

act out for health

2009 - 2010 PSA Contest



Thirty seconds could be your fifteen minutes.

AN INTRODUCTION

Florida KidCare is holding its third annual Act-Out for Health contest to spread the word about the state's affordable health insurance for children. This year, we're inviting you to participate. We need your help to let teenagers and their parents know about the Florida KidCare program.

ABOUT FLORIDA KIDCARE

Florida KidCare is the state's children's health insurance program (CHIP). It offers quality, affordable health benefits like check-ups, physicals, eye exams, dental care and emergency room visits to children in Florida. Although most Florida children have health insurance, over 500,000 children in Florida do not. Sadly, most of them are eligible for Florida KidCare. And, of all the children in Florida who could have Florida KidCare, the biggest population is 12- to 18-year-olds. Students your age are the greatest uninsured population of children in Florida.

We want to make sure those students are covered. That's where you come in.

CONTEST BASICS

Act-Out for Health is for middle and high school students. Contestants write, direct and produce 30-second advertisements about Florida KidCare: why it's important, how much it costs and what it means for families. This year, graphic design and technology students can also choose to participate in our billboard design competition. (For more information about this part of the contest, visit www.actout4health.org.)

We think your ideas will help us reach out to teens because you are one. You know what's important to teens and what will get the attention of people your age.

2009 CONTEST MESSAGES

You've probably heard your parents talking. Or maybe you're taking an economics or current events course. We know you've heard it. People are struggling to afford their car and house payments; groceries are expensive. The last thing people are thinking about is their health insurance. They don't realize just how important it is for their family to be covered.

For our 2009-2010 contest, we've come up with three messages. **Pick one message**, and use it as the theme for your commercial.

- ⇒ **Things you can get for \$20, and one of them is health insurance.** This theme focuses on the affordability of Florida KidCare. Most families enrolled in Florida KidCare pay \$15 or \$20 a month; others pay nothing at all. What are other things that families spend \$20 on? For example, for the price of a large pizza, you can get health insurance for your children.
- ⇒ **Things that are available to any teen, and one of them is health insurance.** This theme focuses on accessibility. Having health insurance means teens have access to regular check-ups, physicals, eye exams, and dental care. What are some other things that are available to any teen?
- ⇒ **Things you can do online, and one of them is health insurance.** This theme focuses on the application process. The Florida KidCare application takes under 20 minutes to complete online at www.floridakidcare.org. What are some other things that families and teens do in twenty minutes? For example, in the time it takes to purchase new music from iTunes, your mom or dad could apply for health insurance.

Once you've picked a contest message, take your commercial whichever direction you see fit. We're looking for your creativity. Just be sure to follow the contest rules and guidelines so your entry won't get disqualified.

RULES AND GUIDELINES

Make note of the following rules. Even if you've entered the contest before, some rules are new or changed, so take time to read through this section.

- ⇒ **Time.** Your commercial must be exactly 30 seconds and must have an **additional five second lead-in**. This means your commercial must be introduced by a five-second blank screen or countdown, followed by 30 seconds of your ad content. Even commercials just one or two seconds over or under the time frame will be disqualified, so get a watch and keep track!
- ⇒ **Age limit.** We're looking for a commercial made for students, by students. Only 12- through 18-year-olds may enter the contest. You can get help from a teacher or mentor, but remember: the writing, filming and production of this video must be completed by middle or high school students.
- ⇒ **Group size.** We don't expect you to shoot this thing by yourself, but we do have to set a limit on the size of groups entering. **No more than 3** team members are allowed per commercial. If you've got six friends interested in helping, divide into two groups! There is also no limit on the number of entries each team can submit.
- ⇒ **No stunts allowed. Period.** As fun as it might seem to get a group of friends together and pull some crazy stunt like those guys on TV (hey, it promotes the importance of health care!), the judges are going to put those entries straight in the trash. Save us the time, and develop a commercial based on something other than a Johnny Knoxville stunt.
- ⇒ **Digital only.** Only digital videos **submitted in DVD format** will be accepted. If you've got questions, call Annie Jones. Her contact information is found at the end of this packet.
- ⇒ **No favorites.** Sorry, but the children of Florida Healthy Kids Corporation employees and Florida KidCare vendors are excluded.
- ⇒ **Be complete.** Please carefully read the directions and make sure you've completed the entry forms before mailing them in. Your team could be disqualified if we don't receive the proper information.

PRIZES

You've gone over the rules and guidelines; you've chosen a theme and message for your commercial, and now you want to know: what's in it for you?

There will be one Judges' Choice and one Kids' Choice winner in each of six regions across Florida. (Visit the Act-Out for Health website for details about which region your school is in.) A Grand Prize will be awarded to one of the winning regional teams.

