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## DEPARTMENT OF HEALTH AND HUMAN SERVICES

### Announcement of Requirements and Registration for the “My Preparedness Story: Staying Healthy and Resilient” Video Challenge

AGENCY: Office of the Assistant Secretary for Preparedness and Response, Department of Health and Human Services.

ACTION: Notice.

SUMMARY: The Office of the Assistant Secretary for Preparedness and Response (ASPR), located within the U.S. Department of Health and Human Services, announces the launch of the “My Preparedness Story: Staying Healthy and Resilient” Video Challenge. Natural disasters and other emergencies can happen anywhere and at any time. Taking action ahead of an emergency can help individuals, families, and communities fully prepare to prevent or minimize potential health impacts. Young people can help their family, friends, and community become stronger by protecting their health during disasters and every day. For example, some can do it by volunteering in a health center or with a local Medical Reserve Corps Unit, learning first aid skills, developing an emergency plan, preparing an emergency kit, or educating their family and friends about actions they can take to be healthy.

This contest invites young people between the ages of 14 and 23 to create a short video, 60 seconds or less, that answers the question, “How are you helping family, friends, and community to protect their health during disasters and every day?”

DATES: Challenge begins on January 4, 2016, and ends on March 28, 2016, 11 p.m. EST. ASPR staff will judge eligible submissions and select semifinalists April 4-8, 2016. The general public will rate the semifinalists’ videos April 11-22, 2016. The winners will be notified and announced no later than May 9, 2016. ASPR will announce timeline changes by amending this Federal Register notice.

ADDRESS: See Supplemental Information section for complete Video Challenge details.

FOR FURTHER INFORMATION CONTACT: NHSS@hhs.gov

SUPPLEMENTAL INFORMATION: The challenge is authorized by Public Law 111-358, the America Creating Opportunities to Meaningfully Promote Excellence in Technology, Education and Science Reauthorization Act of 2010 (COMPETES Act).

*Eligible Entities:* This video contest is open to people in the United States (U.S.) who are between the ages of 14 and 23 at the time of entry. Contestants may be individuals, public or private entities, or groups. An individual, whether participating

individually or in a group, must be a citizen or permanent resident of the U.S. If the contestant is less than 18 at the time of entry, the entrant must have a completed Parental/Guardian Consent Form. In the case of a private entity, the entity must be incorporated in and maintain a primary place of business in the U.S. Federal entities are not eligible; federal employees acting within the scope of their employment are not eligible. ASPR employees are not eligible. Federal grantees may not use federal funds to develop an application unless consistent with the purpose of their grant award and specifically requested to do so due to competition design and as announced in the Federal Register. Federal contractors may not use federal funds from a contract to develop applications or to fund efforts in support of a challenge submission. The contest is subject to all applicable federal laws and regulations. Participation constitutes contestant's full and unconditional agreement to these official rules, which are final and binding in all matters related to the contest. Eligibility for a prize award is contingent upon fulfilling all requirements set forth herein. An individual or entity shall not be deemed ineligible because the individual or entity used federal facilities or consulted with federal employees during a competition if the facilities and employees are made available to all individuals and entities participating on an equitable basis.

*Submission Period and Requirements:* Contestants must submit their video between January 4, 2016, and March 28, 2016. Contestants may be individuals or groups. One video may be submitted per contestant. To register for the Challenge, each contestant will need to create a free account at <http://www.challenge.gov>. Groups must submit an entry through a single designated individual or entity within the

group. Contestants must follow submission rules found at  
<https://www.challenge.gov/challenge/my-preparedness-story-staying-healthy-and-resilient/>.

