

Gene Screen BC – Request for Submissions

Objective:

Production of short films focused on human health and genetics or clinical genomics for use in student outreach and education.

Genome BC and BC Clinical Genomics Network invite submissions of films to be considered for cash prizes in the Gene Screen BC competition. The top three (3) films plus the People's Choice film will be shown at the Screening Gala on September 26, 2011.

Target Audience:

High school students in grades 8 to 12

Important dates:

May 24, 2011	Launch Event
May 24 – August 19, 2011	Accepting submissions for Intention Forms
August 26, 2011	Midnight PST: Deadline for film submission
September 5, 2011	Scientifically accurate films posted online
September 26, 2011	Three (3) winning film and People's Choice film announced and viewed at the Screening Gala

Email:

info@genescreenbc.com

Website:

www.genescreenbc.com

Awards:

- **1st place – \$3500**
- **2nd place – \$2000**
- **3rd place – \$1000**
- **People's Choice – \$1000**

Background:

Gene Screen BC (GSBC) is a contest to honour short videos that educate, inform and excite secondary students, the public and healthcare professionals about the role of genetics and genomics in human health. The contest will open on May 24, 2011 with a networking Launch Event and will culminate in a Screening Gala on September 26, 2011 in Vancouver.

The category for this year's film is "**Education**" and is **targeted towards those interested in creating short films aimed at educating students in grades 8 to 12 about any topic related to the role of genetics and genomics in human health**. Beside this general topic of genetics / genomics in human health, the content is up to you and we encourage you to be creative and develop your own approach. The films we select will be used to complement current educational programs. The only requirements are that it be:

- Scientifically accurate
- Made for educational outreach purposes for students in grades 8 through to 12
- Three to 10 minutes in length
- Suitable for public display (PG rating)
- Not in violation of copyright law (all material must be your original work)
- An original film that has not previously won an adjudicated contest
- Non-commercial in nature
- Compressed to less than 500mb
- Final version must contain Gene Screen frames at start and end (will be provided by GSBC)

The top three (3) films and the People's Choice film will be shown at the Screening Gala on the evening of September 26, 2011 in Vancouver.

Rules & Regulations

Entry is open for all types and genres of film, (e.g. action, comedy, drama, Sci-Fi, news, animation, documentary, fantasy, game-show, horror – with the PG caveat), but the film's narrative elements **MUST BE RELATED TO THE ROLE OF GENETICS AND GENOMICS IN HUMAN HEALTH**. Films can be about a particular condition or circumstance, but should have relevance beyond the specific situation to appeal to a diverse audience and must not be commercial or promotional.

The content categories below will be supported at the Launch Event with resources and experts and reflect the topics of greatest relevance to existing educational programs used for outreach. Please note that this list is intended as a guide and is not exhaustive; your work may span several of these categories.

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| 1. personalized medicine | predictive tests; changing treatment based on genetic profiles, such as gene therapy; pharmacogenomics and future clinical applications of predictive medicine. |
| 2. consumer products | direct to consumer tests and recreational genomics (i.e. choosing mates and guiding careers using genetics) |
| 3. ethical dilemmas | ethnicity, self identification and genomics; ethics and legalities of genetic tests; genetic discrimination. |
| 4. hopes and promises | new understandings of diseases, genomics and the future of healthcare, how genomics will impact physicians and their patients |
| 5. what is...? | explanations of the science of genomics and the technology being used to take us into new areas of scientific discovery (e.g. what is epigenetics, gene therapy, cancer profiles, etc) |
| 6. Incidental findings | unexpected genetic changes that have important medical, ethical or social implications that are uncovered while performing routine genetic screening |

Each entry must be posted to the Gene Screen BC website and entrants must complete an entry and **signed** release form(s). Films will not be considered unless these forms are completed. The entry form includes an explanation (up to 750 words) of the film's relevance to genetics / genomics in human health. These forms can be completed online at www.genescreenbc.com or downloaded at www.genescreenbc.com and submitted to info@genescreenbc.com

One person can enter up to a maximum of three (3) films as the primary contact. If that person is involved with the production of more than those three (3) films, then they must be working within a partnership and one of their partners must be listed as the primary contact. Each entry must have separate and completed entry and signed release forms submitted at the time the film is uploaded.

