



# GUIDELINE

## Short Video

Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Diabetes and Hypertension)





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## TERMS OF REFERENCE

### Educational Video Competition

2025

#### A. BACKGROUND

Hypertension and diabetes mellitus are two non-communicable diseases that have become global health concerns. According to the World Health Organization (WHO), hypertension is the leading cause of cardiovascular diseases, accounting for approximately 10.8 million deaths worldwide each year (WHO, 2023). Meanwhile, diabetes mellitus continues to rise in prevalence, with over 422 million people worldwide living with diabetes as of 2021 (International Diabetes Federation, 2021).

Riset Kesehatan Dasar (Riskesdas) 2018 report indicates that the prevalence of hypertension among individuals aged  $\geq 18$  years in Indonesia reached 34.1%, while the prevalence of diabetes mellitus, based on blood tests, was 10.9% (Ministry of Health, Republic of Indonesia, 2018). These diseases often remain undetected in their early stages due to minimal or absent symptoms, leading to delayed diagnosis and treatment. Consequently, many individuals experience severe complications such as heart disease, stroke, kidney failure, and vision impairment.

One of the effective ways to enhance public awareness regarding hypertension and diabetes is through engaging and easily accessible educational media. Educational videos serve as an impactful medium to convey information in a visual, interactive, and easy-to-understand manner for various audiences. Thus, this educational video competition is being organized to improve public health literacy regarding the prevention, risk factors, and management of hypertension and diabetes.

Through this event, it is expected that the community, particularly the younger generation, will actively contribute to disseminating accurate health information. By producing compelling video content, health messages can be widely spread, encouraging healthier behavioral changes in society.

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## B. PARTICIPANT REQUIREMENTS

1. Participants must be active students at any higher education level (undergraduate, master's, or PhD) in Indonesia or Taiwan, proven by a valid student ID.
2. Participants must compete in teams of up to four members, including one team leader. Team members must be from the same institution but may be from different study programs or academic years.
3. Submitted videos must not contain elements of ethnicity, religion, race, and inter-group (SARA) discrimination or pornography.
4. Each team is allowed to submit only one original video that has not been entered in any other competition. A statement of originality must be attached.
5. Registered participants cannot request a refund under any circumstances.
6. Participants must follow the official Instagram account @pharmaeduca.unram and Tiktok account @pharmaeduca.unram
7. Participants must upload a competition twibbon on their Instagram account and tag the official Instagram account @pharmaeduca.unram and Tiktok account @pharmaeduca.unram. The twibbon can be downloaded via the following link: “<https://twibbo.nz/internationalcompetition2025>”

## C. THEME AND SUB-THEMES

**Main Theme:** “Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Hypertension and Diabetes).”

### Sub-Themes:

1. **"Building Role Models for a Healthier Future"** – Encouraging the presence of role models to inspire healthier lifestyles and reduce degenerative diseases (Hypertension and Diabetes).
2. **"Tackling Degenerative Diseases Through Healthy Habits"** – Addressing the high prevalence of degenerative diseases (Hypertension and Diabetes) by promoting balanced nutrition, physical activity, and healthier modern lifestyles.

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3. "Raising Awareness: The Power of Early Prevention and Health Education" – Enhancing public knowledge on preventive measures and the importance of a healthy lifestyle to combat degenerative diseases (Hypertension and Diabetes).

## D. COMPETITION TIMELINE

Registration & Submission (Batch 1)	May 01, 2025 - May 10, 2025
Registration & Submission (Batch 2)	May 11, 2025 - May 15, 2025
Finalist Announcement	May 23, 2025
Technical Meeting	May 24, 2025
Uploading content for finalist	May 24, 2025 - May 30, 2025
<b>Final Presentation</b>	May 30, 2025

## E. REGISTRATION MECHANISM

1. Registration and video submission are divided into three batches:
  - o **Batch 1:** April 01, 2025 - May 10, 2025
  - o **Batch 2:** May 11, 2025 - May 15, 2025
2. Participants must complete the registration form available at (link) before the deadline of their selected batch. Link "<https://forms.gle/ikmFiDaYE69UyUKt9>"
3. The registration fee for each batch is as follows:
 

**Batch 1:** Free

**Batch 2:** 500 NTD
4. Payment can be made via:
  - **Bank Transfer:**  
 Bank: Taishin International  
 Account Number: 2108-10-0027877-8  
 Account Holder: Candra Dwipayana Hamdin
5. After making the payment, participants must confirm their payment by submitting proof of transfer with the subject format: **"Educational Video\_Leader's Name\_Institution\_PAYMENT PROOF"**
6. Payment confirmation must be completed within 48 hours after the transfer.
7. Once registered, participants will be added to the official competition chat group.