*Contest Guidelines:* Only complete entries that follow application instructions will be reviewed. ASPR reserves the right to disqualify participants in instances where misconduct is identified. We expect participants will treat each other and their communities with respect. We will not accept submissions that contain vulgar language, personal attacks, or offensive terms that target individuals or groups. We will not accept submissions that promote services or products. Submissions that make unsupported claims will not be accepted. Other rules include:

- Contestants must submit their video by March 28, 2016, at 11 p.m. EST;
- All videos must be submitted through the Video Challenge website at <https://www.challenge.gov/challenge/my-preparedness-story-staying-healthy-and-resilient/>;
- A video must be 60 seconds or less, showing how you help family, friends, and community to protect their health during disasters and every day;
- Contestants may submit their entry as an individual or part of a group;
  - Only one video may be submitted per contestant;
  - Submissions by groups should be submitted only once by one member of the group (one prize will be awarded for each winning entry); and

- Contestants must upload their video to YouTube (<http://www.youtube.com>) and add the link to their video on the “Submit Solutions” form, along with a description and transcript of the video. Each video must contain closed captioning.

*Helpful Links and Information:*

- YouTube: How to upload  
<https://support.google.com/youtube/answer/57407?hl=en&rd=1>.
- YouTube: How to add closed captions  
<https://support.google.com/youtube/answer/57407?hl=en&rd=1>.
- Contestants must be between the ages of 14 and 23 on March 28, 2016. If under 18, a contestant must have their adult parent or legal guardian complete the Parental/Guardian Consent Form at  
<http://www.phe.gov/Preparedness/planning/authority/nhss/Documents/parental-consent-form.pdf>. This form must be submitted with your entry.
- Contestants must have the necessary documented permissions for individuals heard and/or seen on the submitted video. The documented permission of the adult parent or guardian of each person under the age of 18 seen or heard in the video is also required.
- Any individual contestant or group entry with a member on the Excluded Parties List ([https://www.sam.gov/sam/transcript/Public\\_-\\_Identifying\\_Excluded\\_Entities.pdf](https://www.sam.gov/sam/transcript/Public_-_Identifying_Excluded_Entities.pdf)) will not be eligible for prizes.

- The video must be an original creation. Contestants must not infringe upon any copyright or any other rights of any third party.
- By submitting a video to this contest, contestants grant a royalty-free license to ASPR to copy, distribute, modify, display and perform publicly and otherwise use, and authorize others to use, your video for any educational purpose throughout the world and in any media.
- By submitting a video to this contest, contestants agree that ASPR may make your video available to the public from its website (<http://www.phe.gov>) and to distribute it to organizations interested in showing it for educational purposes. That includes, but is not limited to, Internet sites, conferences and events, and television and other media outlets.
- Contestants must agree to follow applicable local, state, and federal laws, regulations, and policies.
- ASPR reserves the right, in its sole discretion, to cancel, suspend, or otherwise modify the challenge, or not award prizes if no entries are deemed worthy.
- Contestants must comply with these terms and conditions of these rules.

*Submission Topic:* All submissions should answer the challenge question, “How are you helping family, friends, and community to protect their health during disasters and every day?”

*Judges and Winner Selection:* Submissions will be judged by a panel of ASPR staff, qualified by training and experience, to evaluate submissions on the identified criteria and select the semifinalists. The general public will have an opportunity to rate the semifinalists' videos using a five-star rating system on the Challenge website. ASPR staff will select the winners by calculating the final scores. Judges will be fair and impartial, may not have a personal or financial interest in, or be an employee, officer, director, or agent of, any entity that is a registered participant in the competition, and may not have a familial or financial relationship with an individual who is a registered contestant. There may be one first-prize award of \$2,000, one second-prize award of \$1,000, and one third-prize award of \$500.

*Judging Criteria:* Submissions will be scored by the challenge reviewers using the following criteria:

- Clear and consistent message/Overall impact (40 percent): Does the video show how the contestant is helping family, friends, and community to protect their health during disasters and every day? Is the story clear, educational, inspiring, and persuasive? Does it motivate peers to be more prepared?
- Creativity and originality (30 percent): How creatively does the video answer the challenge question? How original is the idea?
- Production quality (20 percent): Does the video effectively use lighting, sound, and editing to tell the story? Is the dialogue clear and easy to understand? Do visual effects (if any) contribute to the message or detract from it?

- Public rating (10 percent): How does the public rate the video?

*Winners and Recognition:* The winners will be announced no later than May 9, 2016, on the challenge website, the ASPR homepage (<http://www.phe.gov>), and ASPR's social media channels (Facebook, Twitter, and YouTube). There may be up to five winners.

