

MindArt

Poster Competition

for 11 countries in the WHO South-East Asia Region

Guidelines for development and submission of posters for the World Health Day 2017 theme on depression

About the competition

World Health Day (WHD) is on April 7, 2017. The theme for WHD is Depression. As a run-up to WHD, the World Health Organization South-East Asia Regional Office and HRIDAY are organizing '*MindArt*', a poster competition for youth in 11 countries of the WHO South-East Asia Region. Participants have to *design a poster* and develop a *corresponding message* focused on support strategies to prevent/overcome depression and promote positive mental health.

This competition is open to young youth advocates and artists based in the 11 SEAR Countries: Bangladesh, Bhutan, Democratic People's Republic of Korea, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand and Timor-Leste.

Categories

The '*MindArt*' competition is being organized for youth health advocates and artists in two categories: *Category A (ages 13-17 years)* and *Category B (ages 18-25 years)*.

Poster specifications

- Please use standard A3 size paper of any colour to develop the poster.
- You are free to select either a portrait or landscape orientation for the poster.
- You can use any colour medium – sketch pens, crayons, coloured pencils, poster or acrylic colours etc.
- The poster should be of an original design and first-hand creation of the participant.
- The poster should include a message which promotes support strategies to prevent/overcome depression and promote positive mental health.
- The message should be no more than 10 words. It should only be in English language.
- The poster must include the following information about the participant:
 - Name (First/Middle/Last)
 - Age (in years)
 - Country
 - Category of poster: A (13-17 years) OR B (18-25 years)
 - Contact number (including country code/city code and phone number)
 - Complete address:
 - Email id:
 - Message (up to 10 words, in English)
- Entries without this information or those with incomplete above will not be eligible for the competition
- **OPTIONAL:** Submit a short high resolution video on “making of your poster”. Example of footage could include: group sitting together and drawing for the art competition, a short interview of you, your teacher, parent or counsellor. Suggestive interview questions could include: how this art competition has been useful in raising awareness about depression and mental health; support strategies to prevent/overcome depression and promote positive mental health. We will be using this footage for an advocacy video planned for the World Health Day 2017.

Tip: Try using a tripod and a professional camera for pictures and video. You could also capture just the audio of the interview. You could submit the audio along with several images of the posters while they are still being drawn. In this case, we could play the interview along with the photos being drawn (like a time-lapse).

Submission of posters

- Both hard and soft copies of the posters are acceptable. Please send your poster only through one mode, in order to minimize duplication.
- In case you are submitting a soft copy, please email a high resolution scanned image in PDF format to tinarawal@hriday-shan.org

The subject of the email should be: MindArt Poster Competition.

- You can also send a hard copy to:

Ms Tina Rawal
HRIDAY
20 Anand Lok, 2nd Floor
August Kranti Marg
New Delhi-110049
India

OR

To the WHO Country Office located in the capital of your country. Please refer to the annexure for the name of the contact person and contact coordinates for your WHO Country Office.

Last date to receive poster entries

The last date to receive entries is **Monday, October 17, 2016**, for both hard as well as soft copies. Entries received after this will not be considered.

Evaluation process

Entries submitted from each country will be evaluated by a panel of judges decided by the WHO Regional Office for South-East Asia. Region and country level winners will be recognized by WHO SEARO. WHO SEARO reserves the right to use the posters in any dissemination resources that are developed, with due acknowledgement to the artist.

Evaluation criteria

The judges will assess the posters on a scale of 50 marks equally distributed for:

1. Creativity
2. Relevance of the design
3. Clarity of the message
4. Overall impact with respect to the theme
5. Suitability for mass dissemination in the South-East Asia Region

For any queries, please contact:

Ms Tina Rawal
HRIDAY
tinarawal@hriday-shan.org

P: +91-11-41031191

You can also reach out to the contact person in your respective WHO Country Office, as per the list provided in Annex 1.

Annex 1

For submission of hard copies of the posters, please find below the **postal address of Country Offices**. Please send either by hard copy or the soft copy- **NOT BOTH** (it leads to duplication during the evaluation stage). Please contact Ms Tina Rawal for any further details.

When you send the art entry by post, please mention on the envelope:

“For Art Competition, World Health Day 2017”

Bangladesh World Health Organization, Bangladesh Address: Country Office for Bangladesh, United House (GF to 3rd Floor) 10 Gulshan Avenue, Gulshan-1 Dhaka-1212 Bangladesh PO Box: 250 Tel: +880 960 40 27200 (Hunting) or +880 2 883 1415 (Hunting) Fax: (880 2) 8831423	Bhutan WHO Country Office In the Ministry of Health Building Kawangjangsa P.O. Box 175 Thimphu Bhutan Fax: +975 2 323 319 Telephone: +975 2 322 864 324 073 / 324781
Democratic People’s Republic of Korea WHO Country Office for DPR Korea 14 Hudong, Munsudong Pyongyang, DPR Korea Phone: +850-2-3817914 Fax: +850-2-3817916	India WHO Country Office for India R.K Khanna Tennis Stadium Africa Avenue, New Delhi 110029 India Phone: +91-11-47594800
Indonesia WHO Country Office for Indonesia Ministry of Health Gedung Dr Adhyatma Blok A 6th Floor (Room 602) Jl HR Rasuna Said Blok X.5 Kav. 4-9, Jakarta 12950 Indonesia Telephone: +62-21-5204349 Facsimile: +62-21-5201164	Maldives Office of the WHO Representative to the Republic of Maldives Roashanee Building, 6th Floor P.O. Box 2004 Male’ 20184, Republic of Maldives Telephone: +960 332 2410, 332 7519, 331 3564 Fax: +960 332 4210

<p>Myanmar</p> <p>No. 2, Pyay Road, (7 Mile) Mayangone Township Yangon 11061, Myanmar Tel: +95-1 650 405 - 406, 650 416; Extn.: 24200 (reception); GPN Fax: 24300 Fax: +95-1 650 408 – 409;</p>	<p>Nepal</p> <p>WHO Nepal United Nations House Pulchowk, Lalitpur, Kathmandu Post Box No. 108 Tel No: +977-1-5523200, 5523993 Fax No: +977-1-5527756</p>
<p>Sri Lanka</p> <p>World Health Organization Country Office for Sri Lanka 226, Bauddhaloka Mawatha Colombo 07 Tel: +94 112 379191 Fax: +94 112 502845</p>	<p>Thailand</p> <p>World Health Organization Country Office for Thailand 4th Fl.,Permanent Secretary Bld 3 Ministry of Public Health, Nonthaburi Tel: +6625470100 Fax: +6625918199</p>
<p>Timor Leste</p> <p>WHO Country Office for Timor-Leste United Nations House Caicoli street, Dili, Timor-Leste</p> <p>E-mail: sharmar@who.int Telephone: +670 3310 968</p>	