NHCW 2018
Picture & Video Contests

Presented by the NACHC Advocacy Team
July 25, 2018
Please note: audio for today’s webinar is provided via your computer.

If you have questions at any point during the presentation, please type them in the chat box to the right of your screen.

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Thank you to our 2018 sponsors!

GOLD

SILVER

BRONZE

ADVOCATE
This year’s theme

Celebrating Health Centers: Home of America’s Health Care Heroes

#NHCW18
#CHCSuperPower
This year’s focus days

Sunday, August 12
Legislative Appreciation Day

Monday, August 13
Honoring Health Center Heroes Day

Tuesday, August 14
Public Housing Health Centers Day

Wednesday, August 15
Healthcare for the Homeless Day

Thursday, August 16
Agricultural Worker Health Day

Friday, August 17
Patient & Board Appreciation Day

Saturday, August 18
Children’s Health Day
Why celebrate NHCW with pictures and video?
National promotion for health centers!

Collecting pictures and videos from across the country highlights the amazing work health centers do in their neighborhoods.

Where do we use the pictures and videos?
- Campaign for America’s Health Centers and National Health Center Week websites
- Facebook and Twitter
- Health Centers calendar!
- National, regional, and local presentations
Why should you participate in the contests?

- Great promotion for your health center!
- Easy way to engage your community and request their support for your center
- Pride in the work your health center does
- Awesome prizes
How to **participate**
(and some rules...)
First, take a picture or video . . .

Take a picture and/or create a video that showcases the amazing work your health center does.

Your picture and video should reflect the theme of National Health Center Week and/or highlight the advocacy work your center does!

Keep in mind:
- A picture can be a photo or a drawing.
- Pictures must be in landscape orientation.
- Videos must be less than 3 minutes.
- You cannot use a professional to take your picture or create your video.
Submit up to 1 picture and 1 video during the month of August at www.healthcenterweek.org.

Pictures must be in either .jpeg or .png format, and videos must be submitted via a link to Dropbox, Google Drive, YouTube, or Vimeo.

Your picture and video should reflect the theme of National Health Center Week and/or highlight the advocacy work your center does!
Other rules/guidelines

• Pictures must be in either .jpeg or .png format, and videos must be submitted via a link to DropBox, Google Drive, YouTube, or Vimeo.

• Please make sure your pictures and videos are submitted in their original size and resolution. Pictures and videos taken via smartphones are accepted.

• Simple photo collages are accepted but must use only 3 or fewer photos.

• Text overlaying picture submissions must be limited to only your health center’s name.
Other rules/guidelines, cont.

• You must collect release forms for individuals featured in your photos or videos and verify that you have done so on the submission form. If you do not collect the proper release form, your submission will not be reviewed. Release forms may be collected from all finalists – submissions that fail to provide release forms are subject to disqualification.

• Grand prize winners from 2017 are not eligible to participate in the same contest in 2018. However, the Picture Contest Grand Prize Winner from 2017 may participate in the 2018 video contest, and the Video Contest Grand Prize Winner from 2017 may participate in the 2018 picture contest.
Full Contest Rules and Information

Can be found at:

www.healthcenterweek.org/2018-picture-video-contests
What happens next?
Who wins?
The Voting Process

• NACHC Advocacy staff will announce 25 picture finalists and 10 video finalists on Friday, September 14th.

• The picture and video winners as well as the 11 picture runner-ups and one video runner-up will be chosen by popular vote.

• Rules for voting:
  • You can vote for your favorite picture AND your favorite video (even if it’s one you submitted!).
  • You MAY NOT vote more than once.
  • You must vote by filling out the webform which will be made live on September 17, or by liking the picture of your choice on the HCAvocacy Facebook page or the video of your choice on the NACHC YouTube page.
The Prizes - Pictures

• The winning picture will receive:
  • A $500 NACHC sponsorship for National Health Center Week 2019
  • Canvas print-out of your picture submission
  • A copy of the 2019 Health Centers Calendar with the picture featured on the cover and in one month of the calendar
  • A 2018 NHCW t-shirt

• The 11 picture runner-ups will receive:
  • Canvas print-out of your picture submission
  • A copy of the 2019 Health Centers Calendar with the picture featured in one month of the calendar
The Prizes - Videos

- **The winning video will receive:**
  - A $500 NACHC sponsorship for National Health Center Week 2019
  - A 2018 NHCW t-shirt
  - Video will be shared on social media and featured on the homepage of HCAdvocacy and National Health Center Week

- **The one video runner-up will receive:**
  - A $250 NACHC sponsorship for National Health Center Week 2019
  - A 2018 NHCW t-shirt
Ready, set, mark your calendars!

- **Submission via online form**
  
  Start: Wednesday, August 1 at 12:00AM ET  
  End: Friday, August 31 at 11:59PM ET  
  Finalists announced: Friday, September 14 at 12:00PM ET

- **Voting on finalists via form/social media**
  
  Start: Monday, September 17 at 12:00PM ET  
  End: Friday, September 21 at 11:59PM ET

- **Winners announced**
  
  Monday, September 24 at 10:00AM ET
What makes a picture or video good enough to win?
Tips for Winning Photos & Videos

Celebrate your Health Center’s innovations!
Think about highlighting your Health Center’s innovations in health service delivery, advocacy recruitment, and community outreach.

Highlight the Advocacy your Health Center does.
Take a picture of a meeting with a Member of Congress, or of a patient signing up to become an Advocate. Be creative about showing how your Health Center spreads the word and takes action to support the Health Center Movement!
Action shots are great.
Try to capture a picture or footage of patients, staff, board members, community partners, etc. in action. Take a picture of a patient receiving services at your Health Center, of the crowd lining up for your annual health fair, or of your Member of Congress shaking hands with your staff, for example.

Think about the environment where you are filming.
Try to place your subject in the set of your choosing. Don’t be afraid to ask them to move to a location that may be less busy or more interesting.

Make sure your subject(s) is/are well lit.
Avoid overly bright/dark situations.
In one-on-one interviews, use shots that capture your subjects from the shoulders up and make sure they’re one side of the frame instead of in the middle.

Sound is just important as the picture. Make sure to your subject(s) speaks loudly and clearly. If possible, use a lapel microphone. Also avoid situations where there is a lot of background noise – try to take your subject to a quiet space for his/her interview.
Story is everything.
Take some time to pre-plan and think about what makes your Health Center special, unique and important to you and your community. You might want to include first-hand accounts from your patients, staff, Board, or elected officials about the value your Health Center brings to your community, for example.

Keep it short and sweet.
Videos submitted to the NHCW contest must be under 3:00 minutes.

Most importantly- be creative and have fun!
Think about using music, trying out different camera angles (such as using a rolling office chair for a cool action shot), or incorporating simple animation, titles, and/or credits.
Hear from last year’s video winner

Pamela Kinder
United Community & Family Services (CT)
NHCW is right around the corner! Are you ready?
Post Your Event(s)

Please post your event details online as soon as possible!

Benefits:
• Potential for sponsorship
• Public visibility
• Visibility with Congressional offices
Contact Us

• General questions about National Health Center Week
• Questions about the Picture & Video Contests
• Help posting/editing/finding an event
• Other NHCW tools/resources/templates needed
• Let us know if a Member of Congress confirms attendance!

Email NHCW@nachc.org
Questions?

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