



2021 VaxUp Video Contest Official Rules

Please review these 2021 VaxUp Video Contest Official Rules (“Official Rules”) before entering the contest. Minors must obtain the consent of their parent or legal guardian to enter the contest. All people recorded (including people ages 18+) in video submissions must submit a signed consent form.

Contest Description

With youth 12 years and older eligible to receive the Pfizer vaccine to protect against COVID-19, the VaxUp Video Contest aims to create a youth-driven social movement around getting vaccinated against COVID-19. VaxUp Videos encourage vaccination as an act of empowerment and promote an open dialogue about the virus and vaccines by encouraging youth to get vaccinated and spread the word through social media platforms.

The County of Santa Clara Public Health Department (SCCPHD) is administering the VaxUp Video Contest for Santa Clara County 6th to 12th grade students. SCCPHD is looking for youth to create a video (30 – 60 seconds) directed at their peers to address vaccine misinformation and normalize COVID-19 vaccination.

Who Can Enter

The contest is open to all students currently enrolled in 6th to 12th grade in Santa Clara County. Students do not need to live in Santa Clara County to participate, but they must be a student at a school in Santa Clara County.

Submission Type

- Contest submissions are to come from teams of one to five students.
- Each team must have **one** faculty advisor from the same school as one or more of the students.
- Each team must only submit one entry.
- There is no limit to how many submissions a school submits. Videos can also be submitted by school organizations, such as clubs and sports teams.
- Only the students listed on the team’s entry form will be eligible for student prizes.
- There is no limit to how many teams a faculty advisor chooses to advise for.

Contest Period

Entries should be submitted online at sccVaxUpVideo.org and videos should be posted on Instagram or Tik Tok using the hashtag #SCCvaxupvideo by **Friday, October 15, 2021 by 11:59 pm**. Entries posted after this deadline may or may not be accepted, and such decisions are at the discretion of SCCPHD.



Binding Agreement

Submission of an entry in the contest requires that everyone involved in the production of the video agree to all the terms and conditions set forth in these Official Rules. Acceptance of these Official Rules forms a binding agreement between each such individual and the County of Santa Clara.

How to Enter

1. Each team shall submit a **30 – 60 second video** to SCCPHD by the contest deadline.
 - a. The video size should not exceed 300MB for uploads.
 - b. Original video files must be in .MP4 .MPEG, .MOV, .AVI, or .WMV format. (.MP4 is preferred)
2. Each entry should be uploaded to Instagram and/or Tik Tok (using the team's own Instagram and/or Tik Tok channel) by **Friday, October 15, 2021 at 11:59 pm**, and comply with the terms and conditions of using Instagram found at <https://help.instagram.com/581066165581870> and/or Tik Tok found at <https://www.tiktok.com/legal/terms-of-service?lang=en>
3. The team's faculty advisor must submit the team's Contest Entry Form, Parent Consent Forms, and final Video File to SCCPHD by **Friday, October 15, 2021 at 11:59 pm**.
 - a. It is the responsibility of the team and the faculty advisor to make sure the required documents and files are submitted to SCCPHD on time.
 - b. SCCPHD is not responsible for lost or stolen items.
 - c. Once the entry has been received by SCCPHD, the video submission is final and cannot be modified.
4. All required contest forms will be submitted electronically. Signed documents and Instagram and Tik Tok video links will be uploaded during the online submission process detailed at sccVaxUpVideo.org.
5. The final original video file must be submitted using an electronic file sharing site, such as Dropbox, Google Drive, or We Transfer.
6. All content in videos, including but not limited to pictures and video, must be the team's original creation and not infringe upon any third party's personal or proprietary rights.
7. Each team must submit an Entry Form with the signature of a faculty advisor. In addition, the following people must submit a consent form signed by themselves and their parent or legal guardian (if under 18 years of age) acknowledging receipt and understanding of these Official Rules and agreeing to abide by these Official Rules:

- Each student team member on a team
 - Team members under 18 years of age must also have their parent or legal guardian sign the consent form
 - Team members 18 years of age and older may sign the consent form on their own behalf
- ALL people and actors recorded in the video:
 - If under 18 years of age, the minor must also have their parent or legal guardian sign the consent form
 - If 18 years of age and older, the individual may sign the consent form on their own behalf

