



Take Care 2021 - Adjudication Rubric

ASSESSMENT CRITERIA	DETAILS TO CONSIDER
Reach and Impact	<ul style="list-style-type: none"> - Includes collaborations with talent and influencers well-known by our audience demographic who are committed to promoting the content. - Content has the potential to influence positive health choices in young people (aged 14 - 28).
Diversity and Representation	<ul style="list-style-type: none"> - Has members of underrepresented groups in key personnel roles and diversity across the team. - Showcases underrepresented and marginalized voices, experiences and perspectives in their storytelling.
Health and Wellness Innovation	<ul style="list-style-type: none"> - Demonstrates a level of knowledge about youth mental health in Canada and reference research done when developing the pitch. - Strikes a tone of empathy and non-judgment about mental health issues. - Strong justification about why the producers are interested in creating a docuseries about mental health (Money, Relationships & Technology).
Creativity and Entertainment	<ul style="list-style-type: none"> - Demonstrates distinctive, compelling and entertaining approaches to the subject matter. - Shows a knowledge of VICE style and illustrates how their series will fit seamlessly on VICE platforms. - Inspires excitement about watching the finished product.
Project Viability	<ul style="list-style-type: none"> - Demonstrated history of project and budget management that is relevant to their pitched series and indicates a high probability of success. - Includes a proposed project scope that is realistic - i.e. includes all the major activities required, has sufficient time and resources dedicated to each phase. - Producer has detailed their COVID-19 safety protocols and has budgeted adequately for PPE.