**COVID-19 Youth Media Messaging Competition Guidelines**

We invite up to 100 teams of high-school and undergraduate students (50 teams from each student pool) to participate.

A kick-off event will be held on May 14th at 12:00 p.m., to provide details about the project. Visit [www.vaccinemediacontest.com](http://www.vaccinemediacontest.com) to register to attend. You will receive an email shortly after you register with a Zoom link to join the kick-off event.

After attending the kick-off event, decide if you want to enter the competition. If you do, your next steps are outlined below.

To be eligible to compete, please do the following:

1. Create your team:
   1. Two OR Four people per team, who either attend high-school (to compete against other high-school teams) or college (to be eligible to compete against other college teams). All people within each team must be in the same student pool. Teams who have students who attend high-school **AND** college are **NOT** eligible to participate.
   2. Decide on a name for your team for registration purposes.
2. Register your team:
   1. Once you have a team and a name, register your team by emailing [contact@vaccinemediacontest.com](mailto:contact@vaccinemediacontest.com) with the following information:
      1. A completed parental/guardian consent form (link)
      2. Name of your team and how many members there are.
      3. Name and email addresses of team members OR parent/guardian (for the communication purposes and for winnings).
3. Watch all webinar trainings and complete the training evaluation survey provided on the website [www.vaccinemediacontest.com](http://www.vaccinemediacontest.com) which will be added to the website at the same time the trainings are added in May 2021. Each individual team member must complete the training evaluation survey for your team to be eligible.
4. All team members registered will be invited, by email, to attend live Question & Answer sessions in May and June with health professionals who will answer any questions you and/or your family, guardian(s), and friends have about the COVID-19 vaccines.
5. Throughout the competition, team members can contact the organizers with questions. Frequently asked questions & answers will be provided on the website and updated weekly to provide participants with resources to refer to.

**Competition Rules**

1. Every team must view ALL training webinars hosted on the competition YouTube channel, which will be secured by a password. Each team will receive an email from the organizers with the password. Links to training webinars will be provided on the website [www.vaccinemediacontest.com](http://www.vaccinemediacontest.com). Email reminders will be sent to every participant to advise when the trainings have been posted. Participants are welcome to watch the trainings as many times as needed.
2. For your team to be eligible for prizes, each team member will be required to complete a brief training evaluation survey, which will be provided on the website. The survey will ask questions about the webinar trainings to evaluate whether participants have watched the trainings or not. Each team member must achieve a minimum of 85% on the survey to submit their entry to the competition. The survey can be taken multiple times until the 85% score has been reached.
3. Students will be given six weeks from May through June 2021, to complete all trainings, complete the training evaluation survey, and create their final product.
4. Once you have created your final product, send it to the competition organizers at [contact@vaccinemediacontest.com](mailto:contact@vaccinemediacontest.com).
5. For high school students, we ask that you do **NOT** show your face in any video content your team creates. You can include any adult (e.g., grandparent, parent, teacher, doctors, pastors, siblings, family members) but every person included in your content must be an adult for the purposes of protecting your privacy.
6. Winners will be selected by a panel of judges who will adjudicate each entry within each student category. Winners will be selected based on:
   1. Accuracy
   2. Message Positivity (fear and negativity do not work well)
   3. Clarity (is it clear and easy to understand)
   4. Visual Appeal
   5. Innovation and approach (e.g., is the content and approach different than other student entries)
   6. Effectiveness (how effective do panel judges believe the message will be at reducing vaccine hesitancy)

Once winners have been selected, the organizers and organizational supporters will share the winning entries on their social media accounts.

1. The prizes for the winning entries are as follows:
   1. 1st Prize: $200 per team
   2. 2nd Prize: $160 per team
   3. 3rd Prize: $120 per team

Winners will be asked to select their prize from a range of gift cards, including Visa and Amazon. Additionally, prize winners can also select to receive their gift via a Venmo deposit.

1. After winning entries have been selected, certificates of completion will be emailed to each team member.
2. Once winners have been selected and certificates have been received, teams will be encouraged to share their content on their own social media accounts with the hashtag #CAHealthMsgCompetition. However, we ask that teams do NOT share their content on social media prior to the selection of winners. Sharing content prior to winner selection will result in immediate DISQUALIFICATION.