

**DIGITAL
FOR LIFE**



YOUTH AWARDS

INFORMATION KIT

Organised by:



In partnership with:



CONTENTS OF INFO KIT



YOUTH AWARDS

- Introduction 3
- Theme of Awards 4
- Awards Challenge 5
- Challenge Statements 6
- Award Categories 10
- Judging Criteria 11
- Awards timeline 12
- Prizes 13
- Finals & Awards Ceremony 14
- Eligibility 15
- Terms of Participation 16
- Awards Entry Link 17

DIGITAL FOR LIFE YOUTH AWARDS



About

The Digital for Life Youth Awards, organised by the Infocomm Media Development Authority (IMDA), recognises outstanding youths who have contributed to building a digitally inclusive society with their creativity and digital skills.



Who can join

Students from Infocomm and Media related CCA at MOE Secondary schools, including Year 1 to 4 students from Integrated Programme schools.

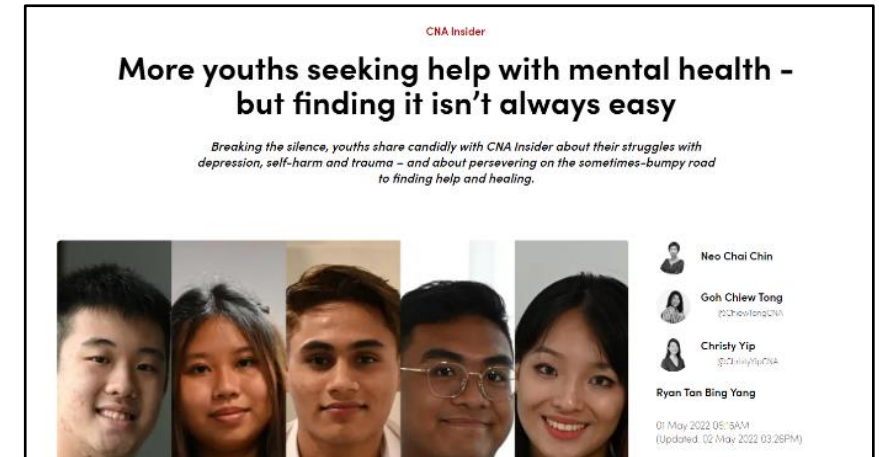
THEME OF AWARDS

Mental Health & Youths

Good mental health is an essential part of development. Youths with positive mental health grow into healthy, confident, and well-rounded individuals.

In their growing years, youths may face anxiety, social pressure and stress. With the prevalent use of technology and social media in this increasingly digitised age, youths need to develop good habits to navigate the digital world while protecting their physical and mental wellbeing.

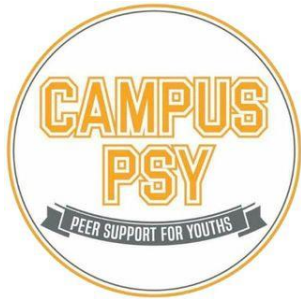
**We can all part a part to help our youths.
Join the Digital for Life Youth Awards!**



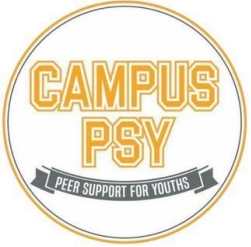
AWARDS CHALLENGE

Many Non-Profit Organisations (NPOs) such as **Campus PSY**, **It All Starts Hear.SG**, **Silver Ribbon Singapore** and **SYNC (Impart)** are extending a helping hand to those with mental well-being concerns. They have encountered some challenges and would like to seek help from youths to create impactful solutions to help fellow youths.

Pick a problem statement from a NPO and develop innovative and creative solutions to help youths recognise mental health issues and seek support early.



CHALLENGE STATEMENT #1



Campus PSY (Peer Support for Youths)

Campus PSY is a “By Youths, For Youths” non-profit organization, that aims to promote mental health awareness and peer support among youths and young adults in schools and workplaces through advocacy, training, support and volunteering to create an inclusive and supportive community for youths with mental health issues. Learn more at <https://www.facebook.com/campuspsy/>

In the last few years, there has been an increase in resources dedicated to mental health advocacy. As a result of this increase, more youths have recognised the importance of taking care of their mental health. Hence, the next phase of mental health advocacy should focus on working towards a one-stop mental health seeking directory that pulls together all the resources that various non-profit organizations have to allow youths to go to just a single resource.

