

Student Health Literacy Video Contest

2024 Official Contest Rules

- ELIGIBILITY:** The ADA Center for Public and Population Health in collaboration with the National Advisory Committee on Health Literacy in Dentistry (NACHLD), Dental Student Health Literacy Video Contest (the "Contest") is open only to individuals who are both at the time of submission of the video and at the time of prize award: (a) legal residents of one of the fifty United States, District of Columbia, US Virgin Islands, or Puerto Rico; (b) at least eighteen years of age; (c) enrolled as a degree-seeking student at or a new graduate of an CODA-accredited dental school; and (d) a member in good standing of the American Student Dental Association (ASDA) (the "Entrants"). Employees of the ADA, as well as immediate family (spouse, parents, siblings, and children) and household members of each such individual are not eligible. The Contest is subject to all applicable federal, state, and local laws, and regulations and is void where prohibited by law. Persons appearing in the video ("Actors") need to be dental students.
- SPONSOR:** Contest is sponsored by the American Dental Association, National Advisory Committee on Health Literacy in Dentistry, and Colgate.
- AGREEMENT TO OFFICIAL RULES:** Participation in the Contest means that Entrants accept these Official Rules ("Rules") and the decisions of the Sponsor, which are final and binding. Winning a prize requires compliance with the Rules.
- CONTEST PERIOD:** The Contest begins on September 23, 2024. Entries must be received by 5 p.m., CDT on November 1, 2024. Entrants are solely responsible for submitting entries on time and according to the Rules. The Sponsor is not responsible for entries that are delayed, lost, or mutilated during the delivery process, or for entries having defective media or media that is not playable on the Sponsor's electronic equipment.
- ENTRY:** Entrants may not submit multiple qualifying videos. There are no fees and no purchases required to enter. A qualifying video must portray the application of the Health Literacy Best Practice- "Teach-Back" Technique as explained in the California Oral Health Literacy Tool Kit. Any video entry submitted must be no more than 4 minutes long. Two (2) copies of each video entry must be submitted, each on a separate flash drive. Please contact Mr. Earl Sewell at sewelle@ada.org to obtain information on how to submit your entry electronically. Entries can be submitted as a 1280 x 720 .mov or mp4 format, as specified below. Each submission must include a completed official entry form (attached) bearing the names, email addresses and telephone numbers of each Entrant responsible for the video, and any other required information. Entries should be sent to: Mr. Earl Sewell at: sewelle@ada.org. (Please contact Mr. Sewell if you have any questions about your submission).
- COPYRIGHT/TRADEMARK MATERIAL:** An entry may not contain any third-party trademarks or logos or any copyrighted elements other than elements owned by the Entrant. Use of any elements that are not original (created by the Entrant[s]) or in the public domain will result in disqualification of the entry unless documentation granting permission to use such material is included with entry. Research any material intended for use in the video by logging on to <http://copyright.cornell.edu/resources/publicdomain.cfm> or <http://www.copyright.gov/records/>. This includes any music selections used.
- INAPPROPRIATE MATERIAL:** Entries should not contain any material that might be considered inappropriate by the general viewing public.
- ENTRANT'S WARRANTY:** Each Entrant warrants to Sponsor that their entry, including all scripts and dialogue, scenes, music and any other content (a) is an original work created by the Entrant for this Contest, (b) does not infringe the intellectual property, privacy, right of publicity, or any other rights of any third party, (c) has not been previously published in any medium, (d) has not been submitted as an entry in any other contest, and (e) does not violate any law or regulation.
- DISQUALIFICATION OF ENTRIES:** Entries that do not comply with the Rules will be deemed ineligible.
