

# OUR HEALTH IS WORTH A SHOT!



## Calling All San Diego County Youth & Young Adults!

*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 below.

### WINNERS WILL RECEIVE THE FOLLOWING

#### PLATINUM

<b>1 winner:</b> <i>Any age group</i>	<b>\$1,200</b>	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 (if applicable)
------------------------------------------	----------------	----------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------

#### GOLD

<b>3 winners:</b> <i>12–14 group 15–17 group 18–24 group</i>	<b>\$400</b>	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
-------------------------------------------------------------------------	--------------	----------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------

#### SILVER

<b>3 winners:</b> <i>12–14 group 15–17 group 18–24 group</i>	<b>\$100</b>	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.

### TELL US THROUGH VISUAL ART OR A SHORT VIDEO!

Participants from three groups may submit an entry from any one of the following choices:

- **Reel Talk** — Create a 15- to 60-second video responding to one of the following questions:
  - a. “Why is getting vaccinated for COVID-19 important to you?” **or**
  - b. “What are you most excited to get back to after you’re fully vaccinated?”
- **Vax Facts** — Create/design a visual art piece highlighting at least one fact about COVID-19 vaccines (For example: a painting, meme, poster, handout, flyer, or infographic)
- **Beyond the Shot** — Create a 15- to 60-second video **or** visual art piece that showcases a positive impact made possible because of the vaccine.

We’re looking for *positive* messages and visuals to share with other youth and young adults! Some of our judging criteria includes accuracy of information, appeal to youth, originality, creativity, message, and inspiration.

#### CHALLENGE INFORMATION

Visit [Coronavirus-SD.com/Challenge](https://Coronavirus-SD.com/Challenge) to learn more and get started!

Submissions close June 25, 2021, 11:59 PM.

#### QUESTIONS

[LiveWellYouth@sdcounty.ca.gov](mailto:LiveWellYouth@sdcounty.ca.gov)

Sponsored by



LIVE WELL  
SAN DIEGO