

# Connected, Not Controlled Challenge

## WHAT IS THE CONNECTED, NOT CONTROLLED CHALLENGE?

The *Connected, Not Controlled Challenge* is a Public Service Announcement (PSA) video contest for Windsor-Essex County students in grades 6 to 12. This contest encourages students to use their voice to raise awareness about the impacts of technology use on their health and daily life.

## WHY IS THIS IMPORTANT?



Digital technology plays a significant role in daily life, making it crucial for youth to understand safe and healthy ways to use it. Improving digital media literacy and increasing awareness and knowledge of balancing the use of digital technology, with other aspects of healthy living is an important lesson.

## WHEN IS THE CHALLENGE?



The submission period will be open from **April 14th to May 12th, 2025**

There are two divisions:

- Elementary school division: Open to students in grades 6 to 8.
- Secondary school division: Open to students in grades 9 to 12.

## HOW TO ENTER:



Students will be asked to create and upload a 30-second PSA video.

Videos can be submitted in English or French and must include at least one fact about digital health and one call to action.

## ARE THERE PRIZES?



Prizes will be awarded for the videos that receive the most votes and to schools with the highest participation.

Winning videos will be used to raise awareness about the impacts of technology use on youth's health and well-being, along with strategies for achieving a balanced approach to technology use.





## CONNECT THE CHALLENGE TO THE CURRICULUM IN YOUR CLASSROOM:

### Grade 6 to 8 Curriculum Links

#### Health and Physical Education (2019)

**Grade 6:** D1.3, D1.4, D2.3

**Grade 7:** D1.1, D1.2, D2.2, D3.3

**Grade 8:** D1.3, D2.4, D3.2

#### Language (2023): Grades 6-8: A2.

Digital Media Literacy and D.

Composition: Expressing Ideas and  
Creating Texts

#### Science and Technology (2022):

**Grades 7 & 8:** A2.2

### Grade 9 to 12 Curriculum Links

#### Health and Physical Education (2015)

**Grade 9:** A2.1, A2.2, C1.2, C1.3 C3.2, C3.3, C3.4

**Grade 10:** A2.1, A2.2, C1.1, C1.2, C2.4

**Grade 11:** A2.1, A2.2 -CT, C1.4, C2.1, C2.2, C3.3

**Grade 12:** A2.1, A2.2, C1.1, C2.3, C2.5, C3.2, C3.4

Incorporate around strands of the English  
Curriculum related to Digital Media  
Literacy.

For additional ideas to incorporate into the curriculum, please visit  
the [Media Smarts webpage](#).

Find more information about the  
Connected, Not Controlled Challenge at:  
[wechu.org/cnc](http://wechu.org/cnc)

