

# THE pennsylvania DEPARTMENT OF HEALTH INVITES YOU

to create an original video  
promoting antibiotic awareness



## Entries

- Entries are welcome from individuals or teams.
- All participants for individual entries must be in grades 6-12 or ages 12-18.

## Judging Criteria

- Scientific accuracy
- Video quality
- Overall presentation
- Creativity

## Themes

- Antibiotic safety
- Take antibiotics as prescribed, and finish full prescription
- Promote proper use of antibiotics – know when to use vs. when NOT to use (Bacterial infections) (Viral infections)
- Promote antibiotic stewardship practices in various settings:
  - child care facilities
  - hospitals
  - nursing homes



Submission  
**Deadline**  
October 12, 2018



**Questions?**  
email us at:  
[Antibioticawareness@pa.gov](mailto:Antibioticawareness@pa.gov)



**BE  
ANTIBIOTICS  
AWARE**  
SMART USE, BEST CARE



Complete guidelines  
available online at  
[www.health.pa.gov](http://www.health.pa.gov)

## 2018 Be Antibiotics Aware Video Competition

Dear Teachers and Students,

Do you know the right tools to use when you are sick? An estimated 30 percent of antibiotics prescribed in the United States are unnecessary. Incorrectly prescribed antibiotics contribute to the promotion of resistant bacteria. Each year, at least 2 million people become infected with bacteria that are resistant to antibiotics.

Preventing the spread of antibiotic-resistant bacteria starts with preventing infections and understanding when to use an antibiotic for treatment. Antibiotic-resistant bacterial infections are difficult to treat, but with proper education, we can prevent the spread of infections and stop the development of new antibiotic-resistant bacteria.

Our campaign theme this year is, "Use the Right Tool." It is important to know what to do to avoid getting sick, and what medication to take if you do become sick. Antibiotics do NOT kill viruses!

We are encouraging students to participate in our campaign's video competition this year. This is the first year that we are offering a unique incentive for winners. The winning video from each age group will be featured on the Department of Health's social media pages to promote proper antibiotic use.

This video contest is open to students in **grades 6-12**. Entries can be submitted by sending your YouTube video link to [Antibioticawareness@pa.gov](mailto:Antibioticawareness@pa.gov).

The deadline for submission is **Oct. 12, 2018, at 5 p.m., EST**. Winners will be notified by telephone by **Nov. 12, 2018**. The top three entries in each grade-level group (grades 6-8 and grades 9-12) will be awarded a prize. Award-winning videos will be published to a Be Antibiotics Aware YouTube channel to be enjoyed by a broad audience.

Please include the signed consent form with each entry. For more information, please visit our website at [www.health.pa.gov](http://www.health.pa.gov).

### Be Antibiotics Aware Video Competition Guidelines:

1. Entries will be judged according to the following two grade-level brackets:  
**Middle School (Grades 6-8) and High School (Grades 9-12)**  
*\*This includes homeschooled students ages 12-18 at equivalent grade levels.\**
2. Students can enter as an individual or a team of up to three members.  
*\*Students from different schools can collaborate as a team, but all members should be in the same grade level/age group.\**
3. Each submission must show how to Use the Right Tool when you are sick, or the effects of not using the right tool (ex. When to use an antibiotic, antimicrobial resistance, how resistance happens, etc.)
4. Only **one** entry is allowed per person and/or team.
5. Judging criteria include:

- **Scientific accuracy**
  - Video based on information and scientific evidence from credible websites including CDC, WHO, and PA Department of Health.
- **If using information from the website, you need to cite the website using the following format:**
  - Last, F. M. (year, month, date published). Article title. Retrieved from URL
  - Ex: Centers for Disease Control and Prevention (2018, May 29). "What everyone should know." Retrieved from <https://www.cdc.gov/getsmart/community/about/should-know.html>
- **Video quality**
  - Superior audio, video, lighting and/or editing
- **Overall presentation**
  - Video containing relevant, interesting and compelling information
- **Creativity**
  - Most important -- to be creative!

