

OUR HEALTH IS WORTH A SHOT!



May 24 through June 25, 2021

Official Entry Requirements, Rules, and Tips

Our Health is Worth a Shot! challenges San Diego County youth and young adults to raise awareness about the importance of the COVID-19 vaccine through video and visual art. Eligible participants will be organized into three groups: Ages 12–14, Ages 15–17, and Ages 18–24, to potentially place in Platinum, Gold, or Silver categories for the opportunity to receive the winning items outlined on page 3.

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 12–24 years of age to enter. Cannot be a County of San Diego employee, staff, judge, or be a family member.

HOW CAN I PARTICIPATE?

Videos and visual art can be designed using your 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.

Students from an eligible group above may participate by submitting an entry for any of the following categories:

- **Reel Talk** — Create a 15- to 60-second video responding to one of the following questions: “*Why is getting vaccinated for COVID-19 important to you?*” or “*What are you most excited to get back to after you’re fully vaccinated?*”
 - For example: a TikTok, Instagram Reel, Facebook Story, or YouTube video
- **Vax Facts** — Create/design a visual art piece highlighting at least one complete fact about COVID-19 vaccines from the website of an organization provided on page 2.
 - For example: a painting, meme, poster, handout, flyer, or infographic
- **Beyond the Shot** — Beyond protecting individuals against the virus that causes COVID-19, vaccinations have many benefits for the well-being of our community. Create a 15- to 60-second video or visual art piece that showcases a *positive* impact made possible because of the vaccine.



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](https://www.coronavirus-sd.com/vaccine)," and the text "Be COVIDSafe" and "Get Vaccinated."

Videos Must be Within the Following Guidelines:

- Must include: "Our health and the health of our community is worth a shot."
- Length: 15 to 60 seconds in length.
- 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.

Visual Art Must be Within the Following Guidelines:

- Fact(s) featured must be from one of the following organizations: U.S. Federal Drug Administration, Centers for Disease Control and Prevention, National Institutes of Health, California Department of Public Health, or County of San Diego.
- 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.
- 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: VAX FACTS_Last Name First Name_2021_My Visual Art.PNG

Judging Criteria

We're looking for *positive* messages and visuals to share with other youth and young adults!

Some of the judging criteria include:

- Accuracy of information
- Appeal to youth
- Originality
- Creativity
- Message
- 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 Monday, June 25, 2021, 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

WINNER SELECTION

All submissions for choosing participant winners will be voted on by a panel of seven 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 WILL 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, HHSA Director, and County Public Health Officer	Featured on County website(s) with a link to the participants social media or professional website <i>(if applicable)</i>
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GOLD

3 winners: <i>12-14 group 15-17 group 18-24 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, HHSA Director, and County Public Health Officer
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SILVER

3 winners: <i>12-14 group 15-17 group 18-24 group</i>	\$100	Opportunity for video or visual art to be shared through County media communication outlets*
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* 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).



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