

# *Antibiotic Awareness Week 2017* | Storytelling/Photo essay contest

## Good practices toward infection freedom

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### Background

The Food and Agriculture Organization of the United Nations (FAO) is an agency of the United Nations specializing in the sectors of food and agriculture, with the ultimate goal of eradicating hunger. There are a total of 194 member nations, one member organization (European Union) and two associate members (Faroe Islands and Tokelau) in the Organization, working together to achieve food security for all.

FAO's mandate is to improve nutrition, increase agricultural productivity, raise the standard of living in rural populations and contribute to global economic growth.

In the context of this mandate, FAO produces communications and informational materials that are used to raise awareness about key issues in food and agriculture and to achieve its goal of ending global hunger. FAO's communication materials are available in many languages and are distributed worldwide entirely free of charge for non-commercial purposes. Examples of its materials can be found on FAO's website: [www.fao.org](http://www.fao.org).

The Antibiotic Awareness Week is jointly organized by the FAO, World Organisation for Animal Health (OIE) and World Health Organization (WHO). A Regional celebration will be held at the FAO Regional Office for Asia and the Pacific (FAO RAP) in Bangkok from 13-19 November 2017. Entries of winners at the country levels may be considered for exhibit at the regional office.

### The Contest

Organized in connection with the 2017 Antibiotic Awareness Week, the ***Good Practice Towards Infection Freedom***: Storytelling/Photo Essay Contest (the "Contest") aims to raise awareness about antimicrobial resistance (AMR) and its risks. It also aims to promote good production practices in livestock and aquaculture farming. Entries must highlight how good practices in agriculture contribute to mitigating AMR.

In celebration of the 2017 Antibiotic Awareness Week, the Food and Agriculture Organization of the United Nations Regional Office for Asia and the Pacific (FAO RAP) is launching its first photo essay competition in Asia. This will be along the global theme on ***good farming practices to promote infection prevention and control***.

The challenge is to capture good farming practices that contribute to infection prevention and control through your camera lens and accompanying story. It should highlight how the practices contribute to prudent use of antimicrobials such as antibiotics in farm setting.

## Guidelines:

1. The photo contest is open to all including photography enthusiasts, animal farmers, farm practitioners, veterinary students, organizations and others. FAO employees, contractors and their immediate family members are excluded to participate in this contest.
2. All entries must be submitted during the contest period from 4 September to 13 October 2017 and sent to: [Lattanaphone.Thammavong@fao.org](mailto:Lattanaphone.Thammavong@fao.org) with Subject Line: **AAW Contest**. Multiple entries per individual is allowed.
3. The photos and accompanying story must not have been previously published anywhere else online or in print.
4. Initial submission should comprise of photo and text in a PDF attached with the email. Submission must be in **English**. Entrants can also include a submission in local language but English entries will primarily be evaluated.
5. Only minimal post-processing is allowed (i.e., cropping, adjusting of exposure and contrast). Using in-phone editing apps is allowed.
6. Accompanying narrative text should focus on farming practices that might contribute to the mitigation of antimicrobial resistance (AMR) (please refer to examples in the box below). The text must be at least 200 words.
7. Three national level (country competition) winners from each country will be selected by each of the FAO Emergency Centre for Transboundary Animal Diseases (ECTAD) Country Offices. From these national winners one Regional winner (inter-country competition within Asia) will be selected.
8. Entrants must read and accept the rules and conditions of this contest.
9. Shortlisted entrants may be asked to submit the accompanying photos, which should be in .jpeg or .tiff format and have at least 300 dpi.
10. The top three Regional entries will be featured and published at the FAO website including its other online accounts with the photographer's byline, short profile, and photo.
11. Announcement of winners will be on 2 November 2017.

## Rules

The Contest is open only to individuals ("Entrants") who have reached the age of 18 at the time of entering the Contest. FAO employees and their immediate family members (spouses, parents, children, siblings and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related, are not eligible to enter the Contest. FAO will determine eligibility at its sole discretion.

Entrants can only submit to the Contest original works for which they are the sole creator and own the copyright. If the photographs contain images of a person or persons, Entrants must have obtained the permission of those persons for submission of their images to the Contest, as well as the use of the text and photographs by FAO for the purposes described below. FAO will also not seek additional approvals in connection with the use of the text and

photographs and it will not be responsible for any claim or complaint alleging violation of the rights of third parties.

