

# Lights, Camera, Action for Antibiotics Video Contest: 2018–2019

## INFORMATION & RULES

The Minnesota Department of Health (MDH) invites Minnesota middle and high school-aged students to help increase antibiotic awareness through the second-annual Lights, Camera, Action for Antibiotics Video Contest. Students will produce a 30-second video to spread the word about antibiotic resistance and good antibiotic use. A panel of expert judges will review submitted videos and select finalists. Finalist videos will be posted online for public voting.

**Student directors of the top-rated videos will engage with Minnesota Department of Health about use of the video for public outreach!**

## The Problem

Antibiotics are powerful tools for fighting and preventing infections. However, widespread use of antibiotics has led to an alarming increase in infections that do not respond to antibiotics. This is called “antibiotic resistance.” Antibiotics are an important part of medical care. The best way to keep antibiotics working is to use them only when they are really necessary and to use them in the right way. There are things that all of us can do to help prevent antibiotic resistance.

Antibiotic resistance is impacted by human, animal, and environmental factors. Just like people, animals can get infections that need to be treated with antibiotics. In addition, antibiotics that we use for people and animals can end up in the natural environment, including lakes and streams. It is important that we dispose of leftover medications properly to limit this impact. This video contest provides an opportunity for students to create messages that highlight the aspects of antibiotic use.

## Video Topics and Key Messages

Select *one* of the following topics for each video. Submissions must include at least *three* of the key messages listed under the selected topic. Students can submit more than one video.

### TOPIC #1. WHAT IS ANTIBIOTIC RESISTANCE?

- Antibiotics are drugs that kill or stop the growth of bacteria.
- Antibiotics helped to bring formerly widespread diseases under control.

- Antibiotic resistance is the ability of bacteria to resist the effects of an antibiotic.
- Antibiotic use causes bacteria to develop resistance by pushing them to adapt and change in ways that allow them to resist the effects of drugs.
- When we use antibiotics when they are not needed, we give bacteria more opportunity to adapt and become resistant.
- Antibiotics are not effective against viral infections, which include most colds, sinus infections, and ear infections, but they are often overused for these illnesses.
- As the resistance problem grows, we are running out of effective antibiotics to treat some bacterial infections.
- An estimated 2 million Americans develop antibiotic-resistant infections each year, and more than 23,000 die as a result.
- Centers for Disease Control and Prevention (CDC) and world public health leaders consider antibiotic resistance one of our most serious health threats.

## **TOPIC #2. PREVENTING INFECTIONS: ONE WAY TO FIGHT ANTIBIOTIC RESISTANCE**

- Hand washing, vaccination, and safe food handling can help prevent many types of infections, including those caused by resistant bacteria.
- When we prevent infections, we use fewer antibiotics.
- Ask about vaccines to prevent infections that would need treatment with antibiotics.
- Using hand sanitizer is a good way to prevent infections. Because the active ingredient in most hand sanitizers is ethyl alcohol (not antibiotics), it does not create antibiotic-resistant infections or contribute to the spread of bacteria.
- If your hands are visibly dirty, it is better to wash them with soap and water than to use hand sanitizer.
- Stay home when you are sick.

## **TOPIC #3. ANIMALS GET SICK, TOO: ANTIBIOTIC USE IN ANIMALS**

- Just like people, animals can get bacterial infections.
- Sometimes antibiotics are needed to treat and control bacterial infections in animals, including pets and animals raised for food.
- Antibiotic use in people and animals causes bacteria to develop resistance by pushing them to adapt and change in ways that allow them to resist the effects of drugs.
- We must use antibiotics in people and animals only when needed, so that bacteria have fewer opportunities to adapt and become resistant.
- Infection prevention is a way to reduce antibiotic use. This can be accomplished by providing animals with regular preventive check-ups, vaccinations, good nutrition, and a clean living environment.
- Working together, food animal producers, veterinarians, and state and federal agencies make sure that our meat and milk do not contain unsafe antibiotics. This happens by using antibiotics responsibly and by testing meat and milk before it is sold.
- Never pressure your veterinarian to prescribe an antibiotic for your animal, and ask about other ways to help your animal feel better when antibiotics are not needed.

## TOPIC #4. PROTECTING OUR ENVIRONMENT: DISPOSAL OF ANTIBIOTICS

- Antibiotics used in human and animal health can be found in Minnesota ground water and surface water.
- Minnesota Pollution Control Agency (MPCA) has found many kinds of prescription medications, personal care products, and other pollutants in our lakes and streams.
- Even remote lakes in Minnesota contain contaminants similar to those found in more developed areas.
- Most medications enter the environment after use in human and animal health.
- Unused antibiotics are sometimes thrown into landfills or flushed down drains or toilets, all of which are routes to the natural environment.
- We need to learn more about the impact of antibiotics on our ecosystem and on human health.
- You can do your part to keep contaminants out of the environment by disposing of antibiotics and other leftover pharmaceuticals at an official disposal location.
- Do not flush antibiotics or any pharmaceuticals down the toilet or drain or put them in the trash.
- Return leftover medications to a take back location, such as a law enforcement agency or participating pharmacy.
  - [MPCA: Managing Unwanted Medications \(https://www.pca.state.mn.us/living-green/managing-unwanted-medications\)](https://www.pca.state.mn.us/living-green/managing-unwanted-medications)

Additional information and resources are available at the [Lights, Camera, Action for Antibiotics Video Contest \(https://www.health.state.mn.us/communities/onehealthabx/video\)](https://www.health.state.mn.us/communities/onehealthabx/video) webpage.