Tech Challenge : How can we use technology to design an online one-stop resource for youths to go to for help or gain awareness on mental health issues?

Media Challenge : How can we use media platforms to promote and encourage usage of the one-stop resource to students, youths, teachers and parents?



Possible Ideas

Tech solutions : Design a website or app that allows youths to access content from all the non-profit organizations
Media solutions : Create a social media campaign or video to promote the one-stop resource

CHALLENGE STATEMENT #2



It All Starts Hear (IASH).SG

IASH is an entirely volunteer-led group of trained listeners, counselling students and experienced mentors that any Singaporean can reach out to for a friendly ear. IASH practice person-centered therapy – never judging and always accepting. Learn more at <http://itallstartshear.sg>

Currently, users on the IASH website would have to sift through 25 volunteer profiles and pick one profile to book for a one to one listening session. However, this means that a user could potentially not end up with a good match and would find it hard or even be embarrassed to open up and share their struggles without being judged.

It is important for users to be matched to a suitable volunteer (i.e by age, gender, etc) and one that they are comfortable with and can relate to as this will enable them to be more open about sharing their problems.

Tech Challenge : How can we facilitate a better match-up so that we can match users to someone that's relatable to them?

Media Challenge : How do we share with youths that there are different types of trained professionals who can help them with the various issues they have?



Possible Ideas

Tech solutions : a mobile or web matching platform where users can filter requirements specific to them

Media solutions : raise awareness about the benefits of sharing their concerns with professionals through a media campaign or video profiles

CHALLENGE STATEMENT #3



Silver Ribbon (Singapore)

Silver Ribbon (Singapore) is a non-profit organisation launched by the late Former President Mr S R Nathan on 4 Feb 2006 to combat mental health stigma and encourage early help. Since its inception, Silver Ribbon has been working closely with stakeholders to identify and address the gaps to serve the community better. Learn more at www.silverribbonsingapore.com

Youths typically feel more comfortable to share their problems with fellow youths. In a survey conducted in 2021 involving 600+ youths, most participants shared that they will first speak to their close friends. However, most of the helplines are manned by adults. Youths generally do not want to involve their parents too due to various reasons such as not being able to connect with them, or hesitant to bother their parents as they perceive them to be busy.

Youths also tend to assume that counselling is expensive and in turn, turn to spending time online playing games or chatting with friends in their room without their parents knowing of their struggles and issues.

Tech Challenge : How can we use technology to allow youths to speak to other trained youths anonymously?

Media Challenge : How can we use media platforms to encourage youths to step up to be trained in basic counselling skills? Or encourage youths to turn to a trusted adult/professional for help?



Possible Ideas

Tech solutions : an online platform akin to a forum/pen pal system for youths to share anonymously, moderated by mental health professionals

Media solutions : a social media campaign or video to encourage youths to step forward to be trained in basic counselling skills

CHALLENGE STATEMENT #4



SYNC – Strengthening Youths in a Network of Care

SYNC is the Mental Health Care arm of Impart - a non-profit organization which aims to meet the mental health needs of at-risk children and youths.

Learn more at <https://www.impart.sg/mental-health-care>

Most youths feel that health problems need to be severe before they start seeking help. It can be the same case for mental healthcare as well. More often, people are diagnosed with mental health conditions at a late stage which leads to the patient suffering from significant personal or social dysfunction. There is a lack of early detection services available for mental health issues and also awareness on early signs of mental health issues.

Tech Challenge : How can we use technology to help youths learn how to cope even before the onset of mental health disorders?

Media Challenge : How do we use media platforms to educate or inform youths/general public on the barriers to help seeking behaviour?

