



Official Rules of the 2010 *We Can!*[®] Video Contest

Create a *We Can!* video and become eligible to win \$1,500 for your community site!

This June, *We Can!*, a program sponsored by the National Heart, Lung, and Blood Institute (NHLBI), the National Institute of Diabetes and Digestive and Kidney Diseases, the *Eunice Kennedy Shriver* National Institute of Child Health and Human Development, and the National Cancer Institute, of the National Institutes of Health (NIH), an agency of the U.S. Department of Health and Human Services, reaches a major milestone in the program's lifecycle—five years of helping to promote a healthy weight among our nation's youth by encouraging healthy eating, increased physical activity, and reduced screen time. **Today, we're excited to announce that the NHLBI is launching a video contest for all *We Can!* community sites or partners working with a registered community site to help promote these three key behaviors.**

The NHLBI conducts and supports research, training, health information dissemination, and other programs with respect to heart, blood vessel, lung, and blood diseases. As part of these activities, the Institute collaborates with community organizations to promote the application of research results and to optimize its resources to address public health needs. Promoting the three behaviors listed above can help children ages 8 to 13 years maintain a healthy weight; the goal of this contest is to educate parents and youth about these weight maintenance behaviors in order to maintain health and prevent disease.

We invite all registered *We Can!* community sites, or partners working with a registered community site, to create a video that highlights one or more of the three behavioral goals of *We Can!* (healthy eating, increased physical activity, and reduced screen time).

Your site doesn't need any fancy video equipment to qualify! Videos should be posted to [We Can!'s Video Contest Group](#) on YouTube. Your site will need to have a YouTube account in order to do this. Members of an NIH expert panel will judge all eligible submissions posted on YouTube and will select up to nine videos as finalists. The NIH panel will evaluate videos based on the following factors:

- Message and appropriateness to theme
- Creativity and originality
- Overall presentation

The finalist video submissions will then be presented to the public to vote for their favorite video. The community site submitting the video that receives the most votes will **win \$1,500.00** and a chance to have their video prominently displayed on the *We Can!* Web site and Facebook page. The winning site must utilize the \$1,500 in subsequent activities that promote the three *We Can!* healthy lifestyle behaviors outlined above.

Eligibility

This contest is open to all registered [We Can! community sites](#) that signed up for the **We Can!** program on or before June 2, 2010. This contest is also open to our national and corporate partners that work with a **We Can!** community site to develop their videos; however, videos can **only** be submitted by a community site. In the event that a community site collaborating with a partner organization wins the contest, the community site will be the recipient of the prize. Those assisting in the creation or submission of the contest video cannot be immediate family members (spouses and children or siblings by blood or marriage) of NIH employees or contractors. The contest is subject to all Federal laws and regulations, as well as the rules dictating YouTube submissions.

Timeline

July 23, 2010, 11:59 p.m. (Eastern Time)	Deadline for video submissions
July 26 - 30, 2010	NIH panel vote for up to nine videos
August 2, 2010	Finalist video submissions available for public vote
August 20, 2010, 11:59 p.m. (Eastern Time)	Public voting period ends
Early September 2010	Winning video announced

To enter (5 steps)

Step 1: Review the contest rules and contact nhlbiinfo@nhlbi.nih.gov immediately if you have questions.

Step 2: Create your video – Have fun! Be creative!

Videos **must**:

- Be 15, 30, or 60 seconds long. We recognize that 1 or 2 seconds can be added to or removed from your video length after uploading to YouTube. We therefore are giving 2-second flexibility to the length requirements. However, if selected as the winner, your site may be required to provide a video that exactly fits the length requirements.
- Educate and encourage parents and youth ages 8 to 13 years to engage in one of the three **We Can!** behaviors (healthy eating, increased physical activity, and reduced screen time) in order for them to maintain health and prevent disease.
- Be new and creative. Videos previously exhibited as part of a promotion or contest of any kind will not be accepted.
- Close with an image of the **We Can!** Web site address, <http://wecan.nhlbi.nih.gov/>, an image of the toll free number, 1-866-35-WECAN, **AND** the **We Can!** logo found at this link: <http://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/tools-resources/logo-guidelines.htm>

Videos **must NOT** contain:

- Material that violates, or infringes on, another's rights, including, but not limited to privacy, publicity, and intellectual property.
- A focus on brand names or trademarks (other than the **We Can!** trademark and logo).
- Copyrighted material (such as music tracks, snippets of copyrighted programs) without necessary authorizations.
- Material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
- Material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
- Material that is unlawful, in violation of, or contrary to the laws or regulations where the video is created.
- Visual or verbal mention of any Web sites other than the **We Can!** Web site.

