Asthma 411 Breathe with Ease PSA Challenge

**Purpose:** To promote asthma awareness and respiratory health through creative projects that inspire people to think, discuss solutions, and take action.

**Goals:**

* To provide a project-based and service learning opportunity for students
* Develop peer-generated content that engages young people and the community in promoting asthma awareness and healthy breathing

**Topics:** Each entry must focus on ONE of the following asthma and respiratory health topics as it relates to the student population and school environment:

1. Vaping/e-cigarettes
2. Asthma and athletics/physical activity
3. Poor living conditions/secondhand smoke
4. Life with Asthma

Once your topic and group have been submitted, we will provide you with some information to help you understand issues around your topic of choice. Please contact [asthma411@unthsc.edu](mailto:asthma411@unthsc.edu) for more information or if you have any questions pertaining to your topic of choice.

**Eligibility:** Each team member must be enrolled in a high school with one of the participating Asthma 411 school districts.

**Rules and Guidelines:**

1. The length of the video should not exceed 90 seconds (one and a half minutes), not including credits (15 second max)
2. All entries should begin with a 5 second full-screen “title screen” that includes the following information:
   1. Team name
   2. School name
   3. School District
   4. Title of Video
3. The video must be original and be produced solely by the students. All information presented in the video must be cited, giving credit to the original source. Plagiarism of any kind will result in disqualification. You must submit a list of your sources on a separate word document, properly cited.
4. No copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.
5. Each team must elect one student to serve as the main point of contact. However, recognition and prizes will be awarded to the entire team.
6. Each team must consist of no larger than **4 team members**.
7. No professional assistance is allowed. Adults may assist with production but are limited to verbal guidance only. Adults are allowed to be actors or cameramen but not content contributors.
8. All portions of the online entry form must be completed when you upload your video for it to be eligible.
9. You must submit a signed/completed Actor Release Form for each person appearing in your video who is not UNTHSC personnel. Forms must be sent to asthma411@unthsc.edu
10. Content must comply with all local and national laws. Content must not 1) promote illegal behavior; 2) support racial, religious, sexual or other invidious prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy or any person; 6) be otherwise inappropriate as determined by Asthma 411 and UNTHSC in its sole and conclusive determination.
11. The judges’ decision is final. Judges will award a first place, second place, and third place winner which will be decided based on the rubric.
12. The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. Asthma 411 will pay filmmakers no additional compensation nor be liable to the filmmakers under any circumstances.
13. All entries must be submitted in English, if entries are not in English they must include English subtitles.
14. Students should keep at least one copy of their video. Asthma 411 is not responsible for any films that are lost, damaged, or that do not upload properly.
15. Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions.
    1. Entrants grant Asthma 411 and UNTHSC the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.
16. Entrants also grant Asthma 411 and UNTHSC the right to use, reproduce, reprint, distribute, perform, and/or display the entrant’s project video without further compensation or notification to the entrant.
17. Asthma 411 and UNTHSC maintains the right to reproduce, reprint, distribute, perform, display or exhibit the project for advertising publicity, and promotional purposes on their website, at partner locations, at conferences and trainings, or at any other venues.
18. By accepting the prizes, winners agree to hold Asthma 411 and all UNTHSC employees harmless against any and all claims of liability arising out of use of such prizes. Winners assume all liability for any injury or damage caused from participation in the contest or use/redemption of any prize.
19. Entrant agree to be bound by the official contest rules and decisions of the judges.

**Contest Deadlines and submission instructions:**

1. Entries must be submitted no later than Tuesday, April 14th at 5:00 PM.
2. We will begin accepting entries beginning on Monday, March 23rd at 8:00 AM.
3. There is no entry fee.
4. All entries must be a digital video and submitted in digital format.
5. Each video must be submitted in MP4, MPEG, MOV, or WMV and not larger than 500 megabytes in size
6. To submit, please upload your video into a drop box and **send us the shared link for the drop box to asthma411@unthsc.edu**

**Judging:** Judges will score each entry based on 8 categories:

1. Technical aspects
2. Creativity
3. Target audience
4. Tag line/messaging
5. Social benefits
6. Factual information
7. Follow-up
8. Overall Impression

**Prizes:**

1st place - $150 Amazon gift Card

2nd place – Google home mini

3rd place – Asthma 411 goodie bag

**Contact Information:** If you have any questions regarding the student PSA contest, please contact the Arts/AV teacher at your school, or contact us at [asthma411@unthsc.edu](mailto:asthma411@unthsc.edu). Questions can also be asked through our website at asthma411.org via the chat function.