

Be Well Arkansas – Cancel COVID on College Campuses Video Challenge
Creative PSA videos to share the importance of following ADH guidelines to prevent the spread of COVID-19.

SUBMISSION START: 09/11/2020
SUBMISSION END: 11/06/2020 11:59 PM
WINNERS ANNOUNCED: 12/4/2020

Description

Be Well Arkansas is the Arkansas Department of Health's (ADH) Wellness Services that link Arkansans to local resources they can use to improve their health and well-being. The COVID-19 pandemic is affecting thousands in Arkansas, with more positive cases emerging as students move back on campus and socialize. ADH is launching a competition to reward student videos with messages aimed at preventing additional positive cases. The challenge will focus on **short-format video content** to amplify trusted voices on college campuses so messages resonate with students. Entries should promote and encourage COVID safety by wearing a facial mask or practicing social distancing and be unique to Arkansas. Be creative in communicating your COVID safety message, but please follow the CDC and ADH guidance.

The Challenge:

Explain how college students can prevent the spread of COVID on their campus and in their surrounding community in a short (30 seconds to 2 minutes) YouTube video, that uses entertainment, emotion, creativity, and/or humor to motivate students to respond.

Prizes

Prizes will be allocated as follows:

- \$5,000 for a grand prize winner
- \$2,500 for a runner-up
- \$1,000 for (10) honorable mentions

Video Eligibility:

To be eligible to participate in the Challenge, the applicant must submit a video that meets the following requirements:

- Be 30 seconds to 2 minutes in length;
- Be uploaded to YouTube
- Be fact-based and contain no misleading or false information;

Applicant eligibility:

This video prize challenge is open to any registered student organization that can create a video that meets all the requirements of this challenge. No individual entries will be accepted. Each group may submit more than one video.

Video messaging guidance

All videos *are strongly encouraged to:*

- Contain a balance of emotional storytelling and clear, relevant, motivating information.
- Discuss the link between tobacco use, diabetes and COVID19
- Discuss the importance of getting a flu vaccination
- Highlight campus diversity and include messaging that is inclusive to all groups including racial and ethnic minorities, non-English speakers, persons with disabilities and others.
- Consider using languages other than English
- Defining COVID-19 Terms such as Isolation, Quarantine, Case Contact, Case

Investigation.

- Contain messages that encourage the proper use of cloth masks and discourage gaiters, bandana's and masks with valves.
- Encourage testing and reporting results to the appropriate campus entity
- Contain messaging about avoiding crowds

Guidance for Video Tags and Titles

Appropriately tagging and titling videos can make them more visible. Some suggested hashtags include:

- #bewellArkansas
- #cancelCOVID

Terms and Conditions

By submitting an application, applicants confirm that they have the written consent of any person or business to appear in the video, or the parent or guardian of any minor who appears in the video.

Judging Process

Each submission will be scored by multiple reviewers on the following five criteria, which are described in detail below:

- Potential for impact (25%)
- Diversity/Inclusion (25%)
- Technical quality (5%)
- Be well impact - tobacco, diabetes, flu vaccine (15%)
- Viral potential (15%)
- Creativity (15%)

How to submit your entry

To apply, participants should email the required information to **Danny.Baxter@arkansas.gov** at any time during the submission period **with the Subject Line: "Video Challenge [Team Name], [Title of Video]."** Please include a web link to your video and the required written information as described in the "What to Submit" section.

What to Submit

(1) Link to a 30-second to 2-minute Digital Video:

(2) Team information: In a word or PDF document, please briefly state:

- a. Letter from an appropriate school official that states the submitting organization is a registered student organization and has permission to enter the contest. The school official can include, but is not limited to: a faculty member, director of student life activities, chancellor's office, sorority & fraternity school director, etc.
- b. Who created the video being submitted? State the registered student organization and names of people who were involved in production of the video.
- c. Who will receive funds if awarded? State what campus organization(s) will receive the prize funds if awarded.
- d. *What activities will be supported if awarded funding:* State what project activities will be implemented if you received prize funds.
- e. *How will you share this video widely with your target audience?* Describe how, within whatever resources you have available, you will distribute this video, increase its virality, and ensure that members of the target audience