Winner Selection

There will be 1st, 2nd, and 3rd place winners within two categories: 6th to 8th graders are one category and 9th to 12th graders are the other category. Each team must apply to one of the categories. Winning teams for each category will be chosen by a panel of judges selected by SCCPHD. All decisions are final and binding. Entries will be judged on the following:

- **45% Effectiveness of the Message**

Does the video inform youth about the importance of COVID-19 vaccination? Some of these practices can include, but are not limited to, addressing the barriers to getting vaccinated and misinformation circulating, or discussing the benefits of becoming vaccinated to oneself, their family, and the larger community.

- **20% Quality**

Is there a high production value? Does the performance show skill and practice?

- **20% Originality/Creativity**

Does the content showcase the creators' creativity? Is the video unique compared to other campaigns and PSAs? Is there a unique point of view? Does it stand out from the crowd? Is there a new technique employed?

- **15% Video Reach**

Video reach is determined by the number of Instagram and Tik Tok views the video has by **Friday, October 15, 2021 at 11:59 pm**. We strongly encourage participants to share the video across social media using the hashtag #sccVaxUpVideo to boost views.

Prizes

Cash prizes will be awarded to the top three winning teams for each of the two categories of 6th to 8th grade and 9th to 12th grade in the following format:



- 1st Place: \$1,500
- 2nd Place: \$1,000
- 3rd Place: \$500
- 1st Place team faculty advisor's school receives \$500 cash prize

**Cash prizes will be mailed within 90 days of winner announcement.*

Division of cash prizes will be done at the discretion of team members. One parent from each winning team, as well as the 1st place winning team's faculty advisor, must be prepared to send paperwork to receive the winning prize money in the form of a check.

For each of the 1st place winning teams for the two categories, the winner's faculty advisor will be awarded \$500 for his/her/their high school department or organization.

Winner Notification

Students and faculty advisor of each winning team will be notified by email in October 2021.

A virtual COVID-19 Vaccine Video Awards ceremony will be livestreamed on SCCPHD social media on Thursday, October 28. Family, friends, and school faculty are encouraged to tune in.

Additional Rules

1. SCCPHD is not responsible for lost, late, destroyed, incomplete, unreadable, corrupted, or misdirected entries; Internet malfunction; server unavailability; or computer malfunction.
2. By participating in the contest, participants agree to be bound by the decisions of SCCPHD. SCCPHD reserves the right to disqualify any submissions (a) depicting graphic sexual activity, (b) depicting anyone who has not signed a consent form, (c) depicting the drinking of alcohol, (d) depicting the use of tobacco or other drug products or firearms/weapons, (e) depicting any activities that may appear unsafe or dangerous or any behavior which would be illegal if committed by a person under 18 years of age, (f) containing content deemed by SCCPHD, in their sole and absolute discretion, to be obscene, offensive, slanderous, or contrary to public health. Any false information provided within the context of the contest by any participant may result in elimination of the entry from the contest. SCCPHD also reserves the right to disqualify any entry that they suspect infringes or violates the rights of any third party, does not comply with the Official Rules, or violates applicable federal, state, or local laws. SCCPHD may refuse to award any prize to a person who has violated any Contest Rule, gained an unfair advantage in participating in the contest, or obtained winner status using fraudulent

means. SCCPHD will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules of the contest and SCCPHD decisions concerning such disputes shall be final. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference, or any event beyond the control of SCCPHD, SCCPHD reserves the right to terminate this contest or make such other decisions regarding the outcome as SCCPHD deems appropriate. All decisions made by SCCPHD are deemed final. SCCPHD may waive any of these rules in their sole and absolute discretion.

3. SCCPHD reserves the right, in their sole and absolute discretion, to modify, withdraw, suspend, or terminate this contest at any time and for any reason without prior notice.
4. By participating in the contest, each individual involved in the production of the video authorizes the use, without additional compensation, of his or her or their name, age, likeness, voice and/or municipality of residence in any manner and in any medium (including, without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet; and picture date storage) that SCCPHD may deem appropriate for purposes of promoting and encouraging youth COVID-19 vaccination.
5. Videos may also not use the name or logo of the Santa Clara County Public Health Department, County of Santa Clara, or any other organization without their express, written consent.

