

ANTIMICROBIAL RESISTANCE (AMR) COMPETITION 2023

COMPETITION DETAILS

INTRODUCTION

Antimicrobial resistance (AMR) is a rising global public health threat and is projected to cause as many as 10 million deaths each year by 2050 according to the World Health Organization (WHO). In line with the Global Action Plan for AMR, Singapore launched the National Strategic Action Plan on AMR in 2017. This national response aims to reduce the emergence and prevent the spread of drug-resistant microorganisms through education, surveillance and risk assessment, research, infection prevention and control, and optimising antimicrobial use.

The AMR Competition 2023 is brought to you by the Antimicrobial Resistance Coordinating Office (AMRCO), under the National Centre for Infectious Diseases (NCID). There are a total of four competition types aimed at increasing awareness of the global public health threat of AMR and understanding the importance of appropriate antimicrobial use.

Participants are required to demonstrate their understanding of AMR under each competition type through the development of a tagline, GIF, TikTok video or eco-bag design. The content and concepts developed should be in English and be easily understood by the general public. Participants of the AMR Competition 2023 are required to adhere to the terms and conditions stipulated in this document.

ENTRY REQUIREMENT

- Singapore Citizens and residents of Singapore, ages 7 and above, are eligible to participate in the following competition types and age categories specified in the table below:

S/N	Age Categories (years old) Competition Type	7-12	13-16	17-25	26 and above
		1	Tagline	✓	✓
2	GIF		✓	✓	
3	TikTok Video			✓	
4	Eco-Bag Design			✓	✓

- For (1) Tagline, (2) GIF, and (4) Eco-bag design, these are open to only individual submissions
- For (3) TikTok video, submissions are open to individual and group submissions

PRIZES

Prizes	Tagline	GIF	TikTok Video*	Eco-bag Design
First Prize	\$100	\$150	\$180	\$700
Second Prize	\$70	\$100	\$120	\$500
Third Prize	\$50	\$70	\$80	\$300

* For TikTok video, there will be 2 winners selected for the second prize and 3 winners selected for the third prize.

- Prizes awarded are not refundable, exchangeable, or transferable.
- AMRCO reserves the right not to award any of the prizes should the entry, as assessed by the judging panel, fail to meet the requirements stated.
- AMRCO reserves the right to publicise, and/or broadcast the winners' names at any time and on any platforms.

SUBMISSION

- Applications open on 20 March 2023 and the closing date for submissions is **30 June 2023, Friday, 1800 hours** (Singapore time zone, +0800 GMT). Late entries will not be accepted.
- Each participant or team is allowed to submit multiple entries but is only eligible to win one prize per category.
- All entries will be screened for compliance with the stipulated terms and conditions.
- All submissions are to be uploaded at this link: <https://for.sg/amrcompetition2023>

JUDGING CRITERIA

- Entries will be judged by a panel appointed by AMRCO.
- The decision of the panel is final and no correspondences, enquires or appeals will be entertained.
- The judging criteria and corresponding weightages are as follows:

Judging Criteria	Competition Type	Score Allocation		
	(1) Tagline	(2) GIF (4) Eco-bag Design	(3) TikTok Video	
Overall Presentation Aesthetic, visual appearance and layout	-	40%	45%	
Originality & Creativity	30%	35%	20%	
Content Quality Clarity and effectiveness of content delivery, impact of messages, scientific accuracy, and adherence to the requirements	40%	25%	20%	
Relatability to general public Easy to understand	30%	-	-	
Popularity Based on the number of likes on the participating video*	-	-	15%	

* Figures will be collated a week before the judging panel deliberation.

1. TAGLINE COMPETITION

Requirements: Create a tagline on AMR in English in not more than 10 words. The use of some local lingo/slang is acceptable. Example of taglines include, “*Get hands-on with health*” and “*Prevent what’s preventable with vaccination*” by the Health Promotion Board (HPB).

2. GIF COMPETITION

Requirements: Create a GIF about AMR based on any **one** of the following topics:

- AMR is a global public health issue
- The One Health approach to AMR
- Antimicrobials are a precious resource

The duration of GIF should not be more than 40 seconds, and the dimensions of GIF should be 42 x 42cm.

3. TIKTOK VIDEO COMPETITION

Requirements: Create a TikTok video to educate viewers about AMR. Content of the video should include **either**:

- What is AMR and its impact; **or**
- Ways to prevent the spread of AMR

The duration of the video should be between 30-60 seconds. The tone can be educational, inspiring, or light-hearted.

