

## Health Insurance for Teens Week 2013 Video Contest Rules

1. Each entry should reflect the theme of “**Why health insurance is important to me.**” Are you able to play sports? Maintain a healthy weight? Manage a chronic illness? Is your family able to afford other things because they do not have unexpected medical bills? Have you broken a bone or have you been seriously injured in an accident? These are all reasons to have health insurance, and there are many more as well. The video can be a testimonial (tell your story), a scene that is acted out, music video, or rap.
2. The video must include information about Medicaid and/or Iowa’s Children’s Health Insurance Program (**hawk-i**), and should include the message “Medicaid and **hawk-i** offer free or low-cost health insurance to teens”.
3. All content in the video must be original, no copyright infringement.
4. One entry per person or group.
5. All individuals shown in the video must return a signed release with the video submission (see form).
  - a. The form can be emailed, faxed, or mailed in
    - i. Email: [sylvia.petersen@idph.iowa.gov](mailto:sylvia.petersen@idph.iowa.gov)
    - ii. Fax: 515-725-1760
    - iii. Mail: Sylvia Petersen, State **hawk-i** Outreach Coordinator  
Lucas State Office Building  
321 E 12<sup>th</sup> St.  
Des Moines, IA 50319
6. The video must be no longer than 90 seconds.
7. Participants must be between ages 13-19, and be residents of the state of Iowa.
  - a. Parents/guardians, teachers, and other adults may provide guidance and critiques but may not participate in conceiving and producing the video.
8. Entries must be submitted by Wednesday, July 31<sup>st</sup> :
  - a. On a CD and mailed to our office. Please make sure that the finished video is in one of the following video formats: .MOV .WMV .M4V and postmarked by July 20, 2013. Please send all entries to:  

Sylvia Petersen, State **hawk-i** Outreach Coordinator  
Lucas State Office Building  
321 E 12<sup>th</sup> St.  
Des Moines, IA 50319
  - b. Attached to an email and sent to: [sylvia.petersen@idph.iowa.gov](mailto:sylvia.petersen@idph.iowa.gov)
9. All entries become the property of the State of Iowa and the Iowa Department of Public Health. Entrants grant permission to the State of Iowa to use their names, likenesses and entries for promotional purposes related to the Health Insurance for Teens Week awareness campaign and activities of the State of Iowa. By submitting an entry, entrants (i) represent that their entries constitute original works of creativity that do not violate the property rights of any other person or any copyright laws, and (ii) grant the State of Iowa and the Iowa Department of Public Health the right to exhibit, distribute and otherwise use the entries in various media.

10. The winning video will be announced on Monday, August 12<sup>th</sup>, 2013.