Additional guidelines and tips:

- Community sites may submit as many entries as desired and may enter multiple versions of the same video (15, 30, and 60 seconds); however, only one video submission from the same community site can be a finalist.
- Amateur videos are welcomed. Sites may use any type of video device to record videos.
- Community sites should use the **We Can!** Web site as a guide for key messages, language, and information about helping children 8 to 13 years old maintain a healthy weight.
- Videos can be in any style (e.g., testimonial, comedy, drama, documentary, animated, still art, or live action).
- Videos can be in any language, but must have English subtitles if not in English.
- Videos can show logos, organizations, or institutions if the display is *incidental and not promotional*. All decisions as to whether such display rises to the level of promotion will be determined by the judging panel on a case-by-case basis.

By submitting a video, your community site represents and warrants that:

- Your site has obtained permission from each person whose name, image, likeness, or voice (“Likeness”) is included in the submission, and that such person(s) have granted your site all necessary rights to use the person’s Likeness as described in these rules, and that your site can make written copies of such permissions available to **We Can!** upon request.
- If the Likeness of a minor (under 18 years old as of June 2, 2010) is included, the minor’s parent or legal guardian has authorized the use of the minor’s Likeness on behalf of the minor.
- If your community site wins the contest, your site grants NHLBI, NIH, and U.S. Department of Health and Human Services an irrevocable, royalty-free license to copy, distribute, modify, display, perform publicly, otherwise use, and authorize others to use, the video for Federal purposes.
- If your community site wins the contest, your site will utilize the \$1,500 prize to continue its efforts in promoting the three **We Can!** behaviors listed above.
- Your community site has read and abided by all the rules of this contest.

Video entries that do not comply with the rules will not be considered.

Step 3: Submit your video by July 23, 2010, 11:59 p.m. (Eastern Time).

In order to enter this contest, community sites will need to upload video submissions to YouTube. Here’s how:

- If your site doesn’t have one already, create a free YouTube account at: www.youtube.com/create_account.
- Once your site has an account, your site’s video must be in avi, mov, mpg, or wmv format in order to upload it.
- Then, go to the [We Can! Video Contest Group](#) and click the “Join group” button.
- After joining the group, click the “Add video” button, select the video you would like to submit, and click the “Add to group” button.
- Make sure to give the video a unique title. For example, do not title the video, “**We Can!** video contest.”
- We will be notified when your site’s video has been submitted. Once we have prescreened your site’s video to ensure that it qualifies and complies with our rules, and after you have completed Step 4, your site’s video will appear online, on the **We Can!** group page for public viewing. This process may take up to three business days.

- **We Can!** is not responsible for technical problems on the host site. Entrants must comply with the technical and all other requirements of YouTube. Go to the YouTube Help page for more information at: www.google.com/support/youtube.
- By uploading your video onto the YouTube Web site, your community site attests that it has read and agrees to comply with the official contest rules.

NOTE: Save your site's video in the original format after uploading it to YouTube. If your site's submission is voted as the top video, your site may be asked to provide us with your submission in its original format.

Step 4: Update your site's contact information.

After your community site has submitted the video(s), your site **must** e-mail nhlbiinfo@nhlbi.nih.gov with the following information:

- Community site name
- Primary contact name, e-mail address, mailing address, and telephone number
- Correct URL for your uploaded video on YouTube

Please include the words "video contest" somewhere in the subject line of the e-mail. If your site does not send this e-mail, your video submission will **not** be entered into the contest, and will not be eligible for a prize. If your site is submitting multiple videos, please include the above information for **each** video submission.

Step 5: Tell your friends.

After your community site submits its video and once the video has been screened by NIH to ensure that it complies with the contest rules, the video will be appear online on the **We Can!** group page for public viewing. Once the top videos have been identified, you and other members of the public will be able to rate these videos based on the same criteria used by the NIH judging panel.

Prize

The community site submitting the winning video will win \$1,500.00. The top video will be prominently displayed on the **We Can!** Web site and Facebook page and offered to program partners for display on their Web sites.

Notifications

We Can! will announce the winner on the **We Can!** Web site and post the community site's name, city, and state on the **We Can!** Web site or use this information freely for other news or informational purposes. Information collected will be governed by the Privacy Act.

The winning community site will be notified via e-mail and phone within approximately seven (7) business days of selection. The site will be asked to sign a video-release form. If we cannot contact the winning site, or do not receive this form within 10 days of our initial contact attempt, the winning site will forfeit the prize, and the prize will be awarded to an alternate site.

Still have questions?

Please contact nhlbiinfo@nhlbi.nih.gov for any questions regarding the **We Can!** video contest. When e-mailing, please make sure to include the words "video contest" in the subject line.