



Materials and rules for the open call

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SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



Outline

- Call for submission structure
- Host website
- What to ask & format
- Visual aids
- Judging criteria
- Submission form & link
- FAQs



Source: Shutterstock

Call for submissions structure

- Call to action should be clear
- Start with a simple question
- Tell a story / share a quote
- Provide rules, purpose, timeline
- Specify judging criteria clearly
- Describe prizes generally to excite, but allow for some flexibility
- FAQs, partner organizations

Disappointed with
Sexual Health Services
in the **UK** and want to
inspire change?



Source: SHOAR

Host website

- Who are the audience?
- What may be their preferable sources of information?
- Level of authority and trust?
- Partner organizations?
- Big names in the community?



What to ask & formats

- Be clear about what you want at the beginning
- Texts, images, videos, infographics
- Examples of strong ideas often contribute to cognitive fixation
- Fine to provide context, but avoid giving examples
- Include statements like “be creative” in the call for submissions



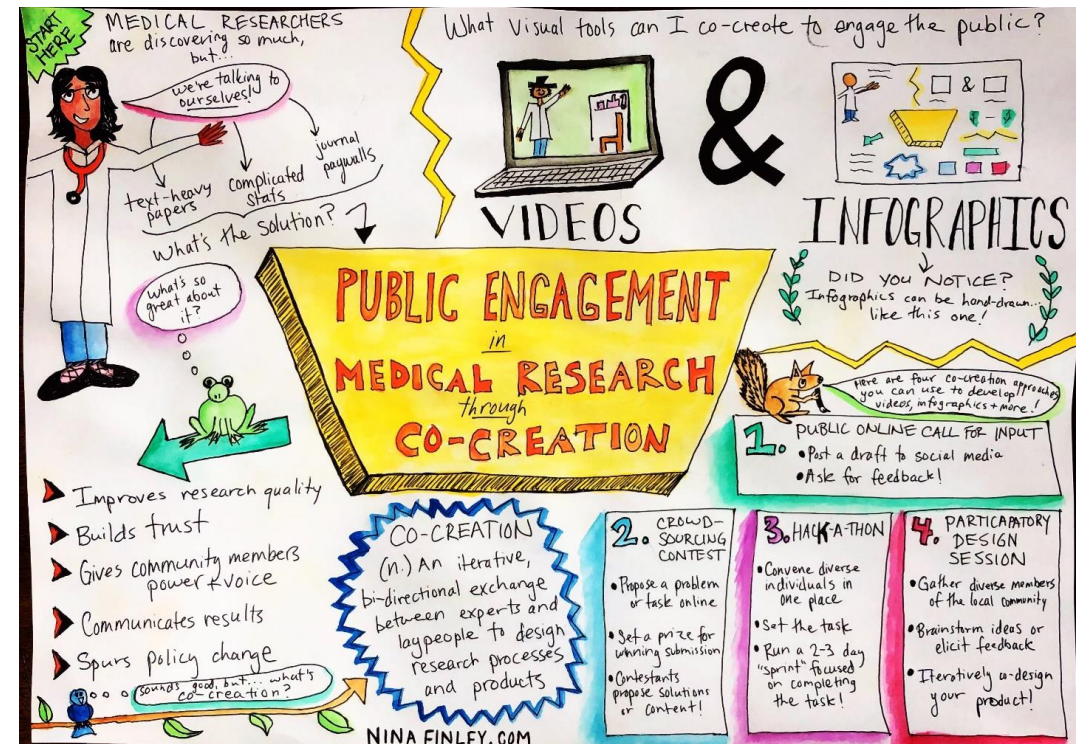
Branding and Visual aids

- Banners
- Logos
- Infographics
- Videos
- Social media cards



Infographics

- Image for non-experts
- Easy to read and usually one message
- Not the same as research figures
- Decreases cognitive fatigue
- Research articles with infographics more likely to be read^{1,2}



¹Thoma et al., CJEM, 2018

²Ibrahim et al., Ann Surg, 2017

Video

- Able to reach those who cannot read
- Whiteboard time-lapse, interview, short animation
- Learn by doing
- Co-create and include your community partners



Social media cards

GLOBAL CONTEST FOR HEPATITIS STORIES







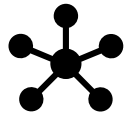

This is an exciting opportunity to be a change maker! We want to hear your stories about how viral hepatitis has affected you, your family, or your community. Contribute your story and help us improve hepatitis services. Prizes available!

