

# Carolinas Poison Center Video Contest Rules

## To Enter:

- 1) Post your 30 - 60 second video to SchoolTube. You will need a free SchoolTube account in order to do this. Visit this link to set up your account: <http://www1.schooltube.com/Registration/Default.aspx>
- 2) **A PARENT OR GUARDIAN MUST COMPLETE AND SUBMIT THE CONTEST ENTRY FORM BEFORE YOUR VIDEO IS SUBMITTED.**

## Contest Dates:

Contest opens: February 1, 2010

Deadline for submissions: 11:59 EST March 1, 2010

## Eligibility:

- 1) The person submitting the video must be a student in North Carolina.
- 2) The student must be between the ages of 10 and 18.
- 3) The student's parent or guardian must submit the contest entry form before the video is uploaded.
- 4) The student cannot have an immediate family member who is employed by Carolinas Poison Center, Carolinas Medical Center, or Carolinas Healthcare System.

## Video Requirements:

- **DO NOT HANDLE, INGEST OR USE ANY ACTUAL POISONOUS OR HAZARDOUS SUBSTANCES. IF YOU HAVE QUESTIONS ABOUT WHAT SUBSTANCES ARE POISONOUS, VISIT OUR WEBSITE AT [HTTP://WWW.NCPOISONCENTER.ORG](http://www.ncpoisoncenter.org).**
- **A PARENT OR GUARDIAN MUST SUPERVISE CHILDREN AT ALL TIMES.**
- You must have the permission of all persons appearing in the video or, if persons under 18 appear in the video, you must have the permission of their parents or guardians.
- The Video must be 30 - 60 seconds in length.
- The Video must be centered on the theme of either *Children Act Fast, So Do Poisons* or *Poisonings Span a Lifetime*.
- The Video cannot have been previously submitted for another promotion or contest of any kind or previously displayed through any other means.
- The Video must not contain any material that violates or infringes another person's rights, including but not limited to privacy, publicity or intellectual property rights, or copyright or license infringement.
- **The Video must not contain brand names or trademarks. For example, do not show the brand names of cleaning products.**

- The Video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
- The Video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual, or discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.
- The Video must not contain material that is unlawful, in violation of, or contrary to the laws or regulations of North Carolina.

**Disqualifications**

- Videos shorter than 30 seconds or longer than 60 seconds
- Videos containing graphical spelling errors
- Videos displaying a product brand or mentioning a specific product by name

**Judging Criteria:**

50% -- Message and appropriateness to theme

20% -- Entertainment value

15% -- Creativity

15% -- Originality

**Winner Selection:**

Following the deadline for submissions, a Carolinas Poison Center panel will judge the videos based on the judging criteria and adherence to video requirements. *NOTE: Entries must be 30- 60 seconds to pass the screening process.*

Winners will be chosen from 2 age group categories: 10-13 years of age and 14-18 years of age. A 1st and 2nd place winner will be chosen in each age category. Winners will be notified by phone no later than March 12<sup>th</sup>.

**Prizes:**

1<sup>st</sup> prize: \$100 Visa gift card

2<sup>nd</sup> prize: iPod Shuffle

Schools with 1<sup>st</sup> prize winners will receive \$50 each.

Winning videos will become the property of Carolinas Poison Center and featured on Carolinas Poison Center's website and promoted through other media outlets.

**Topic Ideas:**

- Highlight medicine dangers (overdosing, taking the wrong product)
- Explain how to prevent or handle bites and stings (snake bites, spider bites, aquatic animal bites)
- Show look-a-like product dangers (apple juice and house cleaner, jelly beans and iron vitamins)
- Discuss how to keep young children safe from poisons (keeping dangerous products locked up and out of children's reach)
- Examine the effects of illegal or over-the-counter (OTC) drug use
- Educate about poisons in the environment like lead and mercury

Visit our "Types of Poisons" page for more topic ideas:

<http://www.ncpoisoncenter.org/body.cfm?id=59>

**Resources:**

Carolinas Poison Center ([www.ncpoisoncenter.org](http://www.ncpoisoncenter.org))

Poison Prevention Week Council (<http://www.poisonprevention.org/faq.htm>)

Centers for Disease Control (<http://www.cdc.gov/health/poisoning.html>)

National Institute on Drug Abuse (<http://www.nida.nih.gov/>)

National Safety Council

([http://www.nsc.org/safety\\_home/Resources/Pages/Poisoning.aspx](http://www.nsc.org/safety_home/Resources/Pages/Poisoning.aspx))

**Sponsor:**

Carolinas Poison Center

PO Box 32861

Charlotte, NC 28232

[www.ncpoisoncenter.org](http://www.ncpoisoncenter.org)

**Questions?:**

Email the Poison Information & Education Coordinator:

<http://www.ncpoisoncenter.org/body.cfm?id=253>