- ⇒ **Judges' Choice:** Each winning team member will receive a \$500 gift card. Each winning team's school will receive \$1,000 to use as it sees fit. The Judges' choice winners will be selected by a panel of Florida KidCare judges.
- ⇒ **Kids' Choice:** Each winning team member will receive a \$250 gift card, and each winning team's school will receive \$750 to use as it sees fit.

Winners will be chosen by students like you. Videos will be posted on the Act-Out for Health website (www.actout4health.org) in December, and the videos that get the most online votes will win. You can also post your video on your blog or Facebook page to increase your team's chances.

- ⇒ **Grand Prize:** Winning team members will share a \$5,000 scholarship from Florida KidCare. The winning team's school will receive \$2,500 to use as it sees fit.

All winners will be announced at a press event to be held January 29, 2010, in Orlando. Winners unable to attend this event will be mailed their prizes.

CONTACT INFORMATION

If you have questions about the Act-Out for Health contest, visit the contest website at www.actout4health.org. Still need an answer? Contact Annie Jones, communications specialist for the Florida Healthy Kids Corporation:

Phone: 850.701.6114

Email: jonesa@healthykids.org

Toll-free calls: 1.888.352.5437, ext. 6114.

HOW TO ENTER

Each team member (**that means every student involved in the production of the video**) must complete the included entry form and sign the included parent waiver. Your team will be disqualified if we don't have written permission from your parent(s) that you were allowed to participate in the project and that we, Florida KidCare, have permission to show your faces on television.

Only digital videos will be accepted. You must submit 2 DVDs of your commercial. Send in your entire team's entry forms, waivers, two copies of your script and two DVDs to:

Florida KidCare Commercial Contest, c/o Annie Jones
661 E. Jefferson Street, 2nd Floor
Tallahassee, FL 32301.

Entries must be postmarked no later than Wednesday, December 2, 2009.



CONTEST ENTRY FORM

This entry form must be completed **by each student in each group** and must be signed by each student’s parent or guardian, or the team will be disqualified. Mail all entry forms, waivers, two copies of your script and two DVDs to:

Florida KidCare Commercial Contest
c/o Annie Jones
661 E. Jefferson Street, 2nd Floor
Tallahassee, FL 32301

Entries must be postmarked no later than Wednesday, December 2, 2009.

Entry title: _____

School: _____

Contest message focus: Affordability Accessibility Application

Sponsor: _____ Telephone: _____

Sponsor email address: _____

Team members: _____ Grade: _____

_____ Grade: _____

_____ Grade: _____

Person submitting entry: _____ Grade: _____

Address: _____ City: _____

Zip: _____ Telephone: _____ Email: _____

I certify that the above information has been filled out accurately and to the best of my knowledge. I understand that by submitting this entry into the Act-Out for Health contest, I am giving Florida KidCare the right to release my video. I understand that once submitted, my video immediately becomes the sole property of the Florida Healthy Kids Corporation. I also understand that the submitted entry packet will not be returned. I certify that my team and I completed the major tasks of writing, recording and producing the commercial submitted for competition.

Student’s name: _____ Signature: _____

Parent’s name: _____ Signature: _____



PARENT ENTRY WAIVER

Instructions: Parents and/or legal guardians, please read this consent form and the enclosed contest rules carefully. If you wish to give consent, please complete and sign this form, and have your child include it in his/her entry packet for the Florida KidCare Act-Out for Health contest. Please note that submissions that are not accompanied by properly signed and completed waivers and any other necessary information or materials will not be accepted by Florida KidCare.

I, _____, am the lawful custodial and/or non-custodial parent/legal guardian of: _____. My child has my consent and permission to:

- Enter and participate in the Act-Out for Health Commercial contest, sponsored by Florida KidCare and the Florida Healthy Kids Corporation.
- Allow the child's name, age, grade level and school to be displayed along with their video.
- Participate in any media or promotional events, including any possible winner ceremonies, media interviews and publicity events related to the Act-Out for Health contest.

Privacy Disclaimer: Any personal information collected during the course of the Act-Out for Health contest by Florida KidCare will only be used for administering this competition, or as otherwise set out in the enclosed contest rules. Except where prohibited by law, participation in the Act-Out For Health contest constitutes the child's and his or her parent's/legal guardian's consent to the storage, use and disclosure of the child's entry details as set out in the enclosed contest rules.

I understand that upon submission, my child's entry packet and video becomes the sole property of Florida KidCare, and no submitted entry packets will be returned.

X _____ Date _____

Parent/Guardian signature