Participants may either form a team of up to four members or participate alone. Entries must be uploaded onto a personal TikTok account, that is publicly viewable, with a caption that includes (i) the phrase, “AMR Competition 2023 organised by AMRCO.”, and (ii) the hashtags “**#antimicrobialresistance**” and “**#AMRcompetition23**”. Please ensure that the Video downloads option for the TikTok account used is enabled for the period of 30 Jun – 4 Aug 2023.

4. ECO-BAG DESIGN COMPETITION

Requirements: Design graphics to be printed on a foldable eco-bag to promote awareness of AMR and include the tagline: **Handle Antimicrobials With Care**. A harmonious design that flows across all three sections - front and back of the bag (49 x 42cm) and the attached pouch (15 x 15cm). Please use the template provided in [Annex A](#) in your submission. Please note that the design must be submitted in .PDF and any one of these formats: .AI / .EPS / .PSD.

KEY DATES



CONTACT US

Please email amrco@ncid.sg for any enquires.

TERMS AND CONDITIONS

- All competition submissions must be original. Participants must ensure that there is no plagiarism or violation of copyrighted work. Any submitted materials found to have committed plagiarism will be disqualified.
- Any copyrighted materials used in submissions require proper citations or permission from the original creator or copyright owner. This includes, but not limited to, the use of stock images. Participants are required to furnish AMRCO with proof of relevant copyright permissions, without delay, upon request. Any submitted materials found to contain elements that have not cleared copyright will be disqualified.
- If participants wish to include music in their video, only self-composed or royalty-free music can be used to prevent infringement of copyrights. The videos must not contain or make references to any names, products, or services of any company or entity or any third-party trademarks, logos, trade dress or promotion of any brand, product, or service.
- AMRCO reserves the right to reject any entry that has been previously used for other competitions or accepted for broadcast through any public media, or any materials that copy or spoof existing local or foreign information.
- Participants must ensure that their submissions do not violate any laws, statutes, or regulations (including and not limited to, intellectual property rights, trade secrets, privacy, publicity, or other rights) of any relevant parties. AMRCO reserves the right to disqualify any entry if the design or any part of the video is deemed to contain offensive material or is against public interest, public order or national harmony or offends the good taste of decency.
- All charges incurred by the participants in the course of designing and developing the materials for these competitions must be borne by the participants. Participants will not be reimbursed for any expenses related to their participation in the competition.
- All materials submitted are non-returnable and shall remain the property of AMRCO.
- Any personal data provided by the participants will be kept securely and may be used and or shared with third parties solely for the purpose of conducting and administering the competition, communicating with the winners in accordance with the Personal Data Protection Act 2012. Participants' personal data may be retained by AMRCO for a reasonable period after the competition closes for these purposes.
- AMRCO reserves the right to disqualify or bar any team/person from taking part in the competition without explanation or for non-compliance of rules and regulations stated in this document.
- AMRCO's decision on all matters pertaining to the competition shall be final and binding with no rights for appeal.
- AMRCO reserves the right to change, amend or withdraw any of the stipulated rules and regulations at any time without any prior notice.
- By participating in this competition, participants:
 - Agree that all personal data submitted may be collected, used or disclosed by AMRCO in connection with this competition
 - Verify that they have read through and agreed to all the Terms and Conditions stated in this document
 - Confirm that the information submitted will not infringe the intellectual property, privacy, or any other rights of any third party, and will not contain anything which is libellous, defamatory, obscene, indecent, harassing or threatening
 - Agree to share the editable copy of the materials with AMRCO and not to reproduce, use, transmit or exploit the materials for other purposes than those of the competition
 - Give AMRCO the exclusive right to copy, use, edit, distribute, display, and publish their work throughout the world, in any media outlets or online platforms, without further consent, compensation, or approval from the author(s). AMRCO shall have the complete copyright and all other rights in any submission, which shall be for the full period of copyright, and be free to assign such rights to third parties.

APPENDIX A: ECO-BAG DESIGN TEMPLATE

Download a copy of the template [here](#).

FOLDABLE TOTE BAG
SIZE: 490MM*420MM (EXCLUDE HANDLE)
HANDLE: 65 MM X 560 MM
WITH BUILT-IN POUCH TO KEEP BAG WHEN FOLDED (150*150 MM)

