

# ProPAN Photography and Video Contest



## Contest Rules

The Pan American Health Organization (PAHO/WHO) invites you to participate in the **ProPAN** Photography and Video Contest, which will recognize the best images illustrating complementary feeding of children 6 to 24 months of age in the Americas.

## Introduction

**ProPAN** (Process for the Promotion of Child Feeding) is a tool developed to provide ministries of health, NGOs, and international organizations with a tool to develop, implement, and evaluate interventions and programs to improve infant and young child diet and feeding.

**ProPAN** is based on the recognition that the first two years of life are a period of great opportunity but also great vulnerability with respect to child nutrition, health, and development. These years provide a window in which adherence to recommended breastfeeding and complementary feeding practices can improve not only the nutrition and health of infants and young children but also the trajectory of key aspects of their lifelong well-being.

Awards will be given for the photographs and videos that illustrate optimal complementary feeding practices in a way that illustrates responsive feeding (feeding in a way that demonstrates eye to eye contact); joy in feeding and eating; feeding appropriate foods in an appropriate manner (no bottles or junk food), among others.

## Theme

The theme of the contest is "Complementary Feeding", or feeding of children 6 to 24 months of age. (Breastfeeding is not included as an early contest by PAHO solicited such photographs.)

## Objective

To advocate for infant and young child feeding (breastfeeding and complementary feeding) and nutrition to be placed on the political and public health agenda of the countries of the Americas using photography and video as the lever.

## Who can participate

- Individuals and institutions
- Professional and amateur photographers and videographers of any nationality
- PAHO personnel are not allowed to participate.

## **Number of photographs and videos per participant**

- Each participant can submit up to five (5) photographs
- Each participant can submit only one (1) video
- Each video should last no more than two (2) minutes

## **Inclusion criteria**

- The photographs and videos should depict “Complementary Feeding” in a country of the Americas.
- The photographs and videos should be the photographer’s or videographer’s own and may not be computer-enhanced. Both color and black and white photos are accepted.
- The photographs should be submitted in “jpg”, “tif” or “raw” format and have a resolution of at least of seven (7) megapixels (3072 x 2304 pixels).
- Photos and videos that have been published or awarded before are not accepted.

## **Use of photographs and videos**

- The submission of photographs and videos implies acceptance that they may be reproduced, published, or exhibited by PAHO and authorization of their permanent, unrestricted use in the media and educational or promotional materials. Participants also give PAHO permission to publish the name of the photographer or videographer, city, or other information related to the photographs or videos.

## **Examples of photographs or videos to submit**

- Photographs and videos that illustrate a mother, father, grandparent, relative, sibling or neighbor feeding a child;
- Photographs and videos of a caregiver and child enjoying the feeding process (e.g. caregiver smiling to the child while the child eats, pretending to eat while the child looks, clapping hands when the child eats);
- Children looking at and touching food **and** eating a variety of foods – vegetables, fruits, meat, fish, beans, eggs - and not eating or being fed only carbohydrates (e.g., only rice, crackers, etc.).

## **Evaluation and rating of the photographs and videos**

- Only photographs and videos that meet the criteria described in the call for submissions will be accepted.
- A jury selected from infant feeding experts within and outside of PAHO will select a winning photograph and a winning video from each country and the three best photographs and three best videos in the Americas.

## **Registration**

Photographs and videos should be submitted using the Registration Form available on the website (<http://www.paho.org> ). This is the only place to submit the photos and videos. The videos should first be uploaded on [www.youtube.com](http://www.youtube.com) or [www.vimeo.com](http://www.vimeo.com) and the link to the video pasted on the Registration Form.

Registration will be permitted up to 6:00 p.m. (Washington, D.C., USA time) on May 31<sup>st</sup>, 2013.

### **Timetable**

May 31 <sup>st</sup> , 2013	Deadline for receipt of photographs and videos
July 1 <sup>st</sup> , 2013	Announcement of winners

### **Announcement of winners**

Contest winners will be announced on the **ProPAN** website (<http://www.paho.org/propan>).

### **Awards**

The winning photographs and videos will receive different awards and recognition. The best photographs will be included in a book of breastfeeding and complementary feeding practices to be published in 2013.

PAHO will award the winners of the photography and video contest the following:

#### Photography:

- a. First prize: \$ 2,000
- b. Second prize: \$ 1,000
- c. Third prize: \$ 500
- d. Certificate for best photograph at the country level

#### Video:

- a. First prize: \$ 2,000
- b. Second prize: \$ 1,000
- c. Third prize: \$ 500
- d. Certificate for best video at the country level

### **More information**

For more information on the **ProPAN** Photography and Video Contest, visit the **ProPAN** website at <http://www.paho.org/propan> or e-mail a message to [propan@paho.org](mailto:propan@paho.org).