



Contest Overview

HealthFlix, a public service announcement contest, is an opportunity for young filmmakers and videographers to create commercials promoting health and safety. These commercials, should clearly target a specific audience and behavior as identified in the topic categories.

We are offering several prizes for both schools and students. The contest is designed to accommodate those in middle school and high school as well as college students, but the contest is primarily marketed to high school students. Students can compete as part of a class project or as an individual.

Who are we?

HealthFlix is overseen by an advisory board made up of representatives from Central Ohio public health, businesses, hospitals, media production and education. All members have an interest in how technology can be used to promote health, safety, and wellness.

So what do students get?

Very simple. Students and schools get the chance to win substantial prizes for your creative team and your school (if you're in school), and you get the chance to create a PSA that could be used by service agencies to inform and, hopefully, motivate people to change their lives for the better.

Then what do we get?

We get three things:

- 1) The opportunity to preview and potentially use some great new PSAs;
- 2) New talent engaging in public service. This may not seem like a lot, but public service needs motivated new talent to work on campaigns to better our communities.
- 3) Lastly, and to be honest, we get a bunch of creative people thinking critically about how and why to motivate their peers on a given topic. That's pretty amazing!

Contest Age Groups

The contest is open to students of any age though it is targeted to those students in grades 9-12. The videos may include adult actors though the production and creative efforts need to be the product of students.

Contest Topic Categories

“Cover the Cough”

Demonstrates proper coughing or sneezing into one's elbow or upper sleeve (see www.cdc.gov for more information). Should NOT portray coughing into one's hands.

“Active Lifestyle”

Encourages viewers to become active or increase activity levels through everyday activities (gardening, taking the stairs, etc.) or organized exercise (walking, running, etc.)

“Distracted Driving”

Portrays the dangers of driving while engaging in other activities (talking on cell phones, putting on makeup, eating, etc.) or while day dreaming.





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Below are the critical components for a successful entry into the contest.

Table 1. Overview of Submission Requirements

1	Format	Full Quality/Full Frame (720 x 480 pixel) AVI, WMV, Quick Time or MPEG
2	Length	28-30 Seconds
3	File Size	Less than 10 MB for the submission (source file may be larger)
4	Copyrighted Material	Use of copyrighted material not allowed
5	Release Forms	Release form signed by legal guardian must be faxed to (937) 645-3047 or emailed to Jennifer.thrush@odh.ohio.gov for all persons under age 18 appearing in video
6	Entry Fee	No entry fee for a team's first entry (See Page 5, Entry Fees)
7	Entry Forms	Must be completed online at www.healthflix.org
8	Uploaded Submissions (Preferred)	Upload to www.youtube.com and provide the tag "healthflix" (all one word)
9	Deadline	Must be received by 11:59 p.m., April 13, 2009—no exceptions

Questions During the Contest

Please visit www.healthflix.com for more contest details. Questions about the competition can also be sent to Jennifer.thrush@odh.ohio.gov or (937) 645-2047. Questions will be answered until Monday, April 6, 2009.