

2019 Student Video Competition



APTR and the Thomas Jefferson University College of Population Health announce the 2019 Student Video Competition to support graduate medical and health professions students in thinking critically about how to address local health inequities through policy and legislation.

PRIZE AMOUNTS

First Place \$1,200	Second Place \$800	Third Place \$400
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PURPOSE

Giving legislative testimony is one of the most effective ways to educate legislators and policymakers about the impact, either positive or negative, that proposed legislation or legislative change might have on a community. Legislators aren't always aware of all the implications a particular piece of legislation may have on their constituents, particularly underserved populations. Providing this testimony and education clearly and professionally is important to achieving results. Understanding the impact that policy has on public health is crucial to improving the health of our nation.

ELIGIBILITY

Student teams, consisting of three to four (3-4) students, are asked to create a video testimonial and policy brief on a policy aimed at mitigating the impact of health inequities in a chosen locale. To be considered, students must be currently enrolled in a graduate medical and/or health professions school. Preference will be given to student teams from schools that are Institutional members of APTR.

DESCRIPTION

You and your team will create a 5-minute video testimony given to the legislature which advocates to enact, maintain, or eliminate a piece of legislation. Your team will also prepare a one-page policy brief supporting your position that can be left with the legislative staff.

ASSIGNMENT

Imagine you are the Director of Policy at a large non-profit public health association. You have been asked by your local Joint Committee on Health and Public Welfare legislative body to provide testimony to elected legislators on the Committee. Using this scenario, select a state as the location of your association and the setting for the governing body of the Joint Committee on Health and Public Welfare (NOTE: The locale does not need to be the state where your academic institution is located, you can choose any state or territory in the U.S.). Your video and policy brief will:

- Include a name for your association and identify yourselves, the state, and the organization you represent.
- Describe the health inequity or inequities that are prevalent in that state.
- Define the problem and solution(s) that can be addressed through a policy or set of policies.
- Gather evidence-based examples to support your recommendation(s)
- State your position as "for" or "against" an identified bill or a new bill you create. State the bill by name. (Ex. Bill – The Health Equity and Accountability Act of 2016)
- Clear presentation of your recommendation(s) to the specific state-level health inequities identified.

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- Include personal stories or anecdotes to demonstrate the need of your recommendation(s). These can be fictional.
- Cost Implications—Present the potential costs associated with your policy/legislative recommendation(s) and a discuss why funding this recommendation would be a good investment.
- Long-term Impact—Present the impact the policy recommendation(s) would have in the selected state.

Judges' Questions

After the video and policy brief are submitted, the complete submission will be reviewed by a panel of judges. The judges will develop five (5) questions to pose to the student teams. You will be sent an email on February 25, 2019 with the judges' questions and will have two weeks to send a PDF with thorough answers. Answers will need to be submitted by March 8, 2019 in order to be selected as an award recipient.

APPLICATION REQUIREMENTS

The final online submission form, video, and policy brief must be submitted by 11:59 PM EST on **February 12, 2019**.

Video Testimonial

- Length: 5 minutes
- Content: Each member of the team must provide testimony; however, it is your choice to decide how much time each member is given.
- Format: Please upload the video to a video sharing site. The link for the video will need to be submitted in the application. We would prefer videos be submitted to YouTube, however other alternatives such as Vimeo are acceptable.

Policy Brief

Clear, concise summary of the issue with evidence-based solutions aimed at government policymakers and others who are interested in formulating or influencing policy. You should include cost Implications of your recommendation(s) in your one-page policy brief.

- Page Limit: One page single-spaced
- Layout: It is your choice to determine how to present your brief in a compelling and digestible manner.
- Format: Adobe PDF

APPLICATION SUBMISSION OVERVIEW

All applications must be submitted by 11:59 PM EST on **February 12, 2019**. Applications must be submitted electronically at <https://fs7.formsite.com/APTR/sqwqcm7xbp/index.html>. Applications submitted are electronically time/date stamped. Applications will be objectively reviewed by a panel of judges which consist of APTR faculty members.

EVALUATION CRITERIA

Video Testimonial

- Adheres to time-limit
- Clear presentation of your position



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- Recommendation(s) provide compelling arguments that are evidence-based
- Clear examples of how this action will positively or negatively impact your community
- Presentations are poised and overall quality of the testimony (video quality is not evaluated).
- How compelling is the justification for the recommended course(s) of action compared to all other options?

Policy Brief

- Provides a clear overview of the problem and the proposed policy action.
- Communicates succinctly the importance of the problem and aims to convince the reader of the necessity of policy action.
- Provides a fair and accurate discussion of the current policy approach.
- Includes reliable evidence-based sources that were used throughout the brief to guide policy discussion and the recommendation(s).
- Financial implications are well-stated and practical.
- Long term Impact is clearly presented.

TIMELINE

- February 12, 2019 | Deadline for Submissions
- February 25, 2019 | Judges' questions sent to teams
- March 8, 2019 | Teams' answers due
- March 15, 2019 | Top 3 finalists announced
- April 2, 2019 | Awards announced at APTR Annual Luncheon (Attendance Optional)

QUESTIONS

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