

# HOW TO RUN YOUR OWN STUDENT VIDEO CONTEST: “DEMONSTRATE YOUR NATURAL HIGH”

## ACTIVITY

### Time Needed

60-90 minutes

### Materials

Video capturing device (mobile device, tablet, computer or DSLR camera)

Video editing software

### Activity Description

Every day, youth absorb mixed messages about harmful substances like drugs and alcohol. On one side, they hear about the inherent dangers. But, they also see their role models, heroes, and influencers consume harmful substances without getting to see the shadow side.

At Natural High, we believe in creating a different message – guiding students to find and pursue their natural highs. We want to give students the opportunity to think reflectively about who they are, what lights them up, and how to take ownership for making the best choices.

In this recommended activity, we encourage you to challenge students to demonstrate their natural high through video submissions. You might consider running a contest on campus, offering incentives for participation, and sharing these videos with the broader community (the campus, parents, board members and district leaders).

### Suggested Steps

1. In video format, show us how you're living a naturally high lifestyle and how it's helping you live a life you love. Be encouraged to talk straight to the camera, or use slides or other creative clips to respond to the prompts.
2. Videos should include the following responses:
  - Why do you choose a Natural High over an artificial high?
  - How has living naturally high impacted your life?



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Natural High is a 501(c)(3) nonprofit organization that relies on the generosity of individuals, corporations and foundations to help youth discover, amplify and pursue their own natural high so they have a reason to say no to an artificial high.

[NaturalHigh.org](https://NaturalHigh.org) | [#LiveNaturallyHigh](https://LiveNaturallyHigh)

- Tell us how the Natural High program impacted you the most. Was it a Storyteller you watched, an activity, or a program you participated in?
- Identify your Natural High. “ My name is \_\_\_ and my Natural High is \_\_\_\_.”

### Video Details

Below are some suggestions for you to use when designing your contest.

1. Video Length/Time: The video should be at least 1 and no more than 3 minutes in length.
2. Video Format: Videos will be accepted in .mov, .mp4, .avi, .mpg, or .wmv format.
3. Decide how you would like to receive the video submissions. You may have students submit videos to you via Flipgrid, or have them post on YouTube or Vimeo and provide the private URL as their submission.

Feel free to show your students examples of two of Natural High’s own Video Contest submissions from our YouTube channel.

- [2008 Video Contest Winner](#)
- [2017 Video Contest Winner](#)

### Did you run a video contest and select a winner?

Share your winning student video with us, by sharing on your school’s social media and tagging us, for a chance to be featured on our social media.