

# Lights, Camera, Action for Antibiotics Video Contest

## INFORMATION & RULES

The Minnesota Department of Health invites Minnesota high schools and youth programs to help increase antibiotic awareness through the Lights, Camera, Action for Antibiotics Video Contest. Students will produce a 30-second video to spread the word about antibiotic resistance and good antibiotic use. A panel of expert judges will review submitted videos and select finalists. Finalist videos will be posted online for public voting.

**MDH will purchase up to three winning videos to be used in public outreach initiatives.**

### The Problem

Antibiotics are powerful tools for fighting and preventing infections. However, widespread use of antibiotics has led to an alarming increase in infections that do not respond to antibiotics. This is called “antibiotic resistance”. Antibiotics are an important part of medical care. The best way that we can keep antibiotics working is to use them only when they are really necessary and to use them in the right way. Along with our health care providers that prescribe antibiotics, there are things that we can all do to help prevent antibiotic resistance.

Antibiotic resistance is impacted by human, animal, and environmental factors. This video contest focuses on how we can be good stewards in our human health care interactions.

### Key Messages

- Antibiotics help us treat bacterial infections, but these powerful drugs are losing their effectiveness as more and more bacteria develop resistance to them.
- Antibiotic resistance is one of the world’s most serious health threats, and CDC estimates that 2 million Americans have an antibiotic-resistant infection each year, with 23,000 dying as a result.
- Hand washing, vaccination, and safe food handling can help prevent many types of infections, including those caused by resistant bacteria.
- Antibiotics are only effective against bacteria; they don’t work on viruses that cause colds, the flu, bronchitis, and many sore throats, sinus, and ear infections.
- Ask your health care provider how to get symptom relief without antibiotics.



## LIGHTS, CAMERA, ACTION FOR ANTIBIOTICS VIDEO CONTEST

- Take prescribed antibiotics exactly as instructed by your health care provider.
- Never skip doses or stop taking an antibiotic early.
- Discard leftover medications as directed to keep them out of the environment.
- Additional information and resources are available at the [Lights, Camera, Action for Antibiotics Video Contest \(http://www.health.state.mn.us/onehealthabx/video\)](http://www.health.state.mn.us/onehealthabx/video) page.

### What You Can Do

Use the Lights, Camera, Action for Antibiotics Video Contest as part of the school arts curriculum, a youth program, or as an extra project for motivated students. Display the Lights, Camera, Action for Antibiotics Video Contest poster to let others in the school know about the chance to participate and to raise awareness for online voting in Spring 2018.

### Awards

Minnesota Department of Health will purchase up to three winning videos:

- \$500 for the first place video
- \$250 for the second place video
- \$250 for the third place video

Videos will be added to Minnesota Department of Health's portfolio of public and patient engagement materials.

### Judging

A team of judges, expert in science, communication, or video production, will review submitted videos and select finalists. The panel of judges will be selected by the contest sponsor, Minnesota Department of Health. All decisions are final and binding. Finalist videos will be featured on the [Lights, Camera, Action for Antibiotics Video Contest \(http://www.health.state.mn.us/onehealthabx/video\)](http://www.health.state.mn.us/onehealthabx/video) page, where online voting will determine the winners.

The panel of judges will evaluate videos based on the following criteria:

- 50 percent of score – effectiveness of the message
- 25 percent of score – creativity and originality
- 25 percent of score – online votes

Be creative! Videos can be funny, serious, or anywhere in between, but they must be made with the goal of educating young people about antibiotic resistance and appropriate antibiotic use.

## Winner Notification

The winners will be notified by phone and/or email by Feb. 21, 2018. A ceremony on March 14, 2018 will honor the winners and will include a screening of the top videos.

## How to Enter

### STEP ONE: MAKE YOUR VIDEO WITHIN THE RULES

We want to make sure your video qualifies for the contest, so please follow the rules for the content and format of video entries. Videos that do not meet these criteria will not be judged.

- Videos must include at least 3 facts from the key messages.
- The length of the video must be exactly 30 seconds.
- Minnesota students in grades 7-12 are eligible to enter.
- Videos must be created by students, not adults. The video can be done as part of a class or youth program, but must be the students' work.
- Videos must not infringe on third party rights. Restrictions include, but are not limited to, use of commercially produced music, video, images (e.g., logos), or trademarked products (e.g., pharmaceutical names).
- Videos containing language, images of the body, or other content inappropriate for a general audience, including small children, will be disqualified.
- Videos must be submitted in one of the following formats: .MOV, .MPEG4, or .AVI
- Videos must have a unique title. Do not call your video "Lights, Camera, Action for Antibiotics Video Contest."

### STEP TWO: MAKE IT OFFICIAL WITH THE ENTRY FORM

- Complete the entry form (including signatures) and mail to:  
Lights, Camera, Action for Antibiotics Video Contest  
Minnesota Department of Health  
PO Box 64975  
St. Paul, MN 55164-0975
- Contestants (and their parent or guardian if contestant is under the age of 18 years) must agree to all terms and conditions on the entry form.
- Upload your video to YouTube and e-mail a link to [health.stewardship@state.mn.us](mailto:health.stewardship@state.mn.us).
  - Title on YouTube must match your title on the entry form.
- Videos must be submitted no later than Dec. 22, 2017 by 4:30 p.m. Central Standard Time.
- Students may submit multiple videos, but each video must have its own entry form.

### STEP THREE: GATHER VOTES FOR THE BEST VIDEO

MDH will notify finalists by phone and/or email by Jan. 17, 2018. Online public voting for finalist videos will take place from Feb. 2-16, 2017. Finalists are strongly encouraged to promote their video to friends, family, and classmates during this time.

## Dates to Note

- Nov. 12-18, 2017 – [Get Smart About Antibiotics Week](https://www.cdc.gov/getsmart/week/) (<https://www.cdc.gov/getsmart/week/>) Look for news and events about antibiotic use!
- Dec. 22, 2017 – Deadline for video submission
- Jan. 8-12, 2018 – Judging
- Jan. 17, 2018 – MDH will notify contest finalists
- Feb. 2-16, 2018 – Public voting
- Feb. 21, 2018 – MDH will notify contest winners
- March 14, 2018 – Lights, Camera, Action for Antibiotics Video Contest Honors Ceremony

## Important Safety Notice

Safety should be the highest priority. MDH and the Lights, Camera, Action for Antibiotics Video Contest sponsors take no responsibility and assume no liability for any omissions, acts or damages that may result from the preparing of materials to submit to this contest. Student producers should safely conduct their projects and avoid potentially dangerous production situations that put crew, actors, or the public at risk.

## Questions

For questions, write to us at [health.stewardship@state.mn.us](mailto:health.stewardship@state.mn.us). Questions and answers will be posted on the [Lights, Camera, Action for Antibiotics Video Contest](http://www.health.state.mn.us/onehealthabx/video) (<http://www.health.state.mn.us/onehealthabx/video>) page. Check the website frequently to keep up to date.

## HEALTHCARE-ASSOCIATED INFECTIONS UNIT

Minnesota Department of Health  
PO Box 64975  
St. Paul, MN (zip) 55164-0975  
(phone) 651-201-5414 or 1-877-676-5414  
[health.stewardship@state.mn.us](mailto:health.stewardship@state.mn.us)  
[www.health.state.mn.us](http://www.health.state.mn.us)

11/2017