winning contestants will be notified. Selected winning videos will be posted online from April 2026 onwards.

If the contest organizers, in their sole discretion, deem that an insufficient quantity or quality of entries has been received, the contest organizers reserve the right not to award any prizes.

## **If you win a prize:**

**Student prize money:** Any prize money awarded to students will be issued as a cheque solely to the name listed at the top of the entry form under the heading of “Student’s name (individual entrant or team leader)”. Distribution of the prize money amongst partners or other team members is to be agreed upon by the team and will not be overseen by WorkSafeNB.

Before collecting a prize, each individual or team member involved in creating a winning entry, and, in the case of those individuals or team members who are minors, their parent or legal guardian, will be required to sign a declaration and release form confirming compliance with the contest rules, and acceptance of the prize as awarded and assigning all rights, titles and interests in the entry to the contest organizers within seven days of being notified that his/her entry has been selected.

If a contestant is a minor, the contest will require his or her parent’s or legal guardian’s authorization before permitting the contestant to participate in the contest and accept a prize as awarded. In the case of a team entry, each member of the team who is not 18 years old or older must also obtain parental or guardian consent.

## **General information:**

The contest organizers reserve the right to cancel, terminate, modify, or suspend the contest for any reason without notice to any contestant.

These rules may be changed without notice or reason including, if necessary, to comply with any applicable law. By entering this contest, contestants agree to abide by these rules and acknowledge that the contest organizers shall not be responsible for any damages, costs, demands, claims or losses of any kind, incurred by any contestant as a result of participation in this contest.

This contest shall be governed by and construed in accordance with the laws of each province and any applicable federal laws. These rules govern all aspects of the contest and are binding on all contestants and all other participants including parents, legal guardians and team members who sign the official entry form.

This contest is void where prohibited by law.

WorkSafeNB collects your information to ensure you are a resident of New Brunswick and eligible to participate based on the contest rules. All personal information provided to WorkSafeNB will be used solely for the purpose of this Contest and in accordance with New Brunswick’s *Right to Information and Protection of Privacy Act*.

Your personal information will not be shared and it will not be used beyond the purpose as outlined in the Contest Rules.

## How to prepare your submission:

Be sure that you have carefully read all the rules and have completed all appropriate sections of the official entry form, including all required signatures, and that any applicable copyright permissions are obtained and submitted with your entry.

Video submissions must be accompanied by a fully completed official entry form to be considered valid.

The contest organizers are not responsible for entries that are delayed, lost, misdirected, incomplete, damaged or destroyed. Any entry that is tampered with, unreadable or mutilated will be disqualified.

Contestants are **required to have a transcript of their video ready** to provide contest organizers if requested. This transcript must be typewritten and available electronically upon request.

Contestants are solely responsible for ensuring their YouTubelink is valid and takes the contest organizers directly to their submission and that the link remains valid for the contest duration.. The video cannot be altered or re-placed after the contest application is submitted..

## How to submit your video and contest entry form:

Official contest entry forms must accompany each video submission. It is the sole responsibility of contestants to ensure that their entry is received by **April 1, 2026** at 11:59 p.m., Atlantic Time.

1. Upload your video to YouTube but keep the post unlisted (private). The video cannot be publicly published prior to contest results. Winners will be asked to provide a copy of their video for WorkSafeNB to share publicly on our channel.
2. Complete the official entry form. Save the form to your computer, enter the required information and obtain the required signatures. Scan the contest entry form and email it to [videocontest@ws-ts.nb.ca](mailto:videocontest@ws-ts.nb.ca). Enter the name of your school and the name of your video in the subject line. **The YouTube link to your video must be provided in the body of the email**, along with the email address of all team members.

The contest organizers are not responsible for telephone, postal damage or delays, computer or network malfunction or error, whether technical or human in nature, communication disruption or other forces beyond the reasonable control of the contest organizers. The contest organizers reserve the right to correct any typographical, printing, computer programming or operator errors.

## Questions:

For more information about the Focus on Safety Youth Video Contest, please email [videocontest@ws-ts.nb.ca](mailto:videocontest@ws-ts.nb.ca).

\* With support from the Canadian Centre for Occupational Health and Safety (CCOHS)

\*\* In these Rules, “contest organizers” refers to provincial ministries and departments of labour, La Commission de la santé et de la sécurité du travail du Québec (CSST), the Association of Workers’ Compensation Boards of Canada (AWCBC), the Canadian Centre for Occupational Health and Safety and the Labour program of federal Human Resources & Skills Development Canada (HRSDC) and federal and provincial workers’ compensation boards.

\*\*\* In these rules, “minor” means a contestant younger than 18 years old.