

2017 BE TICK SMART

HIGH SCHOOL VIDEO CONTEST



Purpose

Participation in the *Be Tick Smart High School Video Contest* provides students with an opportunity to learn about health and science while they build writing and technical skills. Working individually or in teams, students are asked to produce a 30-second public service announcement (PSA) that focuses on educating Vermonters about tickborne disease prevention.

Staff from the Vermont Department of Health (VDH) will judge video submissions based on creativity, accuracy of educational information and production quality. Individual students or teams who create the top three winning videos will receive prizes and will be featured on the Health Department's website. (All videos will be posted on the Health Department website, and some may run on local television stations.)

1st prize is worth up to \$200

2nd prize is worth up to \$100

3rd prize is worth up to \$50

Eligibility

Students in grades 9 – 12, including homeschoolers who are currently residing in the state of Vermont are eligible to participate in the 2017 *Be Tick Smart High School Video Contest*.

Rules & Guidelines

- One entry per individual or team will be accepted. Submission deadline is April 3, 2017.
- All contest entries must be original work created by the student participant(s). Teachers may provide guidance/direction to students but must not participate or feature in the production of the video entry.
- Videos must conform to the PSA format, and must be as close to 30-seconds (without going over) in length. Refer to the PSA Guidelines on the website healthvermont.gov and search: Be Tick Smart video contest.
- Only videos with content deemed appropriate for the public will be accepted. No gratuitous sex, violence, profane language or other offensive material will be accepted.

- Videos must not highlight products, labels or corporate names. Product labels should be covered.
- All videos must comply with copyright regulations.
- All video submissions will become the property of the Vermont Department of Health. Videos will be uploaded to the Vermont Department of Health YouTube channel.
- To enter: email, fax or mail a completed entry form (found on page 4) to:

Shari Levine
Video Contest
Vermont Department of Health
Health Surveillance
108 Cherry Street, Suite 304
Burlington, VT 05401
Shari.levine@vermont.gov
802-951-0132 (phone) or 802-865-7701(fax)
- Upload your video to YouTube.com and send the link to Shari.levine@vermont.gov. Please email or call with questions.
- Got questions? Contact Shari Levine at the Vermont Department of Health at 802-951-0132, toll-free in state at 800-640-4374, or email shari.levine@vermont.gov.
- Any violation of the guidelines/rules will result in disqualification of the video.

Criteria

Videos will be judged based on the following criteria:

- **Direction:** how successful is the individual/team at incorporating the video guidelines?
- **Creativity and Originality:** how creative/innovative are the ideas presented in the video? Does the video convey the message in such a way that the audience can connect to it?
- **Accuracy:** how accurate is the information about ticks and Lyme disease?
- **Production Quality:** Are the visuals easy to see, and is the dialogue (audio) easy to hear?

Topics and Reference Material for Tickborne disease Prevention

Required messages:

- Use insect repellent and wear protective clothing
- Perform daily tick checks
- Remove ticks promptly
- Watch for symptoms of tickborne disease

Examples of Other Possible Topics

- What is a tickborne disease?
- Who is at risk of getting tickborne disease in Vermont?
- What are some common symptoms of tickborne disease?
- What is a good tick habitat?
- Where are deer ticks most likely to be encountered?
- How does the deer tick life cycle play a role in the transmission of tickborne disease?

Reference Websites for Lyme disease

The Vermont Department of [Health Lyme Disease Page](#)

The Vermont Department of Health [Prevent Tick Bites Page](#)

The Vermont Department of Health [Types of Ticks in Vermont Page](#)

The Centers for Disease Control [Lyme Disease Page](#)

Tips for Video Creation

There are many software programs and apps that will help you to create a video on your phone or with a camera. The software or app you select will depend on which type of camera or cell phone you are using (Android or Apple). Look online for free software and apps that work with your equipment.

2017 Be Tick Smart High School Video Contest Entry Form



Date _____

Name of School _____

Video Name/Title _____

Print Names of all participants

Email Address

School Mailing Address _____

Phone Number _____

Teacher/Adult's Name _____

Teacher/Adult's Email Address _____

Fax the completed and signed form to Shari Levine 802-865-7701 or email to shari.levine@vermont.gov