*Publicity:* Except where prohibited, participation in the challenge constitutes the winner's consent to use the winner's name, likeness, photograph, voice, opinions, and/or hometown and state information by ASPR in any media without further payment or consideration.

*Intellectual Property:* By submitting an entry to the challenge, each contestant/submitter warrants that he or she is the sole author and owner of any copyrightable works that the entry comprises (or has obtained sufficient rights in any copyrightable works owned by third parties to satisfy its obligations set forth herein), that the works are wholly original with the contestant/submitter, and that the entry does not infringe any copyright or any other rights of any third party of which contestant/submitter is aware.

To receive an award, contestant/submitter will not be required to transfer their intellectual property rights to the ASPR. Each contestant/submitter retains title to their entry, and expressly reserves all intellectual property rights (e.g., copyrights and rights to inventions and patents that cover them) in their entry. By participating in the challenge,

each contestant/submitter grants to the federal government a nonexclusive, non-transferrable, irrevocable, paid-up license to practice or have practiced for or on behalf of the U.S. any invention throughout the world owned or controlled by the contestant/submitter that covers the entry, and grants to the U.S. government and others acting on behalf of the U.S. government, a royalty-free, irrevocable, non-exclusive worldwide license to use, reproduce, and display publicly all parts of the entry for the purposes of the challenge. This license includes, without limitation, posting or linking to the entry on the official challenge website.

Contestants/submitters are free to discuss their entry and the ideas or technologies that it contains with other parties, encouraged to share ideas/technologies publicly, and free to contract with any third parties, as long as they do not sign any agreement or undertake any obligation that conflicts with the challenge rules set forth herein.

*Liability:* By participating in this challenge, each contestant/submitter agrees to assume any and all risks and waive claims against the federal government and its related entities (as defined in the America COMPETES Act), including Capital Consulting Corporation, the challenge's expert advisors and judges, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from participation in this challenge, whether the injury, death, damage, or loss arises through negligence or otherwise. By participating in this challenge, each contestant/submitter agrees to indemnify the federal government and the Capital Consulting Corporation against third party claims for damages arising from or related to challenge activities.

*Insurance:* Based on the subject matter of the Challenge, the type of work that it will possibly require, as well as an analysis of the likelihood of any claims for death, bodily injury, or property damage, or loss potentially resulting from competition participation, contestants are not required to obtain liability insurance or demonstrate financial responsibility in order to participate in this challenge.

*Warranties:* By submitting an entry to the challenge, each contestant/submitter represents and warrants that all information provided in the entry and as a result of the challenge registration process is true and complete, that contestant/submitter has the right and authority to submit such entry on the contestant's/submitter's own behalf or on behalf of the persons and entities specified within the entry, and that the entry:

- Is your original work, or is submitted by permission with full and proper credit given within your entry;
- Does not contain confidential information or trade secrets (yours or anyone else's);
- Does not knowingly violate or infringe upon the patent rights, industrial design rights, copyrights, trademarks, rights in technical data, rights of privacy, publicity or other intellectual property or other rights of any person or entity; and
- Does not contain malicious code, such as viruses, malware, timebombs, cancelbots, worms, Trojan horses, or other potentially harmful programs or other material or information.

*General Conditions:* ASPR reserves the right to cancel, suspend, and/or modify this challenge at any time through amendment to this Federal Register notice. In the event the challenge is modified, contestants/submitters registered in the challenge will be notified by email and provided with a copy of the amended challenge rules and a listing of the changes that were made. Any contestant/submitter who continues to participate in the challenge following receipt of such a notice of amendment(s) will be deemed to have accepted any such amendment(s). If a contestant/submitter does not wish to continue to participate in the challenge pursuant to the Official Rules, as amended, such contestant/submitter may terminate participation in the challenge by not submitting additional entries or withdrawing their submission. ASPR reserves the right to not award prizes if no entries are deemed worthy.

Only complete entries that follow application instructions will be reviewed and eligible to win. ASPR reserves the right to disqualify any challenge participants in instances where misconduct is identified or other contest guidelines are not met.

December 17, 2015

Date

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## Assistant Secretary for Preparedness and Response

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