6. Submission guidelines:

- Video must be **15-30 sec.** in length.
- Video resolution needs to be **HDTV resolution**, 1080p (1920x1080 pixels, 16:9 aspect ratio).
- Video must be in one of the following formats:  
**AVI, WMB, MOV, or MP4 format** (MP4 and MOV format preferred)
- Video should illustrate one of the following "Use the Right Tool" themes:
  - Knowing when to use vs. when NOT to use antibiotics (bacterial infections vs. viral infections)
  - Finishing full antibiotic prescription, following directions
  - Antibiotic stewardship practices in hospitals or nursing homes.
  - Safe antibiotic use (taking antibiotics with probiotics, yogurt, or food)
- Video must be an original work of the contestant(s).
- Videos should not use copyrighted material without permission.

7. Submission process

- Create a video, and upload your video to YouTube.
- The title of the video should follow this format:
  - **Team/Person's name\_Video title**
- Set the video's private setting to "**unlisted.**"
  - When you upload a video to YouTube, by default it is set as a public video, so change it to unlisted. "Unlisted" means that only people who know the link to the video can view it. **Any video that is released to the public or set as private will not be considered for the competition.**
- Follow these steps to successfully upload your video to YouTube:
  - Sign into your YouTube account;
  - Click the **Upload** button;
  - Select the video which you would like to upload;
  - Add a title (**Team/Person's name\_Video title**) and description;
  - Select **unlisted** from the YouTube privacy drop down; and
  - Click **Publish**.
- Fill out the Entry/Release Form and Parental Consent Form.

Each student participating in the contest must fill out both forms.

8. Submit the forms as well as the YouTube link by email to: [Antibioticawareness@pa.gov](mailto:Antibioticawareness@pa.gov).

9. Department of Health employees' children cannot participate in this competition.

If you have any questions, please contact us at [Antibioticawareness@pa.gov](mailto:Antibioticawareness@pa.gov) or 717-787-1783.

**Each student participating in the contest must fill out a form.**

Full name (contestant): \_\_\_\_\_

Date of birth (MM/DD/YY): \_\_\_\_\_

School: \_\_\_\_\_ Grade level: \_\_\_\_\_

School address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Is your child is enrolled in a school?  No  Yes

Competition Category:  Individual /  Team (List your team name) \_\_\_\_\_

If this is a team submission, list all individuals that created the video \_\_\_\_\_

Video title \_\_\_\_\_

Video's YouTube link \_\_\_\_\_

Brief Description of Video \_\_\_\_\_

By checking this box:

1. I acknowledge that I have read and understood the attached 2018 Video Competition guidelines. I will comply with these contest rules.
2. I allow my first name, age, grade level and entry to be displayed on the program's website ([www.health.pa.gov](http://www.health.pa.gov)) and used during the annual National Antibiotic Awareness Week (Nov. 12-18).
3. I grant my permission to release submitted materials for publication on social media platforms.

After the competition, I would like to provide feedback to improve future competitions by receiving a survey to fill out.

\_\_\_\_\_  
**Student's Signature**

\_\_\_\_\_  
**Date**

*Privacy Statement: Any personal information provided for participation in these competitions will be kept confidential and will not be used, sold or otherwise distributed to third parties.*

Full name of parent or legal guardian: \_\_\_\_\_

Child's full name (contestant): \_\_\_\_\_

Date of birth (MM/DD/YY): \_\_\_\_\_ Grade level: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Is your child is enrolled in a school?  No  Yes

Name of the school: \_\_\_\_\_

Is your child attending a childcare facility?  No  Yes

Name of the childcare facility: \_\_\_\_\_

By checking this box:

1. The contestant has my consent and permission to enter and participate in the 2018 Be Antibiotics Aware Art/Video Competition.
2. I acknowledge that I have read and understood the attached competition guidelines. The contestant and I will comply with these contest rules.
3. I allow the contestant's first name, age, grade level and entry to be displayed on the Be Antibiotics Aware program's website ([www.health.pa.gov](http://www.health.pa.gov)) and to be used during the annual National Antibiotic Awareness Week (Nov. 12-18).

**Parent or legal guardian contact information**

Street address: \_\_\_\_\_

City, state, zip: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

After the competition, I would like to provide feedback to improve future competitions by receiving a survey to fill out.

\_\_\_\_\_  
**Signature of parent or legal guardian**

\_\_\_\_\_  
**Date signed**

*Privacy Statement: Any personal information provided for participation in these competitions will be kept confidential and will not be used, sold or otherwise distributed to third parties.*