

## Secondary School Video Competition

\*highlighted items are subject to change

Persons-in-charge	Choi Tsz Yau (2.3) Chan Chun Lok (2.7)
Publications and Publicity Secretary I/C	Lai Man Hei (1.1)
Organizer	Proposed Dental Public Health Committee
Name of event	全民關『蛀』
Target audience	Secondary 1-6 Students
Theme	Dental Caries
Objectives	<ul style="list-style-type: none"><li>• To raise secondary school students' awareness towards dental caries, oral hygiene, and misconceptions towards oral health.</li><li>• To allow secondary school students to know more about Dentistry through video making</li></ul>
Proposed date	Application Period: Early - Late February Video Submission: Late April Voting Period: Late May Result announcement: Late June Prize presentation ceremony: August
Judges	Dr. Ollie Yu & Dr. Peter Tsang

**Application Details:****Requirements:**

Target participants: Secondary 1-6 students

Number of participants per entry: 2-4 (group basis only)

(Participants in the same group can come from different schools or grades.)

**Procedures:**

- QR code and hyperlink to application form included in posters and emails.
- Applicants are required to provide:
  - Name (of each participant) according to HKID
  - School and Years of study (of each participant)
  - Email and contact number (of each group)
- Application form will include a reminder for attendance for Briefing Session
- Confirmation email will be sent after deadline.

### Submission Requirements:

Submitted to: [dphc2122.hku@gmail.com](mailto:dphc2122.hku@gmail.com)

File format: .mp4/ .avi

- size of the video is larger than 25MB, Gmail automatically adds a Google Drive link in the email instead of including it as an attachment.

Late submission will not be accepted

### Video Requirements:

Time limit: 1- 2 minutes

Target Audience: general public

Format: free (cartoons, dramas, interviews, music videos, presentations, slogan, etc.)

Language: English/ Cantonese (Traditional Chinese), subtitles are optional

- Suggested References:
  - American Dental Association (<https://tinyurl.com/pkn3rp43>)
  - Hong Kong Dental Association (<https://www.hkda.org/index.php>)
  - Department of Health (<https://www.dh.gov.hk/eindex.html>)
  - Oral Health Survey 2011, HK (<https://tinyurl.com/yemme9x4>)
  - School Dental Care Service, DOH, HK (<https://www.schooldental.gov.hk/wsmile/en/welcome>)
  - National Health Services, UK (<https://www.nhs.uk/conditions/tooth-decay/>)
  - Smile Campaign Instagram
- Each group will be assigned to an **object** randomly and have to include it in their video content.
- Each group will have further information in the briefing session.

### Assessment criteria

- 40% content
  - The information included in the video should be accurate and should have a good logic flow to prevent any misconception.
- 30% creativity
  - Information presenting in an interesting and absorbing way
- 30% Visual Appeal and Presentation
  - Videos with attractive layout, smooth editing and good presentation skills will be awarded higher marks in this category.

Since there are 2 judges in this competition, the final mark of each video will be the average of the total mark of video.

## **Award**

Champion, 1<sup>st</sup> Runner up, 2<sup>nd</sup> Runner up  
Most popular: the videos with most likes in smile campaign

### **Prizes:**

Champion: certificate (per person) + cash + electronic tooth brush + Video advertisement on social media

1<sup>st</sup> Runner up: certificate (per person) + cash reward

2<sup>nd</sup> Runner up: certificate (per person) + cash reward

Most Popular award: certificate (per person)

Top 12 videos: certificate of merit (per person)

Other than top 12: certificate of participation (per person)

## **Announcement of the result**

- Contact the participant of the top 12 videos through email and phone calls, inviting them to join the prize giving ceremony.
- Notify them for posting of their video in Smile Campaign Instagram and Facebook.
- Send emails of other participating groups for appreciation for joining.
- Result will be announced during the prize giving ceremony.
- Results will be announced in Smile Campaign Instagram and Facebook.
- Certificate of participation will be mailed to their schools' addresses. In case the participants of the same group aren't from the same school, members of DPHC will contact them for further arrangements.

## **Prize Giving Ceremony**

### **Rundown**

- Welcoming speech by DPHC MCs
- Sharing from Judges from HKU Dental Faculty
- Watch Top 12 videos
- Announcement of winners Most Popular award, Champion, 1<sup>st</sup> runner up and 2<sup>nd</sup> runner up
- Sharing from winners
- Photo-taking