

# THE PROTECT WHAT'S NEXT CHALLENGE

COMING TO YOUR SCHOOL THIS FEBRUARY!

## WHAT IS THE CHALLENGE?

The *Protect What's Next* Challenge is part of the Colorado Department of Public Health and Environment's (CDPHE's) *Protect What's Next* youth retail marijuana prevention campaign. The Challenge is a fun and easy way for Colorado middle schools to engage students with a positive message about prioritizing personal goals over retail marijuana use. Every Colorado middle school serving only sixth to ninth grade students is eligible to participate - and every participating school has a chance to win one of four \$10,000 prizes!

Here's how the program works:

- Throughout the month of February 2017, schools compete by completing the most student challenges. Schools with the highest percentage of student participation (based on their enrollment) have a chance to win \$10,000!
- Students participate by completing fun, unique challenges found on Challenge Cards that are handed out at school, or by discovering additional challenges at [PWNchallenge.com](http://PWNchallenge.com). There are more than 150 challenges available.
- To submit a completed challenge, students post a photo or video of themselves accomplishing a challenge to Instagram (including #PWNCHALLENGE and their school's unique hashtag in their post) or by uploading their photo/video to [PWNchallenge.com](http://PWNchallenge.com).

**PLEASE NOTE:** *If posting to Instagram, the account must be set to public in order for the post to be seen and to count toward your school's total. Students who are not on Instagram, or who wish to keep their account private, may submit their posts at [PWNchallenge.com](http://PWNchallenge.com).*

- Students who complete challenges have the opportunity to win individual prizes (\$10 gift cards) from their school.

## WHAT IS PROTECT WHAT'S NEXT?

*Protect What's Next* is a youth empowerment and retail marijuana prevention program from the Colorado Department of Public Health and Environment. The program is built on youth's belief that using retail marijuana before age 21 could get in the way of achieving their goals.

At [ProtectWhatsNext.com](http://ProtectWhatsNext.com), youth can use the Goal Getter, an interactive tool that helps them identify and accomplish personal goals. The site also educates on the health effects and consequences of using retail marijuana before age 21.

Parents, teachers, coaches, counselors and other influential adults in the lives of youth are encouraged to visit [GoodToKnowColorado.com/talk](http://GoodToKnowColorado.com/talk) for tips and tools to help start effective conversations with youth about retail marijuana.



PROTECT WHAT'S NEXT  
[PWNCHALLENGE.COM](http://PWNCHALLENGE.COM)