

# 2011 – 2012

act  out  
for health

Florida KidCare  
Act-Out for Health Contest

Commercial PSA  
Information Packet



Thirty seconds could be  
your fifteen minutes.

[www.ActOut4Health.org](http://www.ActOut4Health.org)

# act-out for health

Thirty seconds could be your fifteen minutes.

**Florida KidCare Act-Out for Health Contest** | Commercial PSA Information Packet

[www.ActOut4Health.org](http://www.ActOut4Health.org)

---

## **An Introduction**

The Florida Healthy Kids Corporation is holding its annual Act-Out for Health Contest to spread the word about the state's affordable health insurance program for children up through age 18. This year, we're inviting you to participate. We need your help to let teenagers and their parents know about the Florida KidCare program.

## **About Florida KidCare**

Florida KidCare is the state's children's health insurance program (CHIP). It offers quality, affordable health benefits like check-ups, physicals, eye exams, dental care and emergency room visits to all children in Florida ages birth through 18.

Although most Florida children have health insurance, more than 700,000 children in Florida do not. However, most of them are eligible for Florida KidCare, and children your age make up the biggest population that is eligible. We want to make sure those students are covered. That's where you come in.

## **Contest Basics**

The Act-Out for Health PSA contest is for students in grades 6th through 12th. Whether you're in drama, studying TV production or an aspiring athlete, you can compete against other students by creating PSAs that inform parents and kids your age about Florida KidCare. We think your ideas will help us reach out to kids just like you because you know what's important and what will get their attention.



# 2011-2012 Contest Themes

---

So, you've probably heard your parents talking about it or maybe you've seen it on the news. These days, it seems everyone is talking about health care. Now it's your turn. First we have to ask: do you know about the importance of having health insurance? Your thoughts and answers are what we need for this competition.

For this year's contest, we've come up with three themes. You get to pick one theme to develop your 30-second commercial. Here's what we've got:

## **Theme 1: Stay healthy with Florida KidCare.**

Children enrolled in Florida KidCare receive comprehensive health coverage including doctor visits, shots, surgery, prescriptions, vision and hearing screenings, mental health care, dental check-ups and hospital stays.

With these quality health care services offered through the Florida KidCare program, kids like you can stay healthy, and stay active in the classroom and on the field (or stage, or studio, or...well you get the picture).

## **Theme 2: This is what healthy looks like.**

When you feel good, you look good. Maintaining healthy habits like eating right, exercising and getting regular checkups can help keep our bodies strong, teeth clean and mind fabulous. Especially when you have health insurance like Florida KidCare.

The trick to looking and feeling your best is about making the right choices over the wrong ones. It's as simple as choosing carrots over candy, taking the stairs instead of the elevator or having great health insurance instead of hoping for the best.

## **Theme 3: Healthy is more fun than you think.**

Being healthy doesn't have to be a chore or a bore.

It's easy to make eating healthy and exercising fun. You and your friends can get together to create delicious snacks. You can exercise during one of your favorite TV shows. Or you can plan a day of fun activities for you and your favorite folks.

However you choose to make it fun, the key to it all is having health insurance so you can get regular checkups, prescriptions and more.

Once you've picked a contest theme, write your own storylines for your commercial and start shooting! Remember, this can be a group project of no more than three people. Also, be sure to follow the contest rules and guidelines outlined below so your entry won't get disqualified.

# TV-PSA Rules and Guidelines

---

Make note of the following rules. Even if you've entered the contest before, some rules are new or changed, so take time to read through this section.

**Grade Requirements.** We're looking for a commercial made for students, by students. Only students in grades 6th through 12th may enter the contest. You can get help from a teacher or mentor, but remember: the writing, filming and production of this video must be completed by middle or high school students.

**Group size.** We don't expect you to shoot this thing by yourself, but we do have to set a limit on the size of groups entering. No more than three team members are allowed per commercial. You may recruit extra friends to act in the commercial, but only three team members can write, direct and produce your PSA. If you've got six friends interested in helping, divide into two teams! There is also no limit on the number of entries each team can submit.

**Time.** Your commercial must be exactly 30 seconds and must have an additional five second lead-in. This means your commercial must be introduced by a five-second blank screen or countdown, followed by 30 seconds of your ad content. Even commercials just one or two seconds over or under the time frame will be disqualified, so get a watch and keep track!

**No stunts.** Period. If your team pulls some crazy stunt like those guys on TV, the judges are going to put those entries straight in the trash.

**Must-have Information.** All TV PSA entries must include the Florida KidCare logo, phone number (1.888.540.5437) and web address (FloridaKidCare.org). All of the items should be spelled correctly, so double check your entry before submission.

**Digital only.** You must submit two (2) DVDs of your commercial. Each disc must be labeled with a title, names of your group members and your school.

**No favorites.** Sorry, but the children of Florida Healthy Kids Corporation employees or board members are not eligible to participate.



## How to Enter

---

**How to Enter.** Use our Contest Checklist found at the end of this packet to make sure you've followed the contest rules. Your team will be disqualified if we don't have a signed waiver form from your parents/guardians that you were allowed to participate in the project and that we, Florida KidCare and the Florida Healthy Kids Corporation, have permission to show your faces on television. Your team could be disqualified if we don't receive the proper information.

**Send in your entire team's entry forms, waivers and two copies of your DVD to:**

Florida KidCare Act-Out for Health Contest  
661 E. Jefferson Street, 2nd Floor  
Tallahassee, FL 32301

**Entries must be postmarked no later than Friday, January 6, 2012.**

## Awards

---

The Act-Out for Health PSA Contest is open to all 6th through 12th grade students in the state of Florida. The Act-Out for Health PSA Contest winners will be selected by a panel of Florida KidCare judges. District winners will be selected from three regions across the state. (Visit the Act-Out for Health website at <http://www.actoutforhealth.net/students/regions> for details about which district/region your school is in). Judges will select one winner from each of the three regions to advance to the Statewide Grand Prize finals. A Statewide Grand Prize will then be awarded to one of the three regional winners. The Statewide Grand Prize winner cannot claim both a regional prize and the statewide prize.