## What You Can Do

**Students:** Use the Lights, Camera, Action for Antibiotics Video Contest as a way to build your design portfolio and get your work recognized across Minnesota!

**Teachers and mentors:** Use the contest as part of the school arts curriculum, a youth program, or as an extra project for motivated students.

**Everyone:** Display the Lights, Camera, Action for Antibiotics Video Contest poster to let others know about the chance to participate and to raise awareness for online voting in Spring 2019.

## Awards

Award planning for winning videos is underway. An award ceremony for winners, family, and friends will be held on April 3, 2019 (date subject to change).

**Get your work out there!** Winning videos will be used in MDH outreach education (e.g., website, public service announcements, social media) and shared with statewide partners for use on their websites, social media, and in clinical settings, like waiting rooms. There will also be an exhibition of winning videos at the 2019 Minnesota State Fair!

## Judging

A team of judges, which include experts in science, communication, and/or video production, will review submitted videos and select finalists. The panel of judges will be selected by the contest sponsor, Minnesota Department of Health. All decisions are final and binding.

Finalist videos will be featured on the [Lights, Camera, Action for Antibiotics Video Contest \(https://www.health.state.mn.us/communities/onehealthabx/video\)](https://www.health.state.mn.us/communities/onehealthabx/video) webpage, where online voting will determine the winners.

The panel of judges will evaluate videos based on the following criteria:

- Effectiveness of the message – 50 percent of score
- Creativity and originality – 25 percent of score
- Online votes – 25 percent of score

Be creative! Videos can be funny, serious, or anywhere in between, but they must be made with the goal of educating the public about antibiotic resistance and appropriate antibiotic use.

## Winner Notification

The winners will be notified by phone and/or email by March 28, 2019. A ceremony on April 3, 2019, will honor the winners and will include a screening of the top videos.

- [Past Contest Winners and Events \(https://www.health.state.mn.us/communities/onehealthabx/video/event\)](https://www.health.state.mn.us/communities/onehealthabx/video/event)

## How to Enter

### STEP ONE: MAKE YOUR VIDEO WITHIN THE RULES

We want to make sure your video qualifies for the contest, so please follow the rules for the content and format of video entries. Videos that do not meet these criteria will not be judged.

- Videos must have a unique title. Do not call your video “Lights, Camera, Action for Antibiotics Video Contest.”
- Videos must include at least 3 facts from the key messages.
- The length of the video must be *exactly* 30 seconds.
- Minnesota students in grades 6–12 are eligible to enter.
- Videos must be created by students, not adults. The video can be done as part of a class or youth program, but must be the students’ work.
- Videos must not infringe on third party rights. Restrictions include, but are not limited to, use of commercially produced music, video, images (e.g., logos), or trademarked products (e.g., drug names).
- Videos containing language, images of the body, or other content inappropriate for a general audience, including small children, will be disqualified.
- Videos must be submitted in one of the following formats: .MOV, .MPEG4, or .AVI.

## STEP TWO: MAKE IT OFFICIAL WITH THE ENTRY FORM

- Upload your video to YouTube.
  - Title on YouTube must match your title on the entry form.
- Complete the online [Lights, Camera, Action for Antibiotics Video Contest Entry Form \(https://apps.health.state.mn.us/redcap/surveys/?s=8DMW8L4EEK\)](https://apps.health.state.mn.us/redcap/surveys/?s=8DMW8L4EEK) (including YouTube video link and signatures).
- Contestants (and their parent or guardian if contestant is under the age of 18 years) must agree to all terms and conditions on the entry form.
- Title on YouTube must match your title on the entry form.
- Videos must be submitted no later than February 1, 2019, at 4:30 p.m. Central Standard Time.
- Students may submit multiple videos, but each video must have its own entry form.

## STEP THREE: GATHER VOTES FOR THE BEST VIDEO

MDH will notify finalists by phone and/or email by March 7, 2019. Online public voting for finalist videos will take place during March 12–25, 2019. Finalists are strongly encouraged to promote their video to friends, family, and classmates during this time.

## Dates to Note

- Nov. 12–16, 2018 – [U.S. Antibiotic Awareness Week \(https://www.cdc.gov/antibiotic-use/week/index.html\)](https://www.cdc.gov/antibiotic-use/week/index.html) Look for news and events about antibiotic use!
- Feb. 1, 2019 – Deadline for video submission
- Feb. 14–28, 2019 – Judging
- Mar. 7, 2019 – MDH will notify contest finalists
- Mar. 12–25, 2019 – Online public voting
- Mar. 28, 2019 – MDH will notify contest winners
- Apr. 3, 2019 – Lights, Camera, Action for Antibiotics Video Contest Honors Ceremony

All dates are subject to change by the contest sponsor.

## Important Safety Notice

Safety should be the highest priority. MDH and the Lights, Camera, Action for Antibiotics Video Contest sponsors take no responsibility and assume no liability for any omissions, acts, or damages that may result from the preparing of materials to submit to this contest. Student producers should safely conduct their projects and avoid potentially dangerous production situations that put crew, actors, or the public at risk.

## Questions

For questions, email us at [health.stewardship@state.mn.us](mailto:health.stewardship@state.mn.us).

**HEALTHCARE-ASSOCIATED INFECTIONS AND ANTIMICROBIAL  
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