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## F. COMPETITION PROCEDURE

The competition consists of two stages: the preliminary round and the final round. The preliminary round will be conducted online, while the final round will take place online on zoom meeting.

### 1. Preliminary Round

- Videos must align with the given theme and be the original work of the participants.
- The video duration must be between 5-10 minutes, in MP4 or MOV format.
- Educational videos must be uploaded to Google Drive, accessible to the committee. The Google Drive link should be attached to the submission form.
- Participants must submit a signed statement of originality.
- The video must include the designated competition logo.
- The video must be in English or have English subtitles.
- Participants are allowed to edit their videos to enhance quality.
- All submitted videos become the property of the organizing committee and may be published by the committee.

### 2. Final Round

- Finalists will present the concept behind their submitted video in front of a panel of judges and competition participants.
- The presentation must be in Microsoft PowerPoint format and submitted no later than two hours before the final round begins.
- All finalists are required to post their submitted posters on their personal Instagram and TikTok accounts. The posts must be public and include the official competition hashtags: #IndonesiaTaiwanCollaboration#HypertensionAndDiabetes#PosterCompetition2025#VidioCompetition2025. Participants should tag the official competition accounts: @pharmaeduca.unram on Instagram and @pharmaeduca.unram on TikTok.

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## G. ASSESSMENT CRITERIA

- Educational Video Criteria:

No	Criteria	Weight (%)
1	Script & Storyline	35
2	Audio Visual Quality	30
3	Creativity and Originality	20
3	Public Engagement	15
<b>Total</b>		<b>100%</b>

No	Criteria	Assessment Aspect	Detailed Description	Weight (%)
1	Script & Storyline	Scientific Accuracy	Information must be factual, relevant, and supported by credible sources	12,5%
		Relevance to the Theme	The video must align with the main theme and one of the sub-themes	10%
		Message Clarity	The message should be clearly delivered, easy to understand, and effectively communicate the key points	12,5%
Total Content				<b>35%</b>
2	Audio visual quality	Visual and Editing Quality	Video editing must be smooth, visually appealing, and not monotonous.	6%

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		Color, Typography, and Layout	Selection of colors, fonts, and layout must enhance readability and maintain aesthetic harmony.	6%
		Graphic Support and Visuals	Illustrations, icons, and other visual elements must support and strengthen the conveyed message.	6%
		Clarity of Narration and Sound	Audio should be clear, without noise interference, and music should not overpower the narration.	6%
		Synchronization and Flow	Voice, music, and visual transitions must be synchronized and flow naturally.	6%
Total Visual				<b>30%</b>
3	Creativity and Originality	Innovation in Concept	The approach and presentation must be fresh, engaging, and different from typical video formats.	10%
		Authenticity and Rule Compliance (No AI usage, Not previously published or submitted)	Must follow the rules strictly, with no AI elements or previous submissions	10%
Total Originality				<b>20%</b>
4	Public Engagement	Social Media Voting	Combined total number of likes from Instagram and TikTok will count toward scoring	7,5%
		Questionnaire Feedback	Viewers will rate posters based on clarity, relevance, and appeal through an online questionnaire	7,5%
Total Public Engagement				<b>15%</b>

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- **Presentation Criteria:**

No	Aspect	Parameters	Weight (%)
1	Presentation	Clarity & Creativity	20
2	Reasoning	Understanding & Delivery	20
3	Performance	Language & Attitude	20
4	Q&A	Confidence & Supporting Data	40
<b>Total</b>			<b>100%</b>

## H. PRIZES

1. **Undergraduate:** Coaching fee + E-Certificate
2. **Magister:** Coaching fee + E-Certificate
3. **Doctoral:** Coaching fee + E-Certificate

## I. FURTHER INFORMATION

- **Instagram:** @pharmaeduca.unram
- **Tiktok:** @pharmaeduca.unram
- **Email:** [farmasiunram.education@gmail.com](mailto:farmasiunram.education@gmail.com)
- **Contact Person (ID Line):** candradwipayana
- **Note:** All rules and information are subject to change based on the committee's policies. Updates will be provided via chat groups and social media.