



WORLD ANTIBIOTIC AWARENESS WEEK, KENYA

STORY TELLING/PHOTO ESSAY COMPETITION GUIDELINES

BACKGROUND

The World Antibiotic Awareness Week (WAAW) is jointly organized by the Government of Kenya (Ministries of Health and Agriculture, Livestock and Fisheries) in collaboration with partners [Food and Agriculture Organization of the United Nations (FAO), World Organization of Animal Health (OIE), World Health Organization (WHO), Becton, Dickinson and Company, ReAct group Africa, University of Nairobi, International Livestock Research Institute (ILRI), Diamond V and the World Animal Protection)]. A Regional celebration will be held in Nairobi-Kenya from 18th to 23rd November 2019.

THE CONTEXT

The competition is organized in connection with the 2019 World Antibiotic Awareness Week with a theme: handling antibiotics with care. Storytelling/Photo Essay Contest (the “Contest”) aims to raise awareness about antimicrobial resistance (AMR) and its risks. It also aims to show, “What the future would be like if AMR issues get worse?”. Entries must highlight how the future will be like if antimicrobial resistance is not tackled.

The challenge is to capture what the future will be like if AMR is not tackled through your camera lens and accompanying story.

GUIDELINES

1. The photo contest is open to all students at undergraduate, postgraduate and PhD level including veterinary students, medical students, public health students, nursing students and others at all levels of study.
2. All entries must be submitted during the contest period from 21st October 2019 to 10th November 2019 using the contest online submission form available at: <http://bit.ly/WAAWphotoessaycompetitionKE>
3. The photos and accompanying story must not have been previously published anywhere else online or in print.
4. Initial submission should comprise of photo and text in a single PDF. Submission must be in English.
5. Only minimal post-processing is allowed (i.e., cropping, adjusting of exposure and contrast). Using in-phone editing apps is allowed.
6. Accompanying narrative text should focus on, “What the future would be like if AMR issues get worse?” The text must be at least 200 words.
7. Three national level (country competition) winners will be selected
8. Entrants must read and accept the rules and conditions of this contest.
9. Shortlisted entrants may be asked to submit the accompanying photos, which should be in .jpeg or .tiff format and have at least 300 dpi.



10. The top three entries will present their work during the WAAW 2019 celebrations to be held at the United States International University, Nairobi, Kenya on 23rd November 2019 as from 2pm.
11. Announcement of winners will be on 23rd November 2019 as a live event at the USIU campus, Nairobi

RULES

The Contest is open only to individuals (“Entrants”) who have reached the age of 18 at the time of entering the Contest.

Entrants can only submit to the contest original works for which they are the sole creator and own the copyright. If the photographs contain images of a person or persons, Entrants must have obtained the permission of those persons for submission of their images to the Contest. The Kenya WAAW National Organizing committee will also not seek additional approvals in connection with the use of the text and photographs and it will not be responsible for any claim or complaint alleging violation of the rights of third parties.

By entering the Contest, Entrants, while retaining copyright ownership, grant an irrevocable, perpetual, worldwide exclusive license to Kenya WAAW National Organizing committee to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and the promotion of the work, in:

- Corporate websites
- Corporate videos or digital recordings to illustrate the work;
- Printed publications, brochures or posters;
- Social media channels, including promotion of the Contest itself;
- Any other media used to communicate.

The Kenya WAAW National Planning committee will use the edit of the text of the photo essay for clarity. Kenya WAAW National Planning committee will not pay any fees for, nor pay any costs relating to, the entry of the text and photograph(s) into the Contest or for their use as described above.

Kenya WAAW National Planning committee reserves the right to verify the eligibility of any entry and/or Entrant (including an Entrant’s identity and address) and to disqualify any Entrant who submits an entry that is not in accordance with these rules or who tampers with the entry process. By submitting entries to the Contest, Entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these rules. The data may also be used by Kenya WAAW National Planning committee in order to verify the Entrant's identity, postal address and telephone number or to otherwise verify the Entrant's eligibility to participate in the Contest. Kenya WAAW National Planning committee is not responsible for any entries not received due to internet or software failures



Nothing in the rules for this Contest, nor any acts performed or statements made in relation to this Contest, shall be deemed a waiver, express or implied, of any of the privileges and immunities of Kenya WAAW National Planning committee.

PROCESS AND CRITERIA

The Contest opens at 00:00:00 am Nairobi time (GMT+3) on **21st October 2019** and closes at 00:00:00 Nairobi time (GMT+3) on **10 November 2019**. Entries received after the deadline will not be considered.

After the deadline for submissions has expired, Kenya WAAW National Planning committee will select, at its sole discretion, the best five photo essays received within the deadline and based on the following criteria: originality, relevance to the theme (“What would be the future like if AMR issues get worse?”), artistic value and communication potential.

The five selected photo essays will be submitted to the Jury designated by Kenya WAAW national planning committee, which will select, at its sole discretion, the three photo essays from the shortlist of five which it considers to most closely meet the criteria.

After the selection, the winners will be notified by email using the contact details they provided with their entries. In the event that any of the selected winners of any prize is ineligible, cannot be traced or does not respond within 7 days to a winner notification as required by the Contest Rules above, or refuses the prize, the prize will be forfeited and it will be in the sole discretion of the Jury to choose whether to award the prize to another eligible entry.

ACCEPTANCE

By submitting entries to the Contest, the Entrant confirms that the rules for this Contest, as set out above, have been read, understood, and agreed to by the Entrant.

CRITERIA FOR JUDGING:

- Relevance to the theme 40%
- Technical quality 20%
- Narrative/Story 20%
- Image impact 20%

PRIZES

The prize for the national winners will consist of the following:

- 1st prize: cash prize of Kshs 15,000, merchandise and certificate of participation
- 2nd prize: cash prize Kshs 10,000 and certificate of participation
- 3rd prize: cash prize Kshs 5,000 and certificate of participation



ONE HEALTH CLUB LIVE SKIT/VIDEO COMPETITIONS

This is a separate contest open only to One Health Clubs in Kenya. To participate in this contest kindly get in touch with either: +254 727 739 772 or +254 727 472 058.

The live skit/video presentations should be based on the theme, “What would be the future like if AMR issues get worse?” i.e. show how the future will be like if AMR issue is not tackled.

The live skits will be presented at the United States International University campus hall and a select team of judges will pick the best skit.

PRIZES

Prize to best skit/drama: cash prize of Kshs 30, 000 and engraved glass.