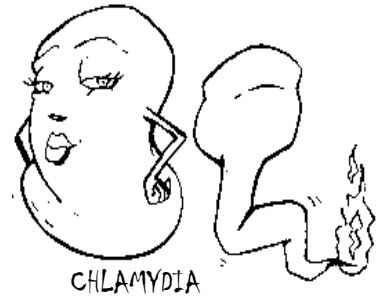


SAFE but VIRAL



Spread awareness, not STIs!

Sexually Transmitted Infection (STI) Awareness Online Video Contest

- Each year, there are approximately 19 million new STIs, and almost half of them are among youth ages 15 to 24.
- In 2010, there were 595 Rockland County residents diagnosed with Chlamydia alone!
- Make a 1 to 2 minute video (see Rules).
- Upload the video to YouTube and enter to win!
- Top 3 most viewed videos will then be judged to determine the winner!



**Entries due
April 22, 2011**

WIN GIFT CARDS!



For Contest Rules and Entry Forms:

please scroll down

Must be between the ages of 18 and 24 years old to enter contest.

Sponsored by the **Rockland County Department of Health**

SAFE but VIRAL: STI Awareness Online Video Contest

Rules and Entry Submission

Note: The following specifications MUST be followed or your entry will not be considered.

Your finished video must meet the following specifications:

- Be creative – and have fun!
- The video must be between 1 and 2 minutes in length.
- Video can be live-action, animated, computer generated, or a combination of formats.
- Videos can be in any language, but if they are in a language other than English, you must include a script in English with your entry submission email.
- Your entry must be original and may not infringe on any third party rights, including any copyrighted music, video, audio or branded product images.
- Keep it clean. No violence, profanity, sex or direct attacks on individuals or organizations. The Rockland County Department of Health (RCDOH) also reserves its right to reject any submitted material that the RCDOH deems improper.
 - Cannot be obscene, pornographic, unlawful, hateful, degrading, intimidating, or racially or ethnically offensive. Cannot contain nudity, pornographic images, or graphic violence; or encourage conduct that could be considered a criminal offense. Cannot contain language that is offensive in nature.
- Requirements for information presented in video:
 - **Must include one or more of the following points**
 - An estimated 3.2 million (1 in 4!) female adolescents across America are affected with one of the most common sexually transmitted infections (STIs), which include human papillomavirus (HPV) infection, Chlamydia, and herpes simplex virus type 2 infection.
 - Among boys ages 15-19 in the US, the rate of Chlamydia has increased almost 46% from 2005 to 2009.
 - Among boys ages 15-19 in Rockland County, the number of Chlamydia cases have almost tripled from 2002 to 2008.
 - In 2008, 161 Rockland County teenagers aged 15-19 were diagnosed with Chlamydia.
 - Consistent and correct use of male condoms prevents the spread of HIV and STIs, including Chlamydia, gonorrhea, and herpes.
 - Among teenage girls who admitted to having ever had sex, 40% tested positive for one of the four most common STIs.
 - If left untreated, STIs can cause genital warts, cancer, infertility, and even death.

AND

Must include the following point

- Free STI testing and treatment is available at Rockland County Health Department clinics, which operate Tuesdays and Thursdays from 3:00-7:00 pm. The clinic is located at the Robert Yeager Health Center, (50 Sanatorium Rd, Bldg. A 2nd Floor, Pomona, NY 10970), and can be contacted at (845) 364-3771

For Entry

- Eligibility: Contest is open to any current resident of Rockland County, who is between the ages of 18 and 24 years old.
- Go to: www.youtube.com and upload your video no later than 11:59 pm on **April 22, 2011** (**extended**).
- After you link your video, subscribe to the Safe But Viral Channel at www.youtube.com/safebutviral AND **send an email** with the subject line “Safe but Viral Online Video Contest Entry” no later than 11:59 pm on **April 22, 2011** with the following information:
 1. YouTube User Name

2. URL to your YouTube video
 3. Your Full Name
 4. Birth date
 5. Phone number
 6. Email address
 7. Rockland County full address
 8. College & Year/Other
 9. End your message with this statement "I agree to the official rules of this contest."
- No other means of entry will be accepted.** To enter the Contest, you have to be a registered YouTube user and must subscribe to Safe but Viral YouTube Channel.

- You may submit only one entry.
- **A completed form must accompany each entry.** See page 3 for form. **If we do not receive your signed entry form, your video will not be judged.** If you have other people in your video, they must fill out a permission form. You must mail the signed, completed forms to us, **postmarked by April 22, 2011 (extended).**
 - Submit your permission form postmarked by April 22, 2011 to:
2011 RCDOH Safe but Viral Video Contest, c/o Natasha Paul
Robert L. Yeager Health Center
50 Sanatorium Drive, Building D, Rm 114
Pomona, NY 10970
- All submitted videos remain the intellectual property of the participant, subject to the following: By submitting a video for consideration in the Contest, you grant the RCDOH rights and license to reproduce, publish (on the RCDOH's website(s), on any other website(s), in print, radio, television or elsewhere), display, distribute, modify, edit, and commercialize the video, in the RCDOH's sole discretion, without limitation and without any compensation or acknowledgment to you or any third party, whether or not the video is selected as a winning video. By entering the contest, you agree that you will provide RCDOH with your video in its original format in order for the video to be used in future health promotion, advertising, or otherwise.
- Have your friends view it from April 23th through May 3rd, 2011. The Top 3 most viewed videos on May 3rd, 2011 will be judged to determine the winner. The winners will receive prizes of gift certificates. (The winners will be also publicized and featured on the RCDOH website and Facebook page)
- Judging: A panel made up of Rockland public health professionals and youth will judge the Top 3 most viewed video submissions to determine the winner and consecutive prizes. The decision of the judges is final. The videos will be judged on the following criteria:
 - Content: Does the video include required information? Does the video raise awareness about STI awareness/prevention? Does the video motivate youth to take steps to be safe?
 - Creativity/ Originality: Are your ideas innovative and creative? Does the video have concepts, ideas and a format that is fresh and new?
 - Execution: Is your video executed with skill and attention to detail? Is the use of technology effective and used appropriately to get the "message" across to the audience?
 - Impact: Is the video relevant and interesting to an audience of Rockland County youth? The Panel will judge whether the video is persuasive, memorable, and moving.
- Prizes: Subject to compliance with this Official Rules and Submission Agreement. The prizes are gift certificates.

Contest questions? Contact Natasha Paul at pauln@co.rockland.ny.us or (845) 364-2997

Sponsored by the **ROCKLAND COUNTY DEPARTMENT OF HEALTH**





County of Rockland

ROCKLAND COUNTY DEPARTMENT OF HEALTH

The Dr. Robert L. Yeager Health Center
50 Sanatorium Road - Building D
Pomona, New York 10970

ADMINISTRATION

Telephone: (845) 364-2512
www.rocklandgov.com/health

C. SCOTT VANDERHOEF
County Executive

JOAN H. FACELLE, M.D., MPH
Commissioner of Health

KATHLEEN HENRY, RN, MA
Deputy Commissioner of Health

I hereby give the County of Rockland the absolute and irrevocable right and permission, with respect to the photographs and film or tape taken of me on:

Date: _____

To use, re-use, publish, and re-publish the same in whole or in part, individually or in conjunction with other photographs or images, in any medium and for any purpose whatsoever, including (but not by the way of limitation) illustration, promotion, advertising and trade, and to use my name in connection therewith.

Signature

Date

Print Name

Address