



## **#HumansAgainstTrachoma Photo Contest : Celebrating #20Years to #EndTrachoma**

### **INTRODUCTION**

2018 marks the celebration of many milestones in the Global Programme for trachoma elimination including the establishment of the International Trachoma Initiative, a program of The Task Force for Global Health. In 1998, the Edna McConnell Clark Foundation and Pfizer Inc. founded the International Trachoma Initiative (ITI) to help answer the World Health Organization's call to eliminate trachoma as a public health problem.

As a way to reflect on the 20 years of efforts by ITI and its partners implementing the SAFE (Surgery, Antibiotics, Facial cleanliness, and Environmental Improvements) strategy for trachoma elimination, we welcome you to submit photos that display our mission "working for a world free from trachoma" or that go with the theme, "Humans Against Trachoma."

### **CONTEST OBJECTIVES**

- To celebrate and reflect on 20 years of partnerships for trachoma elimination through photography.
- To promote the work of ITI and its partners working for a world free from trachoma for advocacy and educational purposes.
- To visually document efforts to eliminate trachoma over the last 20 years.

### **ELIGIBLE PARTICIPANTS**

Anyone may submit photos that portray trachoma elimination efforts.

### **CONTEST TIMELINE**

The contest opens on February 20, 2018. **The deadline for submissions is May 4, 2018.**

Photos will be judged by a panel during the 18<sup>th</sup> Trachoma Expert Committee Meeting in Atlanta GA from June 26-28, 2018.

### **PRIZES**

The first, second, and third prize winners will be announced at the 19<sup>th</sup> Trachoma Expert Committee Meeting.

**First prize:** Cash prize of 700 USD

**Second prize:** Cash prize of 500 USD

**Third prize:** Cash prize of 250 USD

The 20 finalists whose photos have been selected for display at The 18<sup>th</sup> Trachoma Expert Committee Meeting will receive a copy of the Humans Against Trachoma photo book that will display their photo.

## CONTEST PROCEDURES

Participants can submit their photos at the following email: [communications@trachoma.org](mailto:communications@trachoma.org)

Each participant may submit a **maximum** of 3 photos. Please review your submissions with a critical eye and submit what you consider to be your best photos in accordance with the evaluation criteria listed below (see section titled **EVALUATION OF PHOTOGRAPHS**).

## CRITERIA FOR DISPLAY

1. All images should be in JPG/JPEG or PNG format.
2. Photographs should be related to trachoma elimination efforts.
3. Photographs should have minimum digital alterations. Slight cropping and editing (for example, fixing red eyes) is permitted.
4. Positives should be scanned at a quality to make x by x portraits.
5. Please do not add text onto your photographs.
6. Each image must be a single photograph.
7. For optimal print quality, image resolution must be at least 300 dots per inch (dpi) and size at least 8x11 inches.
8. Each image must be accompanied by a descriptive caption that tells the viewer who is in the photo, where and when the photo was taken, and what activity is occurring within the photo.
9. Subject matter can include portraits, landscapes, or any subject that depicts trachoma elimination efforts and captures the myriad challenges, emotions, solutions, and/or the peoples, cultures, and their environments.

## SUBMISSION INSTRUCTIONS

1. Submit your photographs at the following email: [communications@trachoma.org](mailto:communications@trachoma.org)
2. For each photo, please submit a brief (100 word maximum) caption. The caption should tell the viewer about the purpose, location, and time of the work depicted in the photograph as well as information about who is pictured.
3. The file names for your photos must correspond to the titles and descriptions of your photos. Please use the following format in naming your files:  
**Surname\_country\_photo number.jpg** (Example: *Sankar\_Zambia\_1.jpg*)
4. Along with the photos and descriptions, please remember to download, complete and attach to your application a Photo Permission Form to grant ITI the right to use the photographs submitted in the "HumansAgainstTrachoma" photo contest for advocacy and educational purposes. The photographer will retain ownership of the photos submitted to the contest.

## EVALUATION OF PHOTOGRAPHS

Photographs will be evaluated on the following attributes on a scale of one to 10, with 10 being the highest mark:

1. Composition
2. The photo has good resolution permitting its use in both digital and print publications
3. The photo clearly represents trachoma elimination efforts
4. The photo and its caption convey a clear message
5. The photo demonstrates originality and creativity

## **EXHIBITION OF PHOTOGRAPHS**

ITI will review all submitted photos and select 20 photos to display during the 18<sup>th</sup> Trachoma Expert Committee Meeting in Atlanta, GA from June 26-28, 2018.

## **JUDGING AND SELECTION**

A panel of judges selected by the ITI communications team will evaluate the photos during the 18<sup>th</sup> Trachoma Expert Committee Meeting. The winners will be announced during a reception at the 19<sup>th</sup> Trachoma Expert Committee Meeting.

ITI will also post the photos to its Facebook (<http://bit.ly/2yooYSJ>), Twitter (@ITlatlanta), and Instagram (@ITlatlanta) for a vote from its followers. The photo with the highest number of “likes” will be considered the “Facebook winner,” “Twitter winner,” and “Instagram winner” and so on. Social media winners will receive a bag of ITI swag as their winning prize! We will be using the following hashtags on social media: #HumansAgainstTrachoma #endtrachoma.

## **OWNERSHIP**

The photographer will retain ownership of his/her photos and grants ITI the right to use all submitted photographs for advocacy and education purposes.

## **ETHICAL CONSIDERATIONS**

By participating in the contest, contestants acknowledge that they have obtained all necessary permissions for the photograph(s).

## **CONTACT INFORMATION**

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