



Partner Up! for Public Health, Georgia Public Health Association & HealthSTAT  
present...

## 2011 “This is Public Health” Video Contest

What is public health? How many times have you been asked that very question by friends and family? Most likely, a lot! Public health is a mystery to some, not well understood by most, and certainly misinterpreted by others. We want you and your fellow students to recreate the “This is Public Health” national campaign by creating a video that emphasizes public health in your community.

Help your classmates, communities and legislators comprehend public health and its importance. Our future depends on it!

Students from the public health schools are encouraged to create multiple teams. Videos should be creative and call attention to the importance and breadth of public health specifically in your community. Each video should be created by a team of no more than 10 students. Your target audience may be fellow students, community members, or even legislators. Partner Up! will provide the “This is Public Health” stickers.

The winning team will receive free admission to the Georgia Public Health Association’s annual conference in April 2012 as well as a slot on the conference program to present your video and expound on your ideas. Pending acceptance by the Partner Up! for Public Health campaign, all videos submitted will be showcased on the Partner Up! for Public Health YouTube channel and the winning team will also have their video highlighted on the Partner Up! for Public Health website as well as the national “This is Public Health” website. All videos will be reviewed by Partner Up! campaign management to ensure that the material is appropriate prior to being uploaded to the Partner Up! YouTube channel, Partner Up! website and “This is Public Health” website. Further, the designated leader of each submitting team will be required to affirm that all material used in the team’s video was created originally by the team for the video.



The deadline to submit your video is March 1, 2012 so start filming today! Be creative!

### Guidelines:

1. Each school may submit one or multiple videos.
2. Each video should be created by a team of no more than 10 students.
3. The video must be no more than 10 minutes in length.
4. The video must be original content created for this contest.
5. Videos must be submitted by March 1, 2012.
6. The winner will be announced on Friday, March 9, 2012.

### How to Enter:

1. Before you create your video: Send an e-mail to [partnerup@togetherwecandobetter.com](mailto:partnerup@togetherwecandobetter.com) with your name, mailing address and school to receive 12 “This is Public Health” stickers. Download a team info sheet to submit with your video from [www.togetherwecandobetter.com/ThisisPublicHealth.html](http://www.togetherwecandobetter.com/ThisisPublicHealth.html).
2. Submit your video and team info sheet to [partnerup@togetherwecandobetter.com](mailto:partnerup@togetherwecandobetter.com) by March 1, 2012.
  - a. Title your emails: “This Is Public Health: [Your Team Name]”
  - b. Include your team info sheet. Download the sheet @ [www.togetherwecandobetter.com/ThisisPublicHealth.html](http://www.togetherwecandobetter.com/ThisisPublicHealth.html) if you haven’t already.
  - c. Your video:
    - i. Should not be more than 2 GB in size
    - ii. Should not be more than 10 minutes long
    - iii. Should be a 16:9 video at its original aspect ratio (1280x720 recommended)
    - iv. Should be a .MPEG4, 3GPP, MOV, .AVI, .MPEGPS, .WMV or .FLV file
    - v. Use [www.yousendit.com](http://www.yousendit.com) to send the file to [partnerup@togetherwecandobetter.com](mailto:partnerup@togetherwecandobetter.com).
3. Your video will be uploaded to the YouTube channel “GaPublicHealth”.

### Judging:

1. Videos will be judged by the Partner Up! advisory board, consisting of representatives from more than 30 public health organizations across the state, the Partner Up! team, and Healthcare Georgia Foundation.
2. Videos will be judged on accuracy of public health content, effectiveness of communication, and creativity.

### Prizes:

1. Free admission to GPHA’s Annual Conference April 11-13, 2012.
2. Presentation slot at the GPHA Conference to show video and expound on your ideas.
3. Winning video will be posted on the Partner Up! for Public Health website as well as the national “This is Public Health” campaign website.
4. The winning video will be featured at HealthSTAT’s Annual Leadership Symposium.
5. All winning team members will receive “This is Public Health” t-shirts.

### More information:



Visit the **Partner Up! for Public Health** website at [www.togetherwecandobetter.com/ThisisPublicHealth.html](http://www.togetherwecandobetter.com/ThisisPublicHealth.html) to find out more about creating your “This is Public Health” video. For questions or comments regarding the contest, contact Partner Up! for Public Health at 770-522-8855 or [partnerup@togetherwecandobetter.com](mailto:partnerup@togetherwecandobetter.com).

Visit the “**This is Public Health**” campaign website at [www.thisispublichealth.org](http://www.thisispublichealth.org) for video ideas and more great resources.



For more information about the **Georgia Public Health Association** and Conference details, visit the organization’s website at <https://www.gapha.org/>.