

HEALTH LITERACY IN DENTISTRY ESSAY CONTEST FOR DENTAL STUDENTS AT PARTICIPATING DENTAL SCHOOLS 2020 OFFICIAL RULES

1. ELIGIBILITY: The ADA Health Literacy Essay Contest (the “Contest”) is open only to individuals who are both at the time of submission and the time of the prize award: (A) legal residents of one of the fifty United States, the District of Columbia or Puerto Rico; (B) at least eighteen years of age; (C) enrolled as a dental student at a participating U.S. dental school accredited by the Commission on Dental Accreditation; (D) members in good standing of the American Dental Association and the American Student Dental Association; and (E) have completed the free Centers for Disease Control and Prevention (CDC) online training modules, [Health Literacy for Public Health Professionals](#) and [Writing for the Public](#), evidenced by certificates of participation (the “Contestants”). The Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited by law.

2. SPONSOR: This Contest is sponsored by the American Dental Association, 211 East Chicago Avenue, Chicago, Illinois 60611 (the “Sponsor”).

3. AGREEMENT TO OFFICIAL RULES: Participation in the Contest means that Contestants accept these Official Rules (“Rules”) and the decisions of the Sponsor, which are final and binding. Winning a prize requires compliance with the Rules.

4. CONTEST PERIOD: The Contest begins at 12:00 am CDT no later than September 15, 2020. Entries must be received by the Contestant’s participating Dental School faculty by 11:59 pm CDT on October 30, 2020 (the “Contest Period”); Contestants are solely responsible for submitting entries on time and according to the Rules.

5. ENTRY: One entry per Contestant. No purchase or fee required to enter. A qualifying essay must:

- A. be submitted to the Participating Dental School’s faculty no later than 11:59 pm on October 30, 2020;
- B. address the topic, *Why Your Dentist Wants You to Get the HPV Vaccine*, and the target the user audience of ADA’s consumer website, MouthHealthy.org;
- C. include a list with a minimum of five [evidence-based scientific references](#); and contain information that is supported by ADA Clinical Guidelines and recommendations when available;
- D. have at least 500 words but not exceed 700 words;
- E. be formatted as a Microsoft Word document using Arial 12-point font; with one-inch margins for all sides; include a cover sheet with the title, the Contestant’s name, email address, dental school name; the title and any subheadings used are in bold font; ONE clear main idea or message is visible at the beginning of the essay;
- F. be based on findings from researching the scientific literature on the essay topic; be patient-centered, and written in plain language using health literacy principles; Contestants are referred to the Federal Plain Language Guidelines for direction on writing easy to understand language. The [SMOG Readability Formula Score](#) for the essay must not be greater than 7.
- G. not use or include brand names for commercial products;
- H. if jargon is used, explain the term(s);
- I. not have any grammar errors; include a completed official entry form and proof of completion for the free CDC training modules, and any other required information listed in these Rules.

6. CONTESTANT’S WARRANTY. Each Contestant warrants to the Sponsor that his or her entry is original content created by the Contestant for this Contest, has not been published nor has been submitted for publication in any other medium, has not been submitted as an entry to any other contest, and does not violate any law or regulation.

7. WINNING CONTESTANTS’ OTHER OBLIGATIONS AND TAXES. By entering the Contest, all Contestants acknowledge and agree that all rights in the submitted essays, including copyrights, will become the property of the Sponsor. Any taxes on prizes shall be the responsibility of the winners.

8. PARTICIPATING SCHOOLS. Sponsor will provide the PARTICIPATING Dental Schools with Contest flyers and related materials, including required forms. Participating Dental Schools assist the Sponsor by:

- A. distributing information about the Contest to their respective faculty and dental students;
- B. collecting and screening the submitted Contest Entries from their dental students according to the Contest Rules;
- C. selecting one Contest Entry from their students for final judging by the Sponsor and emailing it to the Sponsor by no later than 11:59 pm CDT on November 30, 2020 at cantork@ada.org. The participating schools may inform their student that their essay was selected, once the school has made its decision.
- D. Honoring the Contestants’ copyright assignment for their entries and essays to the Sponsor.

9. JUDGING: Judges designated by the Sponsor will review the Contest Entries screened by the Participating Dental Schools following the close of the Contest. Entries will be judged on the basis of how well the essays meet the Entry requirements listed in these Rules. The Judges will select one grand prize winner and two runners up, as Sponsor, in its sole discretion, deems appropriate. In the case where no submitted entries are deemed to merit awards, the Judges reserve the right to not select winners. In the event that an entry from a winner or runner up is disqualified for any reason, then alternate(s) may be substituted. Sponsor will notify the winner and runners up after completion of the judging. The manner and timing of notification may be modified or adjusted in any manner as deemed appropriate by the Sponsor. Judging details will not be released and the decision of the judges is final. Participating Dental Schools may inform the winner of their specific Dental School once the winner has been determined.