By entering the Contest, Entrants, while retaining copyright ownership, grant an irrevocable, perpetual, worldwide exclusive license to FAO to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and the promotion of FAO's work, in:

- FAO corporate website: [www.fao.org](http://www.fao.org);
- Corporate videos or digital recordings to illustrate the work of the Organization;
- Printed FAO publications, brochures or posters;
- Social media channels, including promotion of the Contest itself;
- Any other media used by FAO in its communications.

FAO will use the edit the text of the photo essay for clarity. FAO will not pay any fees for, nor pay any costs relating to, the entry of the text and photograph(s) into the Contest or for their use as described above.

FAO reserves the right to verify the eligibility of any entry and/or Entrant (including an Entrant's identity and address) and to disqualify any Entrant who submits an entry that is not in accordance with these rules or who tampers with the entry process. By submitting entries to the Contest, Entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these rules. The data may also be used by FAO in order to verify the Entrant's identity, postal address and telephone number or to otherwise verify the Entrant's eligibility to participate in the Contest. FAO is not responsible for any entries not received due to internet or software failures.

Nothing in the rules for this Contest, nor any acts performed or statements made in relation to this Contest, shall be deemed a waiver, express or implied, of any of the privileges and immunities of FAO.

## **Process and Criteria**

The Contest opens at 12:00:00 Bangkok (Indochina Time) on 4 September 2017 and closes at 12:00:00 p.m. (Indochina Time) on 13 October 2017. Entries received after the deadline will not be considered.

After the deadline for submissions has expired, FAO will select, at its sole discretion, the best five photo essays received within the deadline and based on the following criteria: originality, relevance to the theme (Showcase of good production practices in livestock or aquaculture farming and how it contributes to mitigating AMR), artistic value and communication potential.

The five selected photo essays will be submitted to the Jury designated by FAO, FAOR, ECTAD Country Team Leader and AMR coordinator, and government partner, which will select, at its sole discretion, the three photo essays from the shortlist of five which it considers to most closely meet the criteria.

After the selection, the winners will be notified by email using the contact details they provided with their entries. In the event that any of the selected winners of any prize is ineligible, cannot be traced or does not respond within 10 days to a winner notification as required by the Contest Rules above, or refuses the prize, the prize will be forfeited and it will be in the sole discretion of the Jury to choose whether to award the prize to another eligible entry.

## Acceptance

By submitting entries to the Contest, the Entrant confirms that the rules for this Contest, as set out above, have been read, understood, and agreed to by the Entrant.

## Criteria for judging:

- Relevance to the theme 40%
- Technical quality 20%
- Narrative/Story 20%
- Image impact 20%

## Prizes

The prize for the regional winner will consist in a trip to attend the opening of the AAW celebrations at FAO RAP on 13 November 2017. FAO will cover the costs of travel and accommodation at standard UN rates.

The prize for the national winners will consist of the following:

- 1st prize: Fujifilm instax mini and certificate of participation
- 2nd prize: UN vest, merchandise and certificate of participation;
- 3rd prize: FAO-RAP merchandise and certificate of participation.

## Examples of good farming practices

- Practice biosecurity
  - Restricted/Regulated access
  - Pest/Vector control
  - Resting, cleaning and disinfection
  - Quarantine
  - New animal introduction protocols (quarantine, all-in all-out)
  - Three-zone biosecurity
- Sound routine operations
  - Monitoring of water quality and circulation (aquatics)
  - Proper, systematic storage of antimicrobials (temperature, first-in first-out, etc.)
  - Quality checks of drugs, feeds, water
  - Routine clinical examination by animal health practitioners
  - Use of indigenous/disease-resistant breeds
  - Testing of antibiotic sensitivity before prescribing
  - Provision of clean water at all times
  - Good farm record-keeping

- Rapid animal disease diagnosis
  - Observation of withdrawal period
  - Having clear channels of information (lab results to farmer/vet)
- Use of alternatives
  - Probiotics
  - Use of traditional medicines
- Improvement of infrastructures
  - Proper ventilation system
- Disease prevention
  - Good vaccination program
  - Immunomodulation
- Waste management
  - Containment of slurry
  - Good farm waste management scheme
  - Proper disposal of unused/expired antibiotics
- Providing reinforcing environment
  - Legal basis, regulatory guidelines
  - Good public-private partnerships to disseminate best practice
  - Providing good evidence; cost benefit of best practices
  - Reliable veterinary services