

OUR HEALTH DESERVES A BOOST(ER)!

Official Entry Requirements and Rules

Our Health Deserves a Boost(er)! challenges San Diego County youth and young adults to raise awareness about the importance of the COVID-19 vaccines, COVID-19 booster doses, and the positive equitable impact on current and future generations through video and visual art. Eligible participants will be organized into three groups: Ages 5–11, Ages 12–17, and Ages 18–25, to potentially place in Gold, Silver, or Platinum categories. Winners may receive items from the County of San Diego and/or one or more sponsored *Live Well* partner(s).

Please note: We highly recommend keeping the morning of **August 12, 2022** available, if possible, if you are chosen as a winner for this year's Youth Challenge: *Our Health Deserves a Boost(er)!* Further details will be provided as we move closer to this date.

ELIGIBILITY

No purchase necessary. California participants only. Must live in San Diego County with verifiable proof of address and be a youth or young adult 5–25 years of age to enter. Cannot be a County of San Diego employee, staff, judge, or family member of the preceding groups.

HOW CAN I PARTICIPATE?

Videos and visual art can be designed using the participant's preferred creative outlet. The videos or visual art will be distributed throughout County sites that will be seen by the public, so we are looking for high quality artwork in addition to on-topic messaging. Some acceptable submissions include: a TikTok, Instagram Reel, Facebook Story, YouTube video, a painting, meme, poster, handout, flyer, or infographic.

Eligible youth and young adults may participate by submitting one entry for the following category that falls into their age group:

- **Vax Benefits for Participants Ages 5-11:** Create a video or visual art piece showing or explaining why it is important to get vaccinated against COVID-19 responding to one of the following questions: *Why is getting vaccinated for COVID-19 important?* or *What reasons would you give someone to motivate them to get vaccinated against COVID-19?*
- **Vax Facts for Participants Ages 12-17:** Create a video or visual art piece explaining how getting boosted against COVID-19 benefits the community's well-being with at least one fact about COVID-19 boosters from the website of an organization provided on page 2.
- **Beyond the Boost(er) for Participants Ages 18-25:** Create a video or visual art piece explaining how vaccinations create a more inclusive and equitable community for current and future generations with at least one fact about social impact to support your reasoning from the website of an organization provided on page 2.

SUBMISSION REQUIREMENTS

All submissions must be original work. Any use of copyrighted materials will **not** be accepted. Do not use artwork, music, slogans, or characters (such as Zelda, Bugs Bunny, SpongeBob, or Disney Characters) from the internet that are protected by copyright.

All submissions must include the web address "Coronavirus-SD.com/Vaccine," and the text "Be COVIDSafe" and "Get Vaccinated and Boosted."

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All Videos Must be Within the Following Guidelines:

- Must include: “*Our health and the health of our community deserves a boost(er).*”
- Length: 15 to 60 seconds.
- Quality: At least High Definition (720p); at maximum Ultra High Definition (2160p).
- Format: MP4 or WMV format.
- Audio: Dialogue must be understandable and clear in your preferred language. The sound throughout the entire video should have the same volume.
- Script: All submissions must include a simple, followable script attachment in English. The script does not have to be formatted in a specific way.
- Participant must upload their video submission to a publicly accessible page and provide a corresponding link when completing their submission form. Video submissions **must** be accessible via the link provided to be evaluated by the judging panel.

All Visual Art Must be Within the Following Guidelines:

- Language: Any written or typed content should be understandable and clear in your preferred language. If written in a language other than English, a script or copy in English must also be included.
- Size: Uploads must be less than 30MB.
- Dimensions: Your visual art needs to be capable of being displayed or presented to the public without causing harm or injury to yourself or others.
- Format: An image or photo in PDF, JPG, GIF, or PNG.
- Title: Exported visual art should be saved with the TITLE that matches the category.
 - For example: VaxBenefits_Last Name First Name_2022_My Visual Art.PNG

Additional Submission Requirements for Vax Facts for Participants Ages 12-17:

