



Digital Content Creator Competition

Year 10 to College/University level students

To celebrate World Immunisation Week (24th to 30th April 2024), the Public Health Agency (PHA) are calling all aspiring digital content creators from year 10 pupils up to college/university student level. We would like you to create a vaccination campaign video.

Choose from either project 1 or project 2. Entries should be submitted to Reception.PHA@hscni.net including 'vaccine social media video' in the subject line. The closing date is Friday 31 May 2024.

Project 1: Childhood immunisations social media video competition

Vaccines are among the greatest advances in global health and development. For over two centuries, vaccines have safely reduced the burden of diseases like polio, measles, and smallpox. They are estimated to be one of the most cost-effective means of advancing global welfare. Vaccinated children do better at school, with economic benefits that ripple across their communities. They not only protect individuals, but also keep families and communities safe through herd immunity. After clean water, vaccination is the most effective public health intervention in the world for saving lives, promoting good health and preventing serious illness.

Due to the success of vaccination programmes in Northern Ireland over the past number of decades, many serious childhood infectious diseases are rarely heard of. Over the last 5 years, however, vaccination rates have declined. It is crucial vaccine uptake remains high in Northern Ireland to prevent many of these serious diseases returning from parts of the world where they still occur. If this happens, children who are not vaccinated will be at risk of these infections and potentially life-changing complications - even death.

Background	<p>The PHA have developed a competition looking for the production of fresh and innovative media shorts/videos to promote childhood vaccination programmes.</p> <p>This year, we would like videos which highlight the danger of measles and promoting MMR vaccination. We would like you to produce a short video that will be used for social media (e.g. Facebook, Instagram, TikTok). These can be motion videos or animation, and can be verbal (including subtitles) or non-verbal (these are particularly useful for</p>
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	<p>promoting vaccinations in communities where English is not their first language).</p> <p>Video length should be between 15 seconds and 2 minutes.</p> <p>Details on video requirements can be found for Project 1 below. This campaign may also be combined with course work if it fits curriculum criteria and can be group or individual entry. The winner(s) will receive a prize and have their work displayed as part of the PHA vaccination campaigns.</p> <p>For further information or to submit a video entry email Reception.PHA@hscni.net including 'vaccine social media video' in the subject line. Entries should be submitted by 31 May 2024.</p>
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Project 1	Measles and the importance of MMR vaccination
Video objective	<ol style="list-style-type: none"> 1. To remind parents of the importance of measles vaccinations 2. To stimulate conversations between parents and healthcare experts about vaccines 3. To direct parents to sources of correct information
Target audience	<ul style="list-style-type: none"> • Parents of babies and pre-school children.
Key messages	<ul style="list-style-type: none"> • Getting vaccinated is the single most important thing we can do to protect our health. • Vaccines work with your child's natural defences to help them safely develop protection from diseases. • Vaccines are rigorously tested to ensure they are safe and effective. • Many childhood diseases that were common in the UK prior to the introduction of vaccination have been dramatically reduced or have disappeared altogether. However, once a disease fades from prominence, it is easy to forget how serious they could be. Unfortunately, unless vaccine uptake remains high in Northern Ireland, many deadly diseases will return from parts of the world where they still occur. • If you are unsure if your child is up to date with vaccinations the easiest way to check is to look at your child's red book or speak to your GP.
Things to think about	<ul style="list-style-type: none"> • This video is aimed at parents and guardians approx. between the ages of 25 to 40 years

	<ul style="list-style-type: none"> • Avoid mentioning “antivax” movement as it distracts from the main message which promotes vaccination. • Only reference accredited sources of information – PHA, NI Direct or HSC Trust. • Make it local – use local facts and figures • Wear plain clothing when filming yourself or peers (avoid wearing uniform or other clothing where the school logo is visible). • Think about consent – make sure you have consent from everyone who appears in the video.
Sources of research	<ul style="list-style-type: none"> • Immunisation protects HSC Public Health Agency (hscni.net) • Childhood immunisation programme nidirect • WORLD IMMUNISATION WEEK – VACCINATION FOR ALL AGES HSC Public Health Agency (hscni.net)
Examples of previous projects	<ul style="list-style-type: none"> • https://vimeo.com/797645270

Project 2: Human papillomavirus (HPV) vaccine social media video

Human papillomavirus (HPV) infection is very common with as many as half the population infected with HPV some time in their lives. You can catch it through intimate or sexual contact with another person who already has the virus. There are over 100 types of HPV but only 13 of them are known to cause cancer. There are usually no symptoms, so many won't realise they are infected. Most of the time, the virus does not cause cancer because it is killed off by the body's immune system, but not always – some infections persist and lead to cancer or genital warts – this is why the vaccine is so important.