- WINNING ENTRANTS' OTHER OBLIGATIONS AND TAXES:** By entering videos in this contest, all Entrants acknowledge and agree that all rights in the submitted videos, including copyrights, will become the property of Sponsor. All taxes on prizes shall be the responsibility of winners, and in the case of multiple winners for a single video, the prize will be divided equally among the Entrant(s) listed on the official entry form.
- JUDGING:** Judges designated by NACHLD will review the contest entries following the close of the contest. The judges will select 1st, 2nd, and 3rd place winners, in its sole discretion, as it deems appropriate. In the event that any of the winning videos shall be disqualified for any reason, then alternate(s) may be substituted. All entries shall be judged on the basis of skill, resourcefulness, originality, entertainment, and production quality, with particular emphasis on the use of plain language and appropriate use of the "Teach-Back" technique in giving patient instructions. In the case where no submitted videos are deemed to merit awards, Judges reserve the right to not select winners. Sponsor will notify the winners after completion of judging. The manner and timing of notification may be modified or adjusted in any manner as deemed appropriate by Sponsor. Judging details will not be released and the decision of the judges is final.
- PRIZES AND ANNOUNCEMENT OF WINNERS:** One first prize, second, and third prize winners may be chosen, depending on the quality of the submissions. The first prize winning video shall be awarded \$2,000., second prize will be awarded \$1,000, and third place will receive \$500. The winning video entries will be uploaded to the ADA's Channel on YouTube.
- GENERAL CONDITIONS:** In the event that the operation of the Contest is impaired in any way for any reason, including, but not limited to, fraud or technical problems, the Sponsor may suspend the Contest or cancel the Contest and notify all Entrants. The Sponsor reserves the right to disqualify any Entrant that tampers with the operation of the Contest or violates these Rules.
- RELEASE, INDEMNIFICATION AND LIMITATIONS OF LIABILITY:** BY PARTICIPATING IN THE CONTEST, EACH ENTRANT AGREES TO RELEASE THE SPONSOR AND ITS AFFILIATES, OFFICERS, DIRECTORS, TRUSTEES, NACHLD MEMBERS, EMPLOYEES, AGENTS, AND ASSIGNS FROM ANY CLAIM ARISING OUT OF PARTICIPATION IN THE CONTEST OR RECEIPT OR USE OF ANY PRIZE, INCLUDING, BUT NOT LIMITED TO: (A) LOST, LATE, POSTAGE-DUE, MISDIRECTED, OR UNDELIVERABLE MAIL, OR ENTRIES HAVING DEFECTIVE MEDIA OR MEDIA THAT IS NOT PLAYABLE ON THE SPONSOR'S ELECTRONIC EQUIPMENT; (B) ERRORS IN THE ADMINISTRATION OF THE CONTEST OR THE PROCESSING OF ENTRIES; OR (C) INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM ENTRANT'S PARTICIPATION IN THE CONTEST OR RECEIPT OF ANY PRIZE. EACH ENTRANT ALSO AGREES TO INDEMNIFY SPONSOR AGAINST CLAIMS OF THIRD-PARTY INTELLECTUAL PROPERTY INFRINGEMENT, AND WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, PUNITIVE, CONSEQUENTIAL, DIRECT, OR INDIRECT DAMAGES.
- DISPUTES:** Except where prohibited, Entrants agree that any and all claims connected with the Contest, or any prize awarded shall be finally settled by binding arbitration in accordance with the then-current Commercial Arbitration Rules of the American Arbitration Association. Any Judgment on an award rendered may be entered in any court in Cook County, Illinois. The place of arbitration shall be Chicago, Illinois. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, Entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, without giving effect to any choice of law or conflict of laws, rules of Illinois or any other jurisdiction.
- OFFICIAL RULES AND CONTEST RESULTS:** Interested persons can obtain additional copies of these Rules and the name of the winners by emailing their request to: Mr. Earl Sewell at sewelle@ada.org. Requests must be received by November 1, 2024, and the names of winners will be furnished after the announcement of winners.
- PERMISSIBLE SUBMISSION FORMATS:** Entries shall be submitted as a 1280x720 .mov or .mp4 file.