- Fact(s) featured must be from at least one of the following organizations: U.S. Food and Drug Administration, Centers for Disease Control and Prevention (CDC), National Institutes of Health, Office of Disease Prevention and Health Promotion: Healthy People, Youth.gov, Public Health Communications Collaborative (PHCC), California Department of Public Health (CDPH), California Strategic Growth Council, Health Resources and Services Administration (HRSA), County of San Diego, or *Live Well San Diego*.
 - We have provided some links below as a helpful starting point.
 - CDC: <https://www.cdc.gov/coronavirus/2019-ncov/index.html>
 - CDPH: <https://covid19.ca.gov/>
 - PHCC: <https://publichealthcollaborative.org/>
 - Youth.gov: <https://youth.gov/feature-article/covid-coronavirus-resources>

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- Fact(s) need to be at least one complete sentence and clearly visible within your work.
- All sources must be submitted with the **direct link** to your fact(s) from the organization's COVID-19 vaccine page. If using more than one reference, separate links using semi-colons (;).

Additional Submission Requirements for Beyond the Boost for Participants Ages 18-25:

- Fact(s) featured must be from at least one of the following organizations: U.S. Food and Drug Administration, Centers for Disease Control and Prevention (CDC), National Institutes of Health, Office of Disease Prevention and Health Promotion: Healthy People, Youth.gov, Public Health Communications Collaborative, California Department of Public Health (CDPH), California Strategic Growth Council, Health Resources and Services Administration (HRSA), County of San Diego, or *Live Well San Diego*.
 - We have provided some links below as a helpful starting point.
 - CA Strategic Growth Council: <https://sgc.ca.gov/programs/racial-equity/>
 - CDC: <https://www.cdc.gov/coronavirus/2019-ncov/community/health-equity/index.html>
 - CDPH: <https://covid19.ca.gov/equity/>
 - *Live Well San Diego*: <https://www.livewellsd.org/content/livewell/home/Topics/health-equity.html>
 - ODPHP: <https://www.healthypeople.gov/2020>
- Fact(s) need to be at least one complete sentence and clearly visible within your work.
- All sources must be submitted with the **direct link** to your fact(s) from the organization's website. If using more than one reference, separate links using semi-colons (;).

Judging Criteria

We're looking for *positive* messages and visuals to share with other youth and young adults! Some of the judging criteria include:

- | | | |
|--------------------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> Accuracy of information | <input type="checkbox"/> Originality | <input type="checkbox"/> Message |
| <input type="checkbox"/> Appeal to youth | <input type="checkbox"/> Creativity | <input type="checkbox"/> Inspiration |

Only one submission per eligible participant. All participants should submit their video link or visual art through the Coronavirus-SD.com/Challenge submission page no later than Saturday, July 23, 2022, 11:59 PM.

All submissions must be accompanied by a completed [Registration & Release Form](#).

Please plan ahead to ensure your work is submitted successfully in the event you require additional assistance.

For questions, email LiveWellYouth@sdcounty.ca.gov

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Winner Selection

All submissions for choosing participant winners will be voted on by a panel of seven or more judges, including representatives from the *Live Well San Diego Youth Leadership Team*, [San Diego County Credit Union](#), [Brown Marketing](#), and the [County of San Diego](#).

Winners will need to verify their date of birth and San Diego County address prior to accepting the winning items. Additional verification details will be emailed to the winners to ensure participants met eligibility requirements. If you are under 18 years of age, a parent/guardian must be present in order to receive the prize.

WINNERS MAY RECEIVE THE FOLLOWING				
PLATINUM				
1 winner: <i>Any age group</i>	\$1,200	Opportunity for video or visual art to be shared through County media communication outlets*	Award certificate signed by the San Diego County Board of Supervisors Chair and County Public Health Officer	Featured on County website(s) with a link to the participants social media or professional website (if applicable)
GOLD				
3 winners: <i>05-11 group 12-17 group 18-25 group</i>	\$400	Opportunity for video or visual art to be shared through County media communication outlets*	Award certificate signed by the San Diego County Board of Supervisors Chair and County Public Health Officer	
SILVER				
3 winners: <i>05-11 group 12-17 group 18-25 group</i>	\$100	Opportunity for video or visual art to be shared through County media communication outlets*		

* Exhibits include digital, print, visual, verbal, or nonverbal communications for legitimate use at the discretion of the County and/or partner organizations.

All gift cards provided, totaling \$2,700, are from contributions made by our sponsor, [San Diego County Credit Union](#) (SDCCU).

