

DRINK RESPONSIBLY: BE SUGAR-FREE VIDEO CONTEST

Rules, Regulations and Sugar-Sweetened Beverage Fact
Packet



This contest is sponsored by the Boston Public Health Commission.



**Drink Responsibly: Be Sugar-Free Video Contest
COMPLETE CONTEST RULES:**

The Drink Responsibly: Be Sugar-Free Online Video Contest is operated by The Boston Public Health Commission, the health department of the City of Boston, located at 1010 Massachusetts Ave, Boston, Ma 02118. The Contest begins on September 15, 2010 and ends on November 15, 2010.

1. ACCEPTANCE OF TERMS: This Official Rules and Submission Agreement (the "Official Rules and Submission Agreement") is made between you and the Boston Public Health Commission (hereafter "Sponsor"). YOU SHOULD READ AND UNDERSTAND THIS OFFICIAL RULES AND SUBMISSION AGREEMENT BEFORE SUBMITTING A VIDEO (AS DEFINED BELOW) TO THE CONTEST. BY SUBMITTING A VIDEO TO THE CONTEST, YOU REPRESENT AND WARRANT THAT YOU ARE EITHER: (A) OVER THE AGE OF EIGHTEEN (18) AND YOU AGREE TO BE BOUND BY THE TERMS AND CONDITIONS OF THIS OFFICIAL RULES AND SUBMISSION AGREEMENT; OR (B) YOU ARE THE PARENT OR LEGAL GUARDIAN OF A CHILD UNDER THE AGE OF EIGHTEEN (18) AND YOU AGREE TO BE BOUND BY THIS OFFICIAL RULES AND SUBMISSION AGREEMENT ON BEHALF OF YOUR CHILD. IF YOU DO NOT AGREE WITH THE TERMS AND CONDITIONS OF THIS OFFICIAL RULES AND SUBMISSION AGREEMENT, PLEASE DO NOT PROVIDE A VIDEO TO THE SPONSOR AND DO NOT PARTICIPATE IN THE CONTEST.

2. ELIGIBILITY: NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. Contest is open to any current legal resident of Boston, who is 12 years of age or older, but under 20 years of age on Sept 1, 2010 (hereafter "Participant").

3. ENTERING THE CONTEST:

(a) HOW TO SUBMIT A VIDEO TO THE CONTEST: Each Participant must record a video (the "Video") addressing the theme: Drink Responsibly: Be Sugar-Free. The Participant may then enter the Contest by:

(1) Uploading his or her video during the Contest Period to <http://www.youtube.com/drinksugarfree> and sending a message to YouTube user Drink Responsibly: Be Sugar-Free with the following information

- a. YouTube User Name
- b. URL to your YouTube video
- c. Your Full Name
- d. Birth date
- e. Phone number
- f. Email address
- g. Boston full address

- h. End your message with this statement **“I agree to the official rules of this contest.”**
- i. No other means of entry will be accepted. To enter the Contest, you have to be a registered YouTube user. Two or more eligible Participants who have co-created a Video may enter the Contest as a team, provided that each individual Participant who is a member of the team must agree to be bound by this Official Rules and Submission Agreement (or if such Participant is a minor under eighteen (18), such Participant's parent or legal guardian must agree to be bound by this Official Rules and Submission Agreement on such minor's behalf). If a Video submitted by a team is selected as a potential Winner or a potential Runner-Up, only one (1) prize will be awarded to be shared among the team. The Sponsors take no responsibility for settling disputes within the team.

(b) REQUIREMENTS FOR VIDEOS: Videos must be submitted in a format and size accepted by YouTube. The video can be up to 90 seconds in length. Submissions that do not meet this requirement will not be considered for judging.

(c) REPRESENTATIONS AND WARRANTIES: You represent and warrant that the Video does not and shall not contain any material that, (i) falsely states or otherwise misrepresents your affiliation with a person or entity, without such person or entity's prior written consent; (ii) constitutes personally identifying information or other personal or identifying information about you or any individual; (iii) is false, deceptive, misleading, scandalous, indecent, obscene, pornographic, unlawful, defamatory, libelous, fraudulent, threatening, harassing, hateful, degrading, intimidating, or racially or ethnically offensive, or contains nudity, pornographic images, explicit sexual themes, or graphic violence; (iv) encourages conduct that could be considered a criminal offense, could give rise to criminal civil liability, or could violate any law, or that could otherwise be considered inappropriate; (v) constitutes a virus, worm, Trojan horse, Easter egg, time bomb, spyware, or other computer code, file, or program that is harmful or invasive or is intended to damage or hijack the operation of, or to monitor the use of, the Contest Site or any hardware, software, or equipment; (vi) constitutes any advertising, promotional material, or other form of solicitation; or (vii) constitutes any material, non-public information about a Sponsor. The Sponsor shall have the discretion to independently determine whether or not the material meets the description of any of the seven categories listed above in Paragraph 3(c). If it does, the Commission may reject any such submissions. The Commission also reserves its right to reject any submitted material that the Commission deems improper for any other reason, above and beyond the categories listed in Par. 3(c).

