



# 2011 COMPETITION FILM CHALLENGE

## Aim of the Competition

To educate young people of the importance of prudent antibiotic use and antibiotic resistance through the medium of film

Disease caused by microbes is the second highest cause of death in the world, so our ability to treat microbial infections is **very** important! Bacteria cause some of these infections. Antibiotics are special life-saving medicines that are used to kill the bacteria that cause some of these infections. Many people take antibiotics for granted, rather than seeing them as amazing medicines that we can't do without!

### The truth about antibiotic resistance

If we overuse or misuse antibiotics, bacteria can learn how to fight back and become resistant to the antibiotic. Infections caused by these antibiotic resistant bacteria are very difficult, sometimes impossible, to treat. This can be very dangerous, especially for people who have other health problems.

### Why is it a big deal

We are running out of antibiotics! Antibiotics **do not work for coughs and colds** that are caused by viruses – even though many people think that they will help! Also, not following your doctor's instructions can cause antibiotic resistance to build up.

### What can we do?

Don't **overuse** antibiotics – don't take antibiotics when they're not needed, e.g. when you have a cold, flu or any other viral infection.

Don't **misuse** antibiotics – taking other people's antibiotics, not finishing a course or using 'old' stored antibiotics.

### The competition

Draft a storyboard for a short film for the e-Bug website to inform other young people why they should be careful about overusing antibiotics. This could include

- Why bacteria are becoming resistant to antibiotics
- Possible side effects to the person who uses the antibiotics
- The different types of antibiotic resistant organisms e.g. **Meticillin Resistant *Staphylococcus aureus***, *Clostridium difficile*, *Escherichia coli*.
- There are limited number of new antibiotics being developed
- Why antibiotics are useful and what would happen if they stop working

### Prizes

#### Winning School

The e-Bug team will visit the winning school and carry out a year group/class of interactive science activities around microbes and the spread of infection, designed to interest even the most wary of students!

#### Student

- |                       |   |
|-----------------------|---|
| 1 <sup>st</sup> Place | The winner will have their entry professionally developed into a film which will be hosted on the e-Bug website and they will receive a certificate and e-Bug goody bag |
| 2 X Runners up        | Runners up will have their story boards hosted on the e-Bug website and will receive a certificate and an e-Bug goody bag each  |



EUROPEAN  
ANTIBIOTIC  
AWARENESS DAY

A European Health Initiative 



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## Entry form and rules



### Competition Aim

Design a two minute film for the e-Bug website about why young people should be careful about overusing antibiotics. This could include reference to antibiotic resistance, possible side effects of antibiotics and the limited number of new antibiotics being developed.

### Rules

- It must be a short film to last no more than 2 minutes.
- The developed idea can be hand written on the storyboard (additional sheets can be used), or created on slides on PowerPoint. Film clips can also be submitted on disc via post.
- Judging will be based on content, originality, development of ideas and overall presentation.
- Judging will be based on the age category 11-15 years, KS3. Entries can be produced by individuals or pairs.
- Each school may submit a maximum of ten entries. Where there are more, teachers must select the best for submission.
- Entries must be clearly labelled with student's name(s), name and address of school and teacher's contact details.
- Closing date for entries is **1<sup>st</sup> June 2012**
- The e-Bug team reserve the right to modify the winning idea if required prior to production.
- The final professional film will be produced for the e-Bug website under the creative commons copyright act.

<b>Name and Address of School</b>		<b>Teacher Name</b>
		<b>e-mail</b>
		<b>Tel. No.</b>
<b>Pupil Name(s)</b>		<b>Film Title</b>
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10		

Please send all entries via post to: *Health Protection Agency Primary Care Unit, Microbiology Department, Gloucestershire Royal Hospital, Great Western Road, Gloucester, GL1 3NN*

How did you hear about the competition?

e-Bug website  EAAD website  ASE conference  SGM newsletter  Other  \_\_\_\_\_



\*e-Bug

# e-Bug film story board

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