10. PRIZES AND ANNOUNCEMENT OF WINNERS: One grand prize winner and two runners-up may be chosen, depending on the quality of the entries. The grand prize winner will receive \$1,000, and his or her essay will be published on the ADA’s consumer website, MouthHealthy.org. Two runners-up will be awarded \$500 each. The grand prize winner and runners up will be recognized through various venues, including ADA News. Prizes are not transferable and must be accepted as awarded. The winner is responsible for any taxes and costs.

11. GENERAL CONDITIONS: In the event that the operation of the Contest is impaired in any way for any reason, including, but not limited to, fraud or technical problems, the Sponsor will suspend the Contest or cancel the Contest and notify the Contestants and Participating Dental Schools. The Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Rules or in an unsporting or disruptive manner.

12. RELEASE AND LIMITATIONS OF LIABILITY. BY PARTICIPATING IN THIS CONTEST, CONTESTANT AGREES TO RELEASE THE SPONSOR AND ITS AFFILIATES, OFFICERS, DIRECTORS, TRUSTEES, EMPLOYEES, AGENTS AND ASSIGNS, AND PARTICIPATING DENTAL SCHOOLS AND THEIR FACULTY FROM ANY CLAIM ARISING OUT OF PARTICIPATION IN THE CONTEST OR RECEIPT OR USE OF ANY PRIZE; INCLUDING BUT NOT LIMITED TO: (A) ERRORS IN THE ADMINISTRATION OF THE CONTEST OR THE PROCESSING OF ENTRIES; OR (B) INJURY OR DAMAGE TO PERSONS OR PROPERTY THAT MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FOR CONTESTANT’S PARTICIPATION IN THE CONTEST OR RECEIPT OF ANY PRIZE. CONTESTANT ALSO AGREES TO INDEMNIFY THE SPONSOR AGAINST CLAIMS OF THIRD PARTY INTELLECTUAL PROPERTY INFRINGEMENT, AND WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER, INCLUDING BUT NOT LIMITED TO, PUNITIVE, CONSEQUENTIAL, DIRECT OR INDIRECT DAMAGES.

13. DISPUTES. Except where prohibited, Contestants agree that any and all claims, connected with the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by binding arbitration in accordance with the then current Commercial Arbitration Rules of the American

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Arbitration Association. Any judgment or award may be entered in any court in Cook County, Illinois. The place of arbitration shall be Chicago, Illinois. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, Contestant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules of Illinois or any other jurisdiction.

14. OFFICIAL RULES AND CONTEST RESULTS. Interested persons can obtain additional copies of these Rules and the names of the winners by emailing their request to the Sponsor at cantork@ada.org. Requests must be received by May 31, 2021, and the names of the winners will be furnished after the announcement of winners.

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2020 ENTRY FORM**

PLEASE REVIEW THE 2020 CONTEST RULES BEFORE COMPLETING THIS FORM.

Title of the Essay Entry: _____

The American Dental Association (Sponsor) and the undersigned ("Contestant") agree as follows:

1. **WARRANTY:** Contestant warrants to the Sponsor that his or her submission to the Contest: (a) is an original work created by the Contestant for this Contest (except for any material in the public domain), (b) does not contain any libelous or otherwise unlawful material, (c) does not infringe on the copyright, trademark right, privacy, right of publicity, or any other personal or proprietary rights of any person or entity, (d) has not been previously published or submitted for publication in any medium, (e) has not been submitted as an entry to any other contest, and (f) does not violate any law or regulation.
2. **COPYRIGHT ASSIGNMENT:** In consideration of the Sponsor's accepting, reviewing, and judging Contestant's essay entry to the Contest, and other good and valuable consideration, the undersigned Contestant hereby assigns to the Sponsor, jointly and severally, all copyright in and to the essay entry identified above and submitted with this entry form, including but not limited to the right to edit, perform, publish, republish, transmit, distribute and otherwise use such essay entry to the Contest and the material contained therein, and any derivative works throughout the world, in all languages and in all media now known or later developed and to license or permit others to do so. Contestant understands and agrees that the Sponsor may publish and distribute the submission in its own or any other name.
3. The ADA reserves the right to choose [or not to choose] a grand prize winner or runners up depending on the quality of the submissions.
4. The terms and conditions of this entry form will remain in effect whether or not the Sponsor decides to use the entry essay or award it a prize.
5. Contestant warrants compliance with all terms and conditions of the entry form and with the official rules of the contest, a copy of which is attached and incorporated by reference.
6. Contestant confirms his or her acceptance of the terms of this agreement and all the foregoing by signing below and submitting the entry form for the Contest.

Contestant's Name _____
(Please Print)

Contestant's Signature _____ Date _____

Dental School Name _____
(Please Print)

Year in Dental School _____

Do you have any specific interests in dental school? (e.g. Public health, communications, leadership, other.)