4. PARTICIPANT'S RIGHTS TO VIDEOS: By submitting your video, you represent and warrant that (i) all information that you provide in connection with the submission of a Video, including without limitation any registration information, is and will remain true, accurate, and complete; (ii) you have the legal right and authority to enter into this Official Rules and Submission Agreement with Sponsor; (iii) the Video is your original, sole work; (iv) you solely own, or otherwise have the full right and permission to exploit, all of the rights in, to, and under the Video and to grant Sponsor the rights and licenses set forth herein, and with respect to any third party materials that appear in or are otherwise incorporated or embodied in the Video, you have obtained express, written clearances from all owners of and rights holders in such third party materials as necessary to grant Sponsor the rights and licenses set forth herein, and you will provide such clearances to Sponsor upon request; (v) you have obtained the written

consent, release, and/or permission of every identifiable individual who appears in the Video, to use such individual's name and likeness for purposes of using and otherwise exploiting the Video in the manner contemplated by this Official Rules and Submission Agreement, or, if any such identifiable individual is under the age of eighteen (18), you have obtained such written consent, release and/or permission from such individual's parent or guardian, and you will provide such consents, releases and/or permissions to Sponsor upon request

5. SPONSOR'S RIGHTS TO USE SUBMITTED VIDEOS AND PARTICIPANT'S NAME: All submitted Videos remain the intellectual property of the Participant, subject to the following: By submitting a Video for consideration in the Contest, you irrevocably agree to grant, and actually grant Sponsor a perpetual, worldwide, irrevocable, unlimited, transferable, royalty-free right and license to reproduce, publish, perform (on Sponsor's website(s), on any other website(s), in print, radio, television or elsewhere), display, distribute, modify, edit, create derivative works of, translate, adapt, rebroadcast, and otherwise use and commercialize the Video in any manner and context (including but not limited to usage in advertising, publications or promotional materials), now known or in the future discovered, in Sponsor's sole discretion, in any way, in any and all media, without limitation and without any compensation or acknowledgment to you or any third party, whether or not the Video is selected as a Winning Video. Participant grants permission to Sponsor to use Participant's first name and last initial and city/ state of residence in connection with any use of the Video in any and all media, worldwide in perpetuity without further compensation or consent, including but not limited to possible television, radio or internet interviews. By entering, Participants acknowledge that Videos may be available to the public and that no privacy to ideas submitted is guaranteed. This Section 5 shall survive any expiration or termination of this Official Rules and Submission Agreement.

IMPORTANT: Be sure to save your Video in the original format after uploading it to the Contest Site. By entering the Contest, you agree that you will provide Sponsor with your Video in its original format in order for the Video to be used in future advertising, promotion, or otherwise.

6. ADDITIONAL FORMS: Contest winners may be required to sign consent forms and/or releases in connection with your entry and Video, and if you are under eighteen (18), to have your parent or legal guardian sign such consent forms and/or releases and agree to this Official Rules and Submission Agreement on your behalf. You agree that upon Sponsor's request, you will comply with the foregoing.

7. PRIZES. Subject to compliance with this Official Rules and Submission Agreement. The prizes are as follows, 1st place: \$1,000, 2nd place, \$500 and 3rd place \$250. All prizes may be subject to federal and/or state taxes. It is the responsibility of the prize recipient to comply with all applicable federal and/or state tax requirements.

8. WINNERS LIST: For information concerning the Winner and/or the Runners-Up, please send a self-addressed stamped envelope to the address below. These details will be available after November 30, 2010

Drink Responsibly: Be Sugar-Free Video Contest

ATTN: Noah Craigwell

Boston Public Health Commission

1010 Mass Ave, 6th Floor

Boston, Ma 02118



More information about the video contest

The 'Warriors Against Sugar', is a group of teens working together to help spread the voice of the city's youth. The members possess the necessary skills of creativity and imagination to develop media campaigns, with the goal to reduce the consumption of Sugar Sweetened Beverages amongst Boston teens. They are using popular media outlets such as Facebook, and YouTube to interact with the city's youth in spreading awareness about Sugar Sweetened Beverages.

VIDEO SPECIFICATIONS:

- Total video length must be between 45-90 seconds.
- Video can be live-action, animated, computer generated, or a combination of formats.
- Videos can be in any language, but if they are in a language other than English, the video must include English subtitles.
- Follow copyright laws: Be sure that you have permission to use any music, video, or animation that appears in your video.
- The video Public Service Announcement (PSA) must be viewable by all audiences
 - Cannot be obscene, pornographic, unlawful, hateful, degrading, intimidating, or racially or ethnically offensive. Cannot contain nudity, pornographic images, or graphic violence; or encourage conduct that could be considered a criminal offense. Cannot contain language that is offensive in nature.
- Maximum of one submission per person.

JUDGING

A panel made up of Boston teens and public health professionals will judge all video submissions. The videos will be judged on the following criteria:

- **Content:** Is the information in the video accurate and up-to-date? Does the video raise awareness about SSB consumption? Does the video motivate youth to stop drinking SSBs? Note: the video may or may not also include information about healthy alternatives.
- **Creativity/ Originality:** Are your ideas innovative and creative? Does the video have concepts, ideas and a format that is fresh and new?
- **Execution:** Is your video executed with skill and attention to detail? Is the use of technology effective and used appropriately to get the "message" across to the audience?
- **Impact:** Is the video relevant and interesting to an audience of Boston youth? The Panel will judge whether the video is persuasive, memorable, and moving.