All submissions will be acknowledged via email. Make sure to print your e mail address clearly. Include the email addresses for all individuals named on the entry form who may be interested in learning the results of the competition.

Entry Forms:

A completed entry form must also be submitted on or before August 19, 2011 for a valid entry into the competition. The form includes information such as primary contact information, -a brief description of what the film will be about and its relevance to genomics and health. **Entrants are encouraged to submit this form as soon as they know they intend to make a submission to the competition.** The form can be

completed online at www.genescreenbc.com or downloaded and submitted to info@genescreenbc.com.

Film Submissions:

After you have submitted your Entry Form, you will receive two frames from Gene Screen BC to insert into your video - one (1) in the beginning five (5) seconds of your film, and one (1) in the ending five (5) seconds. Once you have done that, you can submit your video. The submission deadline is August 26, 2011.

1. Create an account for Dropbox here: <http://db.tt/6qWMMIH> or at www.dropbox.com
2. Login and upload your video (must be 500mb or less) into your **public folder** using their desktop application or their website interface
3. After the upload is complete, right click the file and choose "Copy public link" and then click on "Copy to clipboard"
4. Go to our video submission page: <http://www.genescreenbc.com/videos-2/submit-video>
5. Fill out and submit the online form including your video link from Dropbox.

Determining Winners:

A panel of professionals: Scientist, Physician, Filmmaker, Art Critic, High School Teacher and Medical Student will assess the film-contest entries on overall impact, scientific accuracy and content, concept, originality, entertainment value, and production quality.

Note: if a film is deemed inaccurate in the portrayal of the science, it will not be eligible for prizes. Filmmakers are encouraged to partner with health professionals and scientists to ensure scientific accuracy. These contacts are available on request from info@genescreenbc.com or through the connections page on www.genescreenbc.com

There will be three (3) ranked winners and one People's Choice Award for a favorite film. All winners will be announced on September 26, 2011 at the Screening Gala.

Voting for People's Choice Film

Voting for a film to win the People's Choice award is easy. Go to www.genescreenbc.com and follow a few simple steps to vote. *Please note that only one (1) vote can be made per IP address.*

Prizes & Benefits

BC Clinical Genomics Network and Genome BC will provide cash awards to the primary contact of three winning films and the People's Choice film in the Gene Screen BC competition. First prize will receive \$3500 with \$2500 for second place and \$1000 for third place. There will be a \$1000 prize for a People's Choice Award for the film

garnering the most votes on the Gene Screen BC website. All prizes are in Canadian dollars. All filmmakers are invited and encouraged to participate in the Screening Gala on September 26, 2011.

About the Organizing Organizations

The **British Columbia Clinical Genomics Network (BCCGN)** supports the advancement of scientific knowledge and its application to improved health outcomes in British Columbia through its network of clinical investigators and coordinated access to state-of-the-art genomic technologies, genetic research methodologies and support services.

For more information, visit our website at www.bccgn.ca.

Genome British Columbia is a research organization that invests in and manages large-scale genomics and proteomics research projects and science and technology platforms. The scope of its work focuses on areas of strategic and economic importance to British Columbia, Canada and, in fact, the world such as human health, forestry, fisheries, agriculture, bioenergy, mining, and the environment. In addition, a critical element of responsible genomics research is to provide a forum through which accompanying environmental, ethical, economic, legal and social issues can be explored so that the context for scientific research remains focused and relevant to society.

For more information, visit our websites at www.genomebc.ca.

Inquiries and Additional Information:

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