

WHAT IS MRSA?

Infections from methicillin-resistant Staphylococcus aureus (MRSA) have emerged as a major public health problem for students and student-athletes. Outbreaks of MRSA in schools have been highlighted in the national news and have resulted in widespread fear, school closures, student illness, and even death. Fortunately, relatively simple measures can significantly decrease and even eliminate the risk of MRSA infections. While a number of local and national efforts have attempted to educate students and schools on ways to reduce the risk of MRSA, it's unclear how many of these messages are connecting with today's youth.

STUDENTS FIGHT MRSA

Students Fight MRSA is a joint sponsorship among Independence Blue Cross, The Health Care Improvement Foundation, and The Franklin Institute. As community leaders committed to improving and promoting good health and student education, the sponsors believe their combined effort will raise awareness and help prevent this serious health issue among school-age children and adolescents.

Students Fight MRSA is a grassroots effort to raise awareness about MRSA among students in grades 3 – 12 through a fun, creative web contest. The simple premise is that the best way to reach the YouTube Generation is through messages created by students for students.



CONTEST GUIDELINES WWW.STUDENTSFIGHTRSA.COM

Eligibility and instructions for entering

The contest begins October 20, 2008, and is open to all students* in the five-county Philadelphia region. Students can submit entries at www.studentsfightmrsa.com in two categories: Audio/Visual and Graphic design/Written. The online contest rules and terms offer more information about submission formats. The deadline for submitting entries is January 31, 2009.

Judging and prizes

Finalist will be determined by several criteria: educational value, creativity, work quality, and whether the material is relevant to diverse audiences. Students will choose the winners by voting online for their favorite finalists. A total of 16 cash prizes will be awarded to the first- and second-place winners in each of the two categories above for students in the following grades:

Grade level	Prize money (first/second)
○ Grade school (grades 3-5)	(\$200/\$100)
○ Middle school (grades 6-8)	(\$500/\$250)
○ Lower high school (grades 9-10)	(\$1,000/\$500)
○ Upper high school (grades 11-12)	(\$1,000/\$500)

Awards ceremony

The Franklin Institute will host an awards ceremony where winners will be announced and prizes distributed.

School education

Some of the winning entries will be part of a post-contest, community education campaign to schools and other organizations throughout the region.



*Sponsors' children are not eligible for this contest, but the sponsors have created a separate contest for sponsors' children to compete.

EXECUTIVE SUMMARY