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Sugar Sweetened Beverages Fact Sheet

What is a SSB?

- Drinks that contain caloric sweeteners— sugar has been added, typically high fructose corn syrup, cane sugar, or sucrose (table sugar).
- Includes soft drinks (soda or pop), fruit drinks, sports drinks, tea and coffee drinks, energy drinks, sweetened milk or milk alternatives, and any other beverages to which sugar has been added.
- Sodas and many SSB's contain no nutritional value. They are high in sugar, which are not naturally occurring, and are low in vitamins and minerals.
- A single, 20-ounce bottle of regular soda contains 17 teaspoons of sugar.

Consumption

- Teens consume twice as much soda as milk, though soda has no nutritional value.
- 13% of calories consumed by teens are SSBs
- On a typical day, 80% of youth and 63% of adults consume SSBs in the United States.ⁱ
- SSBs are the largest source of added sugar and a contributor of additional calories in the U.S. diet.
- The average person eats almost 100 pounds of sugar a year, mainly from sodas - that's more than 1/2 a cup of sugar & 420 extra calories each day!



Who is affected?

- The highest consumers of SSBs in the U.S. are adolescents aged 12 to 19, particularly males, non-Hispanic blacks and Mexican-Americans, those who are low-income, or obese.ⁱ
- About half of Boston high school students are either overweight or at-risk of being overweight.
- In 2009, 52% of adults in Boston were considered overweight or obese.
- In 2008, 32% of black adults were obese and 30% of Latinos, compared to 17% of whites in Boston.

Health Effects

- SSB consumption is associated with obesity, diabetes, elevated triglycerides, cardiovascular disease, and dental caries.
- The calories from drinking one 12-ounce can of SSB per day (150 kcal) can result in gaining 15 extra pounds per year, or 25 extra pounds for a 20-ounce bottle of soda.ⁱⁱ
- An average adult would have to walk 25 minutes at a moderate pace to burn off the calories in a 12 ounce soda.
- A 75 pound child would need to bicycle vigorously for 30 minutes to burn off the calories in a 12 ounce soda.
- A decrease of 1 serving/day (12 ounces) is associated with a minor weight loss of 1.0 lbs at 6 months and 1.4 lbs at 18 months among adults.ⁱ



i. The CDC Guide to Strategies for Reducing the Consumption of Sugar-Sweetened Beverages
ii. Alameda County Public Health Department, Soda Free Summer 2010
iii. Boston Public Health Commission, 2009 Health of Boston Report
iv. Harvard University's 2004 Boston Youth Survey
v. Boston Behavioral Risk Factor Survey 2008, Boston Public Health Commission
vi. Steven Gortmaker, Ph.D., Harvard Prevention Research Center/ Harvard School of Public Health
Division of Nutrition, Physical Activity and Obesity Physical activity for healthy weight, Centers for Disease Control 2009



Sugar Sweetened Beverages **Fact Sheet**

Healthy Alternatives

- Water is the best choice. It has no calories, so it doesn't promote weight gain, quenches thirst, cools the body, and supports healthy body functions.
- Tap water is essentially free and contains fluoride which is essential for healthy teeth.
- 100% fruit juice contain natural sugars and provides vitamins and minerals the body needs. Only 4-6 ounces per day is recommended because juices still contain sugar.
- Low fat or skim milk. Drinking milk has many health benefits, such as good bone health, robust skin, good immune system, prevention of illness such as hypertension, dental decay, dehydration, respiratory problems, obesity, and osteoporosis.
- Seltzers or sparkling water contain no sugars and are a good substitute for bubbly drinks.

Drinks to be Aware of

- Don't be fooled by sports drinks, which are designed for athletes or people participating in vigorous physical activity for one hour or more. Most people, however, do not need the added salt, sugar and calories from sports drinks, since healthy foods and water is sufficient to replace electrolytes lost during moderate physical activity.
- Energy drinks contain large amounts of sugar and caffeine, which can raise blood pressure in youth and teens.
- Although diet soda does not have sugar or calories, it is not recommended for teens. It provides no nutritive value and contains phosphoric acid, an ingredient that could increase the risk of bone loss later in life. Diet sodas have a sweeter

taste than regular soda so over time your taste buds increase your taste for sweet drinks and sweet foods.

Drinks to Avoid

- Drinking alcohol is illegal and dangerous for those under 21, however, many teens are engaging in this risky behavior. Alcohol, such as beer and mixed drinks, contain lots of sugar and add unnecessary calories. Alcohol affects every organ in the body and over time, can lead to liver disease and type 2 diabetes among other health problems. Alcohol is absorbed very rapidly into the blood stream and leads to slurred speech, increased emotional reactions, staggering double vision, loss of balance and clumsiness, nausea, vomiting, and puts teens at risk for high risk sex, violence, sexual assault, and other dangerous situations.

