



Contact: Yankton Rural AHEC
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Date: Dec. 15, 2014
FOR IMMEDIATE RELEASE

Student creativity could unleash a \$1,000 prize

YANKTON, S.D. – A short message promoting healthcare careers could earn a creative high school team a \$1,000 prize to be split with their school.

The 2015 Healthcare Video Contest is underway. South Dakota students, grades 9 through 12, are encouraged to create a 30-second video boosting healthcare career awareness.

South Dakota's healthcare industry is projected to be among the largest growth industries from 2012-2022. The industry is expected to add 7,305 workers to South Dakota's economy, which is a 13.8% growth almost double the 7% growth projected for all industries. The 65 and older population will increase by 95% between 2015 and 2035.

Videos will be judged on four criteria: educational value, entertainment value, originality and content. Videos are to be 30 seconds with no more than five participants per team.

Cash prizes will be awarded to three teams. First prize is \$1,000 to be split between the student team and their school. Two runners-up will earn \$500 with \$250 going to the student team and \$250 to the team's school.

The contest is sponsored by the SD Association of Healthcare Organizations, the SD Healthcare Workforce Center, Yankton Rural Area Health Education Center (YRAHEC) and Midcontinent Communications. The winning video may appear on regional television as a public service announcement, which will be determined by the sponsors based on entries received.

The contest aims to bring a greater awareness to high school students, their peers and others about the demand for healthcare workers in the state.

Contact your high school counselor or Yankton Rural AHEC for more information. Visit www.yrahec.org for contest details, forms and rules. Telephone YRAHEC at 605-655-1400. Entry deadline to YRAHEC is Feb. 18, 2015.

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The South Dakota Area Health Education Center (SD AHEC) has a mission to "connect students to careers, professionals to communities, and communities to better health." Established in 2009 through a HRSA grant awarded to the Sanford School of Medicine, the statewide program currently has two centers, the Yankton Rural AHEC and the Northeast AHEC.

Yankton Rural AHEC – 1000 West 4th Street, Suite 5 – Yankton, SD – 57078 – 605-655-1400 – www.yrahec.org

Possible Resources for Info to Include in Your Video:

Health Occupations for Today & Tomorrow or HOTT website:
<http://healthcareers.sd.gov/>

SD Board of Regents website:
<http://www.sdbor.edu/services/policyplanning/healthcarecareerEducation.htm>

SD Department of Education website:
http://doe.sd.gov/octe/careerclusters_health.asp

SD Department of Labor website: <http://dlr.sd.gov/>

SD Department of Health website: <http://doh.sd.gov/>

Yankton Rural AHEC: <http://www.yrahec.org>

Checklist

In order to qualify for the contest, the following documentation must accompany each video:

- CD or DVD of your video (See file formats accepted in rules.)
- Individual Participant Form from **each team member**
- Consent to Use Submitted Video Form from **each team member**
- Consent to Use Submitted Video Form from **each person** appearing in the video (**not on the team**)
- Group Video Form Copy of Script
- Written permission from the artist for use of any copyrighted material (i.e. music, photos, etc.), as applicable

Submit video and required paperwork (**by Feb. 18, 2015**) to:
**Yankton Rural AHEC, 1000 West 4th Street, Suite 5,
Yankton, SD 57078**

For questions about this contest contact:
Yankton Rural AHEC, Phone: 605-655-1400
email: info@yrahec.org or log onto www.yrahec.org

2015 HEALTHCARE VIDEO CONTEST

WIN A
CASH
PRIZE
FOR YOUR TEAM & SCHOOL
\$2000 CASH will be AWARDED

sponsored by the SD Assoc. of Healthcare Organizations
SD Healthcare Workforce Center, Yankton Rural AHEC &
Midcontinent Communications



Open to South Dakota
High School Students Grades 9 - 12

Create a 30-second video promoting
Healthcare Careers
for your chance to WIN!

Make Your Message Count!
Just 30-seconds!

contest deadline: Feb. 18, 2015

contest details: www.yrahec.org

contact your high school counselor
or Yankton Rural AHEC for more info

Why a Video?

Your participation in this contest promotes healthcare careers. South Dakota is experiencing a healthcare workforce shortage.

How can your message help address this shortage?

Information/Brief Background

Healthcare Workforce Shortage

South Dakota's healthcare industry is projected to be among the largest growth industries from 2012-2022. The industry is projected to add 7,305 workers to South Dakota's economy, which is a 13.8% growth.

Between 2016-17 and a new peak projected for 2024-25, the number of high school graduates in South Dakota could rise by almost 1,700 - about 20%.

The 65 and older population will increase by 95% between 2015 and 2035. As a percent of the total population, age 65 and over will increase from 14% in 2010 to 23% in 2035.

What does all this mean? Simply speaking, as our baby boomers retire and with some leaving the healthcare workforce, they all are subsequently aging, requiring additional healthcare services. In other words, healthcare careers are high demand careers. In South Dakota, a focus has been placed on high school graduates who can replace retirees in the workforce and continue to provide quality healthcare services across the state.

(Information from www.healthcareers.sd.gov/whatscott.aspx)

Cash Prizes & On-Air Time

A cash prize of **\$1000** will be awarded with \$500 to the winning individual or team and to the team's school (teacher's class). The winning video also may appear on regional television, which will be determined by the sponsors based on entries received.

Two runner-up teams also have an opportunity to win \$500 each. (\$250 for the team & \$250 for school/teacher's class)

*Sponsors of the contest will determine where the winning video/entries will be promoted. The winning video may appear on regional television as a public service announcement.

Contest Rules

Use your **creativity** to design a healthcare video and your team may be the winner of a CASH PRIZE for your team and school.

The winning video **may** appear on television;* (see bottom of previous page)

Contest is open to **all** South Dakota high school students in grades 9-12;

Videos must focus on the **Promotion of Healthcare Careers;**

Videos must be **30 seconds** in length;

Teams must include a typed **script** of video narration;

Videos must be submitted in .MOV, .MPEG2, .MPEG4 OR H.264 file format by **Feb. 18, 2015;**

Teams must submit written **permission for use** of copyrighted material (i.e. music, photos, etc.), as applicable;

If taping in a healthcare facility, teams must ensure that **no identifiable** signage, name tags, etc. are visible in the video.

An "Individual Participant" form and "Consent to Use Submitted Video" form **for each team member** must be submitted, along with the video;

Any person **who appears** in the video (even if not on the team) must complete a "Consent to Use Submitted Video" form;

No more than **5 participants** per team.

Videos will be judged on 4 criteria: (1) Educational Value, (2) Entertainment Value, (3) Originality, and (4) Content.

2015
Video
Contest
Sponsors