The HPV vaccine is used in 121 countries and over 80 million people have received the vaccine worldwide. The vaccine is already having a major impact on HPV infections in the UK, Australia and Denmark. In time it is expected that the vaccine will save hundreds of lives every year.

The HPV vaccine helps protect against cancers that can be caused by HPV, such as:

- up to 90% of cervical cancers (in women);
- some mouth and throat cancers;
- some cancers of the anus and genitals.

The vaccine will also protect you against the two types of HPV that cause the majority of cases of genital warts. It won't protect you against any other sexually transmitted infections and it won't prevent pregnancy.

Background	<p>Uptake of HPV vaccination in year 9 and 10 at school is crucial for the elimination of cervical cancer and other cancers (including head and neck). In the last few years, uptake of HPV vaccinations has decreased putting young people's future health at risk and increasing health inequalities. We need your help to let your peers know the importance of HPV vaccination and get the message out there.</p> <p>We would like you to produce videos suitable for use on social media and TV. These can be motion videos/animation or non-verbal (these are particularly useful for promoting vaccinations in communities where English is not their first language).</p> <p>Video length should be between 15 seconds and 2 minutes.</p> <p>This campaign may also be combined with course work if it meets curriculum criteria and can be group or individual entry. The winner(s) will receive a prize and have their work displayed as part of the PHA vaccination campaigns.</p>
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Project 2	Human papillomavirus (HPV) vaccine
Video objective	<ul style="list-style-type: none"> • To inform young people about the HPV vaccine • To stimulate conversations between young people and their parents about HPV vaccine • To direct young people to sources of correct information
Target audience	<ul style="list-style-type: none"> • Young people in school years 8 and 9 • Their parents or guardians
Key messages	<ul style="list-style-type: none"> • Children who will be entering year 9 in September will be offered the human papillomavirus (HPV) vaccine during the first school term. • Teenagers will only require a single HPV jab • The HPV vaccine helps to prevent HPV-related cancers from developing in young people. While most types of HPV are harmless, some high-risk types can lead to the development of cancers, including cervical cancer, cancers of the head and neck (mouth and throat) and cancers of the anus and genital areas. • The vaccine is offered as part of the school-based vaccination programme. It is given in the same way as many other vaccines through an injection in the upper arm by specially trained school nurses. • HPV is very common and is easily spread through sexual activity. Although it is unlikely that your child is at risk of HPV infection at this age, it is recommended that they have the vaccine now because studies show that protection from the vaccine is better when it is given at an earlier age before they are exposed to the virus.
Things to think about	<ul style="list-style-type: none"> • This video is primarily aimed at children aged 12 to 14 – make sure content is age appropriate. • Avoid mentioning the “antivax” movement as it distracts from the main message which promotes vaccination. • Only reference accredited sources of information – PHA, NI Direct or HSC Trust. • Make it local – use local facts and figures. • Wear plain clothing when filming yourself or peers (avoid wearing uniform or other clothing where the school logo is visible).

	<ul style="list-style-type: none"> • Think about consent – make sure you have consent from everyone who appears in the video.
Sources of research	<ul style="list-style-type: none"> • The HPV vaccine: Questions and answers for parents of all young people aged 12-13 HSC Public Health Agency (hscni.net) • Vaccination coverage HSC Public Health Agency (hscni.net) (for local statistics on HPV vaccine uptake) • HPV vaccine for adolescents aged 12 to 13 years old nidirect
Examples of previous projects	<ul style="list-style-type: none"> • https://vimeo.com/826165871/139517d316