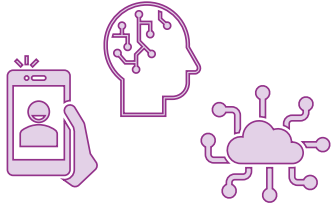


Possible Ideas

Tech solutions : Create an application or software that maps symptoms and struggles to suitable coping strategies

Media solutions : Create a social media campaign or video to demystify people's perception of seeking help

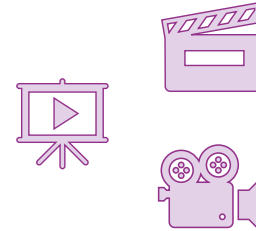
AWARD CATEGORIES



TECH CATEGORY

**Solve the challenges of tomorrow
with today's technology**

Examples of Tech entries are:
Artificial Intelligence software
prototypes, games, mobile apps,
websites, robotic or software
creations



MEDIA CATEGORY

Unleash and harness your creativity

Examples of Media entries include a
social media campaign, video,
animation and other outlets that
creatively leverage the use of digital
media

Each school can submit 1 entry for each category.

Distinction, Accomplishment & Commendation will be awarded for entries in each category

JUDGING CRITERIA

Preliminary Qualifiers

TECH



Feasibility and Innovation

How feasible is the concept in addressing the problem statement? Is it impactful, original or uses technology innovatively?



Technology Application

Is the technical design sound and well-developed? Is the entry ready for implementation?



Project Write-Up & Pitch

How well do the project write-up and pitch explain the creation and application of the entry?

MEDIA



Content and Creativity

How well does the entry convey its message and addresses the problem statement? Is it original or imaginative?



Production Quality

Does the entry tells a story? How well is it being storyboarded, scripted and produced?



Project Write-Up & Pitch

How well do the project write-up and pitch explain the messaging/plot of the entry?

AWARDS TIMELINE

May

**Submission
opens**

Jun - Aug

Bootcamps & Workshops

Take part in tech & media bootcamps (see *Slide 17*) to level up skills, and join our workshops (*from Jul onwards*) to understand more about mental health and how to deliver a good elevator pitch!

16 Sept

**Entry Deadline
Preliminary Qualifiers***

All entries to reach IMDA by
16 Sept, 2359 hours

4 Nov

**Finals
Shortlisted teams to attend
Final Judging & Awards
Ceremony**

Venue TBC

Important:
Each submission must be accompanied by



Entry write-up



A short pitch (e.g. video, skit)

- All shortlisted finalists will be informed by early/mid-October.
- A booth will be provided for finalists teams to showcase their projects at the **Final Judging and Awards Ceremony** on 4 November 2022.

* Preliminary judging will be conducted by IMDA to select entries which qualify for finals. Entries of good quality which do not qualify for finals will be awarded 'Commendation'

PRIZES

Exciting and Cool Prizes!

Stand to win the latest tech gadgets and vouchers.



DISTINCTION

Up to \$750 worth of tech
gadgets / vouchers

Trophy

Banner

Certificates

ACCOMPLISHMENT

Up to \$400 worth of tech
gadgets / vouchers

Trophy

Certificates

COMMENDATION

\$50 worth of vouchers

Certificates

DIGITAL FOR LIFE YOUTH AWARDS FINALS & AWARDS CEREMONY

Physical event



4 November 2022, Friday

Event Highlights

Come celebrate the achievements of our clubs!



DFL Youth Awards finalists' projects showcase



Exemplary Infocomm
Media Club Award



Code@SG year-end
round up



ELIGIBILITY

1. Students from Infocomm and Media related CCAs at MOE Secondary schools, including Year 1 to 4 students from Integrated Programme schools
 - Examples of Infocomm-related CCAs include but are not limited to : Coding clubs, Computing clubs, Design & Innovation clubs, Infocomm Technology clubs, Robotic clubs, STEM clubs, etc
 - Examples of Media-related CCAs include but are not limited to : Animation clubs, Audio-Visual clubs, Broadcasting clubs, Design & Innovation clubs, Digital Media clubs, Film clubs, Photography & Videography clubs, etc
2. Each entry should be submitted by a team comprising not more than 5 students, endorsed by a CCA Teacher-in-charge
3. Each entry is to specify the competition category:
 - Technology
 - Media
4. Each school can submit a **maximum of one entry per category**, i.e. 1 technology entry and 1 media entry
5. Each entry must be accompanied by:
 - a **write-up** about the project
 - **Pitch** about the project (e.g. short video, skit or any other creative means to explain the project's unique selling points)