Please note that the award amounts have changed this year.

**District Winners:** \$50 for each team.

**Regional Winners:** \$750 to the winning team and \$350 to the school.

**Statewide Grand Prize Winner:** \$1,000 to the winning team and \$500 for the school.

If your entry is selected as a winner, the Florida Healthy Kids Corporation may request your social security number for accounting purposes so you can receive your prize. All winners will be invited to attend an awards ceremony in Orlando in early February. Winners unable to attend this event will be mailed their prizes. Winning entries will be posted on the Act-Out for Health Contest website following the statewide awards ceremony.

## Contact Info

---

If you have questions about the Florida KidCare Act-Out for Health Contest, visit the contest website at [www.ActOut4Health.org](http://www.ActOut4Health.org).

Still need an answer? Email [ActOut4Health@healthykids.org](mailto:ActOut4Health@healthykids.org) or call Monica Johnson at 850.701.6142 (toll-free calls: 1.888.352.5437, ext. 6142).

## Act-Out For Health Contest Commercial PSA Checklist

---

You should be able to answer “Yes” to all of the following questions before submitting your entry.

- Are you in grades 6th to 12th?
- Did you work in a group of three or less to write and produce your PSA?
- Does your PSA convey one of the contest themes?
- Does your PSA include the Florida KidCare logo, phone number and web address?
- Does your PSA include an additional five-second lead-in?
- Is your commercial PSA thirty seconds long?
- Does your contest entry packet include the following?
  1. Completed/Signed Contest Entry Form
  2. Signed Parent/Guardian Waiver Forms  
(one for each team member)
  3. Two (2) labeled DVDs with your entry title,  
team member names and school
- Are you NOT the child of an employee or board member of the Florida Healthy Kids Corporation?



One entry form per team must be completed and must be signed by each student. A parent/guardian must sign the Parent/Guardian Waiver Form. Teams without the Entry Form and Parent/Guardian Waiver Form will be disqualified. Mail your entry form, waivers and two copies labeled DVDs in an envelope to:

**Florida KidCare Act-Out for Health Contest**  
**661 E. Jefferson Street, 2nd Floor**  
**Tallahassee, FL 32301**

**Entries must be postmarked no later than Friday, January 6, 2012.**

Entry Title: \_\_\_\_\_  
School: \_\_\_\_\_

**REGION (check one):**

**NORTH REGION**

**DISTRICTS\***

Panama City  
Pensacola  
Tallahassee  
Jacksonville

**CENTRAL REGION**

**DISTRICTS\***

Orlando  
Tampa-St. Petersburg  
Gainesville

**SOUTH REGION**

**DISTRICTS\***

Miami-Ft. Lauderdale  
West Palm Beach-Ft. Pierce  
Naples-Ft. Myers

*\*Note: Florida Healthy Kids Corporation will determine the appropriate district and region.*

Teacher Name: \_\_\_\_\_  
Teacher Telephone: \_\_\_\_\_  
Teacher E-mail: \_\_\_\_\_

**TEAM MEMBER # 1:**

Name: \_\_\_\_\_ Grade: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Parent/Guardian Name: \_\_\_\_\_  
Parent/Guardian Signature: \_\_\_\_\_

**TEAM MEMBER #2:**

Name: \_\_\_\_\_ Grade: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Parent/Guardian Name: \_\_\_\_\_  
Parent/Guardian Signature: \_\_\_\_\_

**TEAM MEMBER #3:**

Name: \_\_\_\_\_ Grade: \_\_\_\_\_  
Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Zip: \_\_\_\_\_  
Parent/Guardian Name: \_\_\_\_\_  
Parent/Guardian Signature: \_\_\_\_\_

I certify that the above information has been filled out accurately and to the best of my knowledge. I understand that by submitting this entry into the Florida KidCare Act-Out for Health Contest, I am giving the Florida Healthy Kids Corporation the right to release my essay. I understand that once submitted, my essay immediately becomes the sole property of the Florida Healthy Kids. I completed the major tasks of writing the essay submitted for competition.

Team Member #1 Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Team Member #2 Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Team Member #3 Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Please read this information carefully before submitting your entry.

**Terms of Agreement**

By submitting your entry, you agree to the terms and conditions outlined in the Rules and Guidelines portion of the Act-Out for Health website. By submitting your entry, you are:

- Entering and participating in the Act-Out for Health billboard, PSA and/or essay contest, sponsored by Florida KidCare and the Florida Healthy Kids Corporation.
- Allowing your name, age, grade level and school to be displayed along with your billboard, PSA and/or essay.
- Consenting to the use of your entry at any media or promotional events, including any possible winner ceremonies, media interviews and publicity events related to the Act-Out for Health contest.

**Privacy Disclaimer:** Any personal information collected during the course of the Act-Out for Health contest will only be used for administering this competition, or as otherwise set out in the enclosed contest rules. Except where prohibited by law, participation in the Act-Out for Health contest constitutes your consent to the storage, use and disclosure of your entry details as set out in the contest rules found on the Act-Out for Health website.

By submitting your entry, you understand that upon submission, your entry information and billboard become the sole property of Florida Healthy Kids Corporation, and no submissions will be returned.

I understand that upon submission, my child's entry becomes the sole property of Florida Healthy Kids Corporation, and no submitted entries will be returned.

X

\_\_\_\_\_  
Parent/Guardian signature

\_\_\_\_\_  
Date