Safe Motherhood Initiative

National and Regional PHOTOGRAPHY Contest
Contest Rules

The institutions of the Safe Motherhood Initiative invite you to participate in the National and Regional Photography Contest, which will recognize the best images illustrating the promotion and protection of the right to the enjoyment of the highest attainable standard of health for women, mothers, and newborns.

Introduction

The Safe Motherhood Initiative is a call to the countries of the Region to redouble their efforts to meet the targets of Millennium Development Goal (MDG) 5

Reduce by three quarters, between 1990 and 2015, the maternal mortality ratio, and achieve, by 2015, universal access to reproductive health.

The Initiative also supports synergistic action to achieve MDG 3 (Promote gender equality), MDG 4 (Reduce child mortality), and targets of MDG 6 (Halt and begin to reverse the spread of HIV).

The Photography Contest is designed to help put the issue of maternal and neonatal health on the political and public agenda in the countries of the Region. Awards will be given for the photographs that best illustrate promotion and protection of the right to the enjoyment of the highest attainable standard of health for women, mothers, and newborns.

Theme

The theme of the Contest is "Safe Motherhood"-- that is, promotion and protection of the right to the enjoyment of the highest attainable standard of health for women, mothers, and newborns.

Objective

Launch an advocacy and communication campaign to put the issue of maternal health on the political and public agenda of the countries of the Region using art and health as the lever.

Who can participate

- Individuals and institutions, professional and amateur photographers of any nationality.
- There is no limit to the number of photographs per participant.

Inclusion criteria

- The photographs should depict "Safe Motherhood" in a country of the Americas.
- The photographs should be the photographer's own and may not be computer-enhanced. Both color and black and white photos are accepted.
- The photographs should be submitted in "jpg", "tif" or "raw" format and have a resolution of at least of seven (7) megapixels (3072 x 2304 pixels).
- Photos that have been published or awarded before are accepted.
- The submission of photographs implies acceptance that they may be reproduced, published, or exhibited by PAHO and authorization of their permanent, unrestricted use in the media and educational or promotional materials. Participants also give PAHO permission to publish the name of the photographer, city, or other information related to the photographs.

Photographs should be submitted using the Registration Form available on the Safe Motherhood Initiative's website (http://www.paho.org/ims). This is the only place to submit the photos. One single registration at this site is enough to participate in both the national and the regional phases of the award.

Examples of photographs to submit

- Photographs that illustrate good practices in maternal and neonatal health;
- Photographs that illustrate scientific progress and its application for safe motherhood;
- Photographs that illustrate community participation in safe motherhood;
- Photographs that illustrate efforts to improve pregnant women's access to health;
- Photographs that illustrate enjoyment of the highest attainable standard of health;
- Photographs that illustrate the right to freely decide the number of children to have;
- Photographs that illustrate the right to receive all information about health (including sexual and reproductive health);
- Photographs that illustrate women's right to have control over issues related to their sexuality and reproductive health.

Evaluation and rating of the photographs

Only photographs that meet the criteria described in the call for submissions will be accepted.

- A national jury made up of representatives from different sectors will select up to three winning photographs per country.
- The country may give national awards to the photos selected at national level.
- A regional jury will select a winning photograph from each country and the three best photographs in the Region.

Registration

Photographs should be submitted using the Registration Form available on the Safe Motherhood Initiative's website (http://www.paho.org/ims). This is the only place to submit the photos. One single registration at this site is enough to participate in both the national and the regional phases of the award.

Registration will be permitted up to 6:00 p.m. (Washington, D.C., USA time) on 15 June 2011.

Timetable

15 June 2011	Deadline for receipt of photographs
June 2011	Selection of winning photographs by the national jury
June 2011	Selection of winning photographs by the regional jury
2011-September July 2011	Announcement of winners and preparation of a book with selected winning photographs

Announcement of winners

Contest winners will be announced in the same media used in issuing the call for submissions and on the website of the Safe Motherhood Initiative (http://www.paho.org/ims).

Awards

The winning national and regional photographs will receive different awards and recognition and will be included in a book to be launched during the 2011 Directing Council of the Pan American Health Organization

PAHO will award the regional winners of the photography contest the following:

a. First prize: $ 3.000
b. Second prize: $ 2.000
c. Third prize: $ 1.000

Additional prizes for national winners will be awarded at the country level.

More information

For more information on the National and Regional Photography Contest, visit the Safe Motherhood Initiative's website at (http://www.paho.org/ims) or e-mail a message to *ims@paho.org*