Intellectual Property Rights

1. By submitting an entry, each individual participating in the contest thereby grants to the County of Santa Clara an irrevocable, perpetual, and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish, and otherwise make use of the entry in any and all media, whether now known or hereinafter created, for the purpose of promoting COVID-19 education or any other lawful purpose.
2. By submitting an entry, the individuals participating in the contest, including the faculty advisor, thereby represent and warrant that neither the submitted work nor any portion thereof shall infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party.

Waiver of Liability and Agreement to Indemnify

By submitting an entry, each individual participating in the contest, and each of their respective heirs, successors and assigns (each a "Contest Participant") waives, releases, forever



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discharges, and covenants not to make a claim against or sue the County of Santa Clara or any of its employees, agents, officers, directors, or representatives (collectively, the “Hosts”) for any claim, liability, loss, injury or damage arising out of, or in connection with the entry, The VaxUp Video Contest, or use of the entry for any purpose described herein. Contest Participants agree to indemnify and hold harmless the County of Santa Clara from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys' fees) and expenses arising out of or in connection with Contest Participants' participation in the Contest.

The VaxUp Video Contest Entry Instructions

1. CREATE VIDEO

- Create a team of 1 to 5 students for one of the two categories
- Select a faculty advisor from your school campus
- Read and understand the official rules of the contest
- ALL students participating in the contest and ALL people (minor and adult) featured in the video must read, sign, and submit the consent form
- Create content for your video
- Create your video

2. POST

- Finalize your video
- Post your video to your team's Instagram or Tik Tok channel
- Share your video using hashtag #sccVaxUpVideo on social media

3. SUBMIT

- Faculty advisor can send questions to sccVaxUpVideo@phd.sccgov.org
- Faculty advisor will submit a completed Entry Form at sccVaxUpVideo.org. A completed Entry Form includes:
 - Contest Entry Form
 - Parent/Guardian Consent Form(s)
 - Each student participating in the contest must sign a consent form
 - Each person recorded in a video submission must sign a consent form
 - If under age 18 the consent form must also be signed by a parent/guardian
 - Instagram or Tik Tok link to team's video
 - Final video file shared by electronic file sharing site link

REMINDER

The faculty advisor must be the liaison between student participants and SCCPHD. This includes submission of all materials and any contest related inquiries

The VaxUp Video Contest Helpful Hints and Tips

- **Use positive emotions** such as empowerment, love, excitement, hope, humor, etc. The idea is to connect positive emotions with positive health behaviors.
- **Avoid scare tactics** (such as emphasizing death) as studies show they do not work well in persuading the vaccine hesitant to agree to be vaccinated. Please go to sccfreevax.org for more information.
- **Avoid stigma.** Have others review your script and draft video for any stigmatizing messages that may unintentionally imply shaming of individuals who are not vaccinated.
- The CDC has some guidance on this topic: <https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/reducing-stigma.html>
- **Model your call to action.** What do you want your audience to do after watching your video? Show your audience how they can do this. For example, your actors can:
 - Model what can be done about reducing vaccine hesitancy by encouraging their peers to:
 - Know the facts and get the facts from reputable sources. Having the facts can help reduce confusion and fear around COVID-19 and vaccines.
 - Address misconceptions circulating among your peers and the vaccination process. Talking openly about these topics can help normalize the subject.
 - Take action by leading others with supportive behavior.
 - Talk with peers about:
 - Parental consent
 - Health impacts of COVID-19 on youth
 - Talk with a parent, coach, doctor or other trusted adult about COVID-19 and COVID-19 vaccine concerns
 - Mention other methods that help encourage vaccination:
 - Emphasizing group safety, classmates, and family
 - Pointing out all the benefits of being vaccinated
 - Dispel some of the most common myths around COVID-19 and vaccines
 - Stress the importance of securing the best future possible