

Alameda County Nutrition Services Social Media Challenge - Oakland

Purpose:

- Influence the Social Media Landscape with positive health and nutrition messaging
- Invest in the youth of Oakland
- Intentional use of social media platforms that our young people use these days: Instagram and TikTok

This contest is hosted in partnership with ALL IN, HOPE Collaborative, OUSD, 67 Suenos, Roots, Youth Beat + Additional Outreach Partners: EOBA, EOYDC, Planting Justice, DACA

Period: The entire Social Media Challenge runs February 1, 2021 through April 30, 2021, and has two major components:

1. The Social Media Youth Content Post Contest (Contest) runs February 1, 2021 through April 30, 2021.
 - a. Contest Round 1 runs February 1, 2021 through February 28, 2021.
 - b. Contest Round 2 runs March 15, 2021 through April 30, 2021.
2. The Social Media Outreach and Promotion Drawing Period runs February 1, 2021 through May 31, 2021.

Process:

1. OFFICIAL RULES of the Social Media Youth Content Post Contest:
 - a. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN
 - b. Who is Eligible: Contest is open to individual youth (Entrant) who are residents of Oakland, CA, minimum age of 14 years old, up to a maximum age of 24 years old, based on the date of Entry. If multiple individuals are collaborating on an Entry, only one individual youth can be the named Contest Entrant. One Win per Entrant.
 - c. Method of Entry: Enter the contest by creating and submitting an original Social Media content or post on Instagram or TikTok that meets the criteria outlined below:
 1. Content of Entry: Entry must promote any of the healthy messages of Eat Well, Drink Water, and/or Move More, which can include, but not be limited to, concepts of food as medicine, healthy retail, and/or disease prevention.
 - a. These are reputable resources to use to develop content. You are welcome to visit these websites, however, you are not limited to using them in your research:
 - i. USDA's My Plate: <https://www.myplate.gov/>
 - ii. CalFresh Healthy Living: <http://calfresh.dss.ca.gov/healthyliving/home>
 - iii. Healthy Living for Life www.healthylivingforlife.org
 2. Style of Entry: Be creative! You choose the style, options including but not limited to: Video, Music Video, Rap, Spoken Word, Poetry Write/Read, Testimony, Animation, PSA, Series-based, Dance to Song, original not spin off, following copyright rules, giving credit where credit is due.
 3. Entry Pass/Fail Criteria are as follows. Contest Administrator will review Entries for meeting the Pass/Fail Criteria and notify the Entrant if the Entry fails to meet any of the criteria:
 - a. Less than 60 seconds in length
 - b. Factual
 - c. Respectful content and language
 - d. No explicit images or sexually suggestive content
 - e. No cursing
 - f. No racial slurs
 - g. No naming and disparaging companies/organizations/individuals/entities
 - h. No plagiarism

- i. Here are some examples for inspiration: [YouthBeat](#), [Dream Catcher Food Project](#), [Drink That Water!! By Kiwi Illafonte](#), [Healthy Living for Life: a Visual Poem](#), [Roots East Oakland Youth Team](#) and [TikTok by nino_ee](#)
 - d. Methods for Submission:
 - i. via a direct upload of an original file through [contest Google Form](#) OR if you do not have a google account,
 - ii. via an email submission with your original content to info@hopecollaborative.net.
 - a. Email must include:
 - i. Full Name
 - ii. Age
 - iii. Date of Birth
 - iv. Zip Code
 - v. Link to your Instagram or TikTok post
 - vi. [Media Release Waiver Form](#)
 - iii. Entry must be posted on your personal Instagram main feed or story or your personal TikTok account, where you tag the Social Media Challenge Instagram account at @oaklandhealthylivingforlife and tag #OaklandHealthyLiving. This constitutes an Entry.
 - iv. All submissions will require a Media Release Waiver Form, which you can submit via the same Google Form as your entry or include with your submission email.
 - v. Entrants must follow @oaklandhealthylivingforlife and allow the page to follow them back.
2. Categories of Entry and Minimum Winner Allocations:
 - a. Age Range 14-15 (minimum 7 winners),
 - b. Age Range 16-18 Category (minimum 7 winners),
 - c. Age Range 19-24 Category (minimum 7 winners)
3. Deadlines for Entry:
 - i. Deadline to enter Contest Round 1 is February 28, 2021, noon Pacific Time.
 - ii. Deadline to enter Contest Round 2 is April 30, 2021, noon Pacific Time.
4. Method of Scoring:
 - a. Each Entry will receive a score on a scale of 100 points, that is made up of the average of Youth Judge's individual scores.
 - i. Relevance to Key Messages: up to 30 points. *How well does the Entry promote any of the healthy messages of Eat Well, Drink Water, and/or Move More?*
 - ii. Inspirational: up to 25 points. *How well does the Entry inspire me to take steps to be a little healthier?*
 - iii. Creativity: up to 25 points. *How creative/unique/original/captivating was the Entry?*
 - iv. Video Quality (audio and/or visual): up to 20 points. *How clear was the Entry's audio and visual?*
 - b. The Judge Panel will be made up of 7 Youth Judges, also Oakland residents in the age range of 14-24, with each Youth Judge signing a Conflict of Interest Form, coordinated by 67 Sueños.
5. Number of Prizes: A total of 48 prizes of \$500 each will be awarded to Winners.
 - a. Up to 10 Winners will be announced for Contest Round 1. Winners will be selected based on those receiving the highest scores in Contest Round 1 and by Age Range Categories of Entry and by Zip Code priority allocation. Winners of Contest Round 1 will be announced on Instagram on March 15th.
 - b. Depending on the number of Winners in Contest Round 1, remaining prizes will be awarded for Contest Round 2. Winners will be selected based on those receiving the highest scores in Contest Round 2 and by Age Range Categories of Entry and by Zip Code priority allocation. Winners of Contest Round 2 will be announced on Instagram on May 15th.
 - c. In the event of a tie score that requires a tiebreaker to determine the final Winner, the Winner will be determined by the entry that was submitted first.

- d. Winner of one reserved bonus \$500 prize will be the post with the highest # of likes, to be determined and announced on May 31, 2021, noon Pacific Time by Contest Administrator on Instagram.
 - 1. To be eligible for the bonus prize, Entrants must follow @oaklandhealthylivingforlife and allow the page to follow them back.
- e. 43 of 48 prizes will be prioritized among the zip codes: 94621, 94619, 94613, 94612, 94610, 94609, 94608, 94607, 94606, 94605, 94603, 94602, 94601
- f. Winners must complete required paperwork in order to receive the \$500 prize check. Winners will be invited to the Alameda County Nutrition Services office (location to be shared with winners) to collect the check and take a picture, if determined safe to do so.
- g. Names of Winners of the \$500 prizes will be provided to any Entrant who requests that information after May 31, 2021 by emailing the Contest Administrator at info@hopecollaborative.net.
- h. Contest is not contingent on a minimum number of Entries or Entrants.
- i. Here are examples of what entries can look like:
 - 1. [YouthBeat](#)
 - 2. [Dream Catcher Food Project](#)
 - 3. [Drink That Water!! By Kiwi Illafonte](#)
 - 4. [Healthy Living for Life: a Visual Poem](#)
 - 5. [Roots East Oakland Youth Team](#)
 - 6. [TikTok by nino_ee](#)
- j. This Contest is in no way sponsored, endorsed, administered by, or associated with Instagram or TikTok.