



News Release

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Lights, Camera, Action: Health Department Announces Youth Anti-Vaping Film Festival

E-cigarette use among Salt Lake County youth has increased 500% in the last seven years, and studies show the use of e-cigarettes often leads to smoking traditional cigarettes

(SALT LAKE COUNTY)— To spread awareness of the dangers of e-cigarettes, particularly among youth, Salt Lake County Health Department (SLCoHD) and the County Library are hosting their second **Kick Ash Film Festival**.

The festival is aimed at Salt Lake County youth in grades 7–12. This year's theme is **Escape the Vape** and submitted shorts should be 30–60 seconds long and focus on the dangers of vaping/e-cigarette use or the negative influences driving youth e-cigarette use. Film submissions will be accepted until February 28, 2019.

“Only 56 percent of high school seniors believe e-cigarettes are harmful—a statistic we need to change,” says Julia Glade of the SLCoHD tobacco prevention and cessation program.

Festival sponsors University Health Plans, Larry H. Miller Charities, Primary Children's Hospital, Intermountain Healthcare and RC Willey have come together to offer cash and electronics for first, second and third place, as well as an audience choice award.

Festival Details:

- Open to all Salt Lake County youth in grades 7–12.
- Short film must be 30–60 seconds long and focus on the dangers of vaping/e-cigarette use or the negative influences driving youth e-cigarette use.
- **Submissions are open until February 28, 2019.**
- A panel of judges will determine 1st, 2nd, and 3rd place for both grades 7–9 and grades 10–12.
- Web-based public voting will also determine a “audience choice” prize winner.
- A film screening and award ceremony will take place on Thursday, March 20, 2019, at the County Library's Viridian Event Center.

- **The school with the most entries will be awarded \$350** (must be used for health education/promotion, tobacco awareness/prevention, or the school's multimedia/film program).

Full festival rules and submission information is available at SaltLakeHealth.org/tobacco.

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