

DEPARTMENT OF COMMUNITY MEDICINE
& SCHOOL OF PUBLIC HEALTH

PGIMER, CHANDIGARH



PHASECON 2025

*Reelizing
Public health*

"Reel It. Feel It. Heal It."

Participate in the reel making competition

Scan to



register now

8TH & 9TH
February



NINE Auditorium,
PGIMER, chandigarh

For participation and more details:
Visit us on: www.phasecon2025.com



PHASE PGIMER



phase_pgimer



phasecon25@gmail.com

Reelizing Public Health

Create engaging, informative, and inspiring short videos or reels to promote health and well-being

Themes

Participants can choose to make short videos/ reels regarding any of the following themes :-

1. DIGITAL HEALTH

#digitalhealth

Participants can create reels that showcase the role of digital tools in enhancing healthcare accessibility, efficiency, and quality. Highlight innovations like telemedicine, mobile health apps, wearable devices, AI in diagnostics, and digital health records

2. AIR POLLUTION

#airpollution

This theme for a public health reels competition focuses on creating awareness about the causes, consequences, and solutions to air pollution. It encourages participants to use creative storytelling, impactful visuals, and real-life scenarios to highlight this pressing issue.

3. MENTAL HEALTH & DIGITAL DE-ADDICTION

#mentalhealth

This theme highlights the intertwined relationship between mental health and the overuse of digital devices, emphasizing the need for balance in a tech-driven world. Participants are encouraged to create reels that showcase the impact of excessive screen time on emotional well-being, social connections, and productivity. The goal is to raise awareness about building healthier relationships with technology while promoting mental resilience and overall.



4.

ACCESS TO HEALTH: STORIES FROM RURAL AREAS

#accesstocare

Create reels that celebrate the strength, resilience, and innovation of rural communities in accessing healthcare. Highlight inspiring stories, local solutions, and efforts to improve health and well-being, while connecting to key public health themes like universal health coverage, maternal health, or vaccination. Let your reel inspire hope, raise awareness, and drive action for a healthier future from Rural.


5.

BEFORE AND AFTER: THE IMPACT OF PUBLIC HEALTH

#beforeandafter

The goal is to creatively engage viewers by showcasing the positive transformation brought about by public health interventions. By depicting the improvements before and after these efforts, these reels aim to inspire audiences and highlight the significant role public health plays in creating healthier, more equitable communities. Through these stories, we celebrate the power of public health in fostering positive change and improving lives.

Kindly include hashtags relevant to the chosen theme (enlisted above) in the reels





Eligibility

- All participants must be registered for the PHASECON 2025 competition.
- Participants can enter individually or in teams of up to 2 members.

Submission Requirement

- Submit only good high quality videos.
- Each reel must be between 30 to 60 seconds long.
- The reel should be in a vertical format (9:16 aspect ratio) (1080 pixels x 1920 pixels)
- The content should be original, creative and the caption should include the chosen theme. Ensure that the information depicted in the reel is accurate and reliable.



SUBMIT

Last date for submission: **31/01/2025**

1. Participants must upload their reels to their own Instagram accounts and/or 'X' (formerly named "Twitter"). Add our Instagram handle, **@phase_pgimer**, as a collaborator and/ or tag **@phasecon_pgimer** on 'X' (formerly named "Twitter").

They should also provide a title for the reels along with a brief description (140 characters), including the theme hashtag and phasecon hashtag #phasecon2025

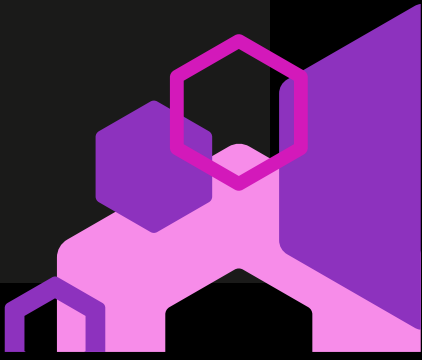
2. Participants must submit their reels with title, and a brief description through the provided Google Form link below.

<https://forms.gle/iB5XdHWtHHCYkTqG6>

3. Reels can be in any language, but non-English entries should include English subtitles.

Kindly submit an English transcript of the dialogues through the provided Google Form link.

4. Additionally, participants must confirm that the reels is their original work and not a reproduction of someone else work. By submitting their reels, participants grant us permission to use the image for health promotion activities, ensuring that they hold the copyrights to their work.





Ethical consideration

Participants must ensure that all submitted Reels are ethical, respectful, and considerate of all gender, communities, religions, and races. Any image deemed unethical, offensive, or likely to disturb individuals or groups will be immediately disqualified without consultation. Participants are encouraged to promote positive and inclusive messages through their work

Originality

- Plagiarism or use of copyrighted material without permission will result in disqualification.
- The reels should be original (including audio) and should not be generated by artificial intelligence.
- A self-declaration affirming the originality of the content must be submitted to prevent plagiarism.
- We are not responsible for any discrepancies regarding the ownership or copyright of reels submitted to our Reels making competition. The responsibility lies with the person submitting the Reels.



JUDGING CRITERIA

The following criteria will carry equal weightage

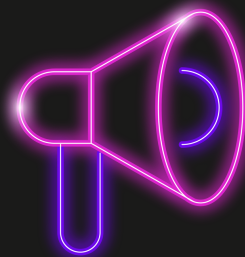
- **Relevance to Theme:** How well the reel addresses the chosen theme.
- **Creativity and Innovation:** Originality and creativity in presentation.
- **Clarity of Message:** How clearly the health message is conveyed.
- **Engagement:** Visual appeal and ability to engage the audience.
- **Accuracy:** Correctness of the health information presented.
- **Reel metrics:** Number of likes. 'Likes' for the photograph uploaded on the PHASE Instagram Page phase_pgimer and/or 'X' (formerly named "Twitter") as on **4th February 23.59 pm** will carry 20% weightage.



SHOWCASING AND AWARDS



1. All eligible entries will be showcased during the conference.
2. Certificates, Prizes will be awarded during the valedictory ceremony on 9th February 2024.



In case of any controversy on a matter not mentioned in the above regulations, the Organizers will decide on the appropriate action. The Organizer's word shall be final and binding.



FOR ANY QUERIES:

PHASECONSC2025@GMAIL.COM