TERMS OF PARTICIPATION

1. By participating in the Digital for Life Youth Awards, each school is deemed to have accepted and agreed to abide by the competition rules.
2. Entries must be original and not used previously for submission for other competitions. IMDA reserves the right to request for verification/further evidence in the form of schools bearing the original work.
3. IMDA reserves the right to shift entries to a more appropriate category, if necessary.
4. All mode of official communication will be through email with the awards secretariat (imda_codesg@imda.gov.sg).
5. All entries must be submitted to IMDA by **16 September, 2359 hours** (GMT+8 Singapore Time).
6. **All finalists** (schools vying for 'Distinction' and 'Accomplishment' awards) **will be required to represent their school at the finals and award ceremony held on 4 November 2022** (venue to be shared at a later date). A complimentary booth will be given to finalists to showcase their projects for judging. Both students and teacher(s) must be present.
7. The organiser reserves the right to amend these terms and conditions at any time without prior notice.



YOUTH AWARDS

**SUBMIT YOUR
ENTRY AT :**

<https://go.gov.sg/awardentry2022>

DEADLINE : 16 SEPTEMBER 2022, 2359 HRS

Please contact the awards secretariat at imda_codesg@imda.gov.sg if you have any questions

Annex - Check out 2 exciting bootcamps happening in June

SENSETIME AI BOOTCAMP

See how Artificial Intelligence is integrated in our lives!

With just 5 days in the coming June holidays, secondary and JC students can gain insights into what Artificial Intelligence (AI) is all about! Join the SenseTime AI Bootcamp to learn how AI is integrated in our lives today and how you can use it in a digital-first future.

Build A Digital Future

Get a headstart in the Artificial Intelligence era. Learn basic Python programming to advanced deep learning concepts, and understand how self-driving cars, filter apps and digital assistants like Siri and Alexa work.

Learn, Code & Create

Experience SenseStudy, an online AI learning platform, through interactive and hands-on activities about topics such as facial authentication, image processing and more.

What is SenseStudy?

- An Online AI learning platform
- Learn about facial & image authentication and image filters
- See real-world applications

Experience A Hackathon!

As part of the bootcamp, create projects that solve real-world problems, apply new skills learnt, & win prizes. Plus, get the opportunity to connect with experts in the AI industry!

Bootcamps Available

Bootcamps 1 & 2: 30 May - 3 Jun 2022

Bootcamps 3 & 4: 20 Jun - 24 Jun 2022

Conducted via online & face-to-face lessons

- Venue of face-to-face lessons:
- SenseTime International's Office
- 182 Cecil Street, #36-02, Frasers Tower, Singapore 069547

Sign up now!

go.gov.sg/sensetime-bc2022

Sign up closes 23 May, 2359



Organised by:

{coding:lab}

Supported by:



1.

SenseTime Artificial Intelligence (AI) Bootcamp

AI is becoming prevalent in our everyday life and will continue to change the way we live and work. This Bootcamp will help to enable students to learn more about AI (e.g. Python coding concepts, core AI concepts, and creation of image recognition programs) through a hands-on learning project. No prior knowledge of AI or coding required.

Duration: 24 hours over 5 days

Application closes: 23 May 2022, 11.59pm

Meta Spark AR Studio Bootcamp Programme 2022 6 to 13 June 2022

About

MeshMinds and Meta jointly present the Spark AR Bootcamp programme. Secondary and JC students will have the opportunity to create their own interactive Augmented Reality (AR) effects using Spark AR and then share what they build with the world. Through this programme, students can explore the possibilities, capabilities and potential of one of the key technologies that will power the Metaverse.

Details

- 6 days of Bootcamp, 4 hours per day.
- Students will be in split into two groups: morning (9am-1pm) or afternoon (2pm-6pm)

Organised by:



Supported by:



Register here:



<https://go.gov.sg/sparkar22application>

2. Meta (Formally Facebook) Augmented Reality (AR) Bootcamp

Through this bootcamp, students will be introduced to the world of AR, where they will learn how to create their own interactive AR filters and effects with Meta's Spark AR platform, and be able to publish and share their AR creations with the world through Meta and Instagram.

Duration: 24 hours over 6 days

Application closes: 22 May 2022, 11.59pm