Deadline: April 30th

More info: <https://www.nohep.org/stories>

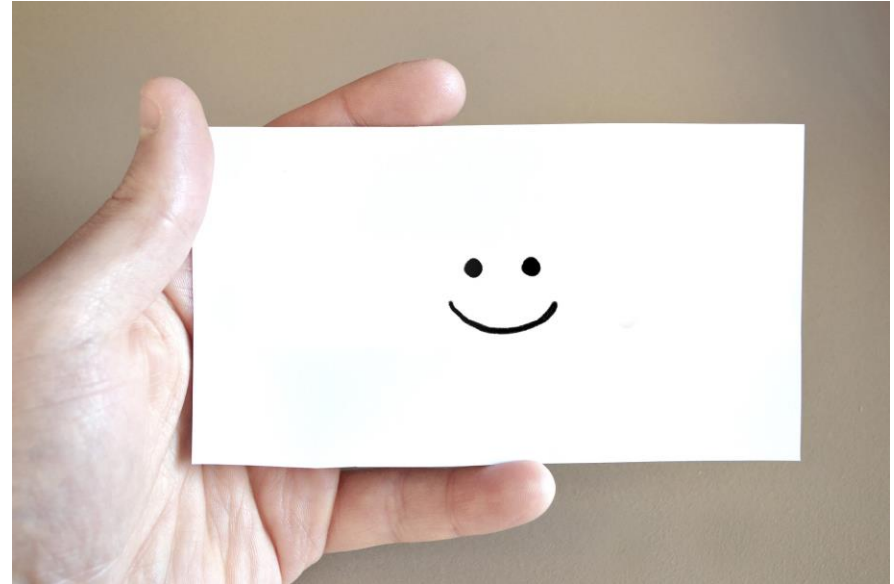


Table 1. Key questions to answer in preparing visuals

	Who?	Who is the intended audience and what are their visual preferences?
	What?	What is the key message that needs to be conveyed? What can be simplified and what needs to retain complexity?
	Why?	Why should the viewer care about this topic?
	When?	What makes this topic urgent now? Why is now an important time to convey this?
	How?	How will this message be delivered to viewers (e.g., print, social media)?
	Where?	Where is the group or groups that you intend to reach (e.g., geographic region, demographic group)?

Judging criteria

- Relevance
- Feasibility
- Elaboration
- Capacity for impact
- Open comments
- Judging rubric file & invitation



Submission form & channels

- Short and simple (1-page)
- Avoid asking too many questions
- No personal identity information
- Consent and permission (contact & share)
- Link to submit
- Qualtrics vs inclusive channels (social media apps, voice mail, mails etc.)



FAQs & resources

- Why is it important
- Who organizes this
- What is an open call
- Flexibility in contents/number of entries
- Who can submit
- What happens next
- How do you protect my privacy
- How do I create a video/infographic

Resources

Tips and open access resources for creating infographics and videos:

<https://journals.plos.org/plosmedicine/article/comments?id=10.1371/journal.pmed.1003246>

WHO General Hepatitis: <http://www.who.int/hepatitis/en/>

WHO Chronic Hepatitis B Guidelines:
<http://who.int/hepatitis/publications/hepatitis-b-guidelines/en/>

WHO Chronic Hepatitis C Guidelines:
<http://who.int/hepatitis/publications/hepatitis-c-guidelines/en/>

EndHep2030: <https://endhep2030.org/>

Leave a contact



Thank you!



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