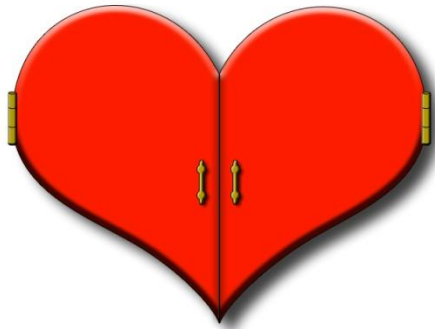




AMSA INTERNATIONAL



WORLD HEART DAY 2012  
*Opening Minds, Saving Hearts*

Competition Guidelines

## OPENING MINDS, SAVING HEARTS

**Cardiovascular diseases (CVDs) are the number one cause of death in the world:** more people die each year from CVDs, compared to any other cause. In 2008, CVDs claimed 17.3 million lives or 30% of all global deaths. Of the 17.3 million, 7.3 million deaths were due to coronary heart disease and 6.2 million were due to stroke. The idea that CVDs mostly impact developed, high-income countries is a misunderstanding: over 80% of CVD deaths take place in low- and middle-income countries.

The World Heart Day is an annual event celebrated every September 29 with different themes each year. In 2011, World Heart Day carried the theme of home heart health “One World, One Home, One Heart”. The year 2012, as a continuation, will be **the year of CVD prevention among women and children**.

**Still think that CVDs are the disease of older, male, rich populations?**

**CVDs affect as many women as men**, yet their risk is seriously underestimated. Heart disease is the leading killer of women as the cause of 1 in 3 female deaths. **CVDs can also develop before birth:** there are 1 million babies born with congenital heart defects each year worldwide. **Children also feel the many impacts of CVDs:** they may lose their parents to CVDs, live with disabled parents due to CVDs, experience the psychological stress of seeing a loved one falling ill, or develop heart diseases themselves due to the various, interconnected risk factors.

**AMSA-International**, the people of tomorrow, this is your time to contribute to the fight against cardiovascular diseases. The first academic competition of this term, *Opening Minds, Saving Hearts*, will invite you to explore the health status of your country and the issue of CVD prevention, especially in women and children. Furthermore, it will also ask you to convey what you found in various media to the general public in order to increase their awareness and empower them into action.

### Sources:

World Health Organization. *Global Atlas on Cardiovascular Disease Prevention and Control*, 2011. [http://www.who.int/cardiovascular\\_diseases/publications/atlas\\_cvd/en/index.html](http://www.who.int/cardiovascular_diseases/publications/atlas_cvd/en/index.html)

World Heart Federation. *World Heart Day 2012 infographic*. <http://www.world-heart-federation.org/what-we-do/awareness/world-heart-day/infographic/>

# OPENING MINDS, SAVING HEARTS

## General Information

The AMSA-International World Heart Day 2012 Competitions: Opening Minds, Saving Hearts consists of three separate competitions, all of which are open strictly for AMSA members only.

- Health Status Infographic Competition
- CVD in Women and Children Essay Competition
- CVD Prevention Poster Competition

All competition submissions must adhere to these guidelines and should be submitted to [academiccompetitions@amsa-international.org](mailto:academiccompetitions@amsa-international.org) before **12 October 2012** 23.59 GMT. Submissions for multiple competitions should be sent in separate e-mails, following the requirements of each competition.

Questions can be directed to the e-mail address mentioned above.

Late submissions will not be recognized.

Judging will be done by three judges from different chapters for each competition. To ensure fairness, the name and chapter of participants will be omitted during judging process.

By submitting their work for World Heart Day 2012 Competition: Opening Minds, Saving Hearts; participants give AMSA-International permission to archive and publish their work through its media channels and/or the Journal of Asian Medical Students' Association where applicable (J-AMSA). Authors of the works to be published in J-AMSA will be contacted beforehand.





# HEALTH STATUS INFOGRAPHIC COMPETITION

*Turn statistics into a compelling story!*

## Objective

Describe important health status indicators, especially regarding cardiovascular disease, in participants' chapters through infographics targeted towards the general public to increase awareness.

## Requirements

1. The infographic must be original, without plagiarism in any form.
2. The data used for the infographic must come from a valid source.
3. The infographic shall include the following:
  - a. Title, AMSA-International logo, AMSA member chapter logo
  - b. General health status indicators of the chapter, especially those relevant to cardiovascular disease (e.g. life expectancy, overall cause of death)
  - c. The status of cardiovascular diseases in the chapter
  - d. Inequalities in cardiovascular diseases between different populations in the chapter
  - e. Slogans to invite the audience to care for cardiovascular health
  - f. Source of data used in the infographic
4. Technical requirements:
  - a. Written language: English
  - b. File format: .jpg
  - c. Size: A3
5. Submission procedure:
  - a. Submissions must include the infographic (attached) and biodata of participants: full name, chapter, university
  - b. E-mail subject: WHDINFO <name> <chapter> (e.g. WHDINFO ADHITYA INDONESIA)
  - c. File name: WHDINFO-<name> (e.g. WHDINFO-ADHITYA)

## Judging Criteria

- Relevance of data to the theme and objective (40%)
- Creativity of data presentation (35%)
- Clarity and suitability for general public (25%)

## Award

- Certificate for all participants and 3 winners
- Publication in the following media for 3 winners
  - AMSA-International website
  - AMSA-International Facebook page
  - AMSA-International Official Newsletter

**Note**

For interested participants who are still unsure about the infographic, there are countless examples of excellent infographics in the internet. The WHO and World Heart Federation have campaign materials using infographics. The website visual.ly is also a good source to browse for various infographics (<http://visual.ly/health-infographics>).



## ESSAY COMPETITION

### *Cardiovascular disease in women and children*

#### **Objective**

1. Describe the condition in the participants' chapter, including but not limited to
  - a. Burden and incident of cardiovascular disease
  - b. How CVD affects not only men, but also women and children
  - c. Perception and behavior towards CVD in women and children
  - d. Policies regarding CVD in women and children
2. Elaborate why the risk of CVD in women and children are underestimated, compared to men
3. Explore the obstacles to promote CVD prevention in women and children
4. Suggest actions to promote CVD prevention in women and children

#### **Requirements**

1. The essay must be original, without plagiarism in any form.
2. The essay must be written in English. If local terminology is unavoidable, put it in *italics* and provide explanation.
3. References must be mentioned in the bibliography at the end of the essay.
4. Technical requirements:
  - a. Word limit: 3000, excluding title
  - b. Font: Times New Roman, 12
  - c. Spacing: 1,5 space
  - d. Margin: normal
  - e. File format: Microsoft Word (.doc; .docx)
5. Submission procedure:
  - a. The essay should be sent as an attachment, and biodata (full name, chapter, university) should be written in the e-mail. Do NOT put biodata in the essay file to facilitate fair assessment of score.
  - b. E-mail subject: WHDESSAY <name> <chapter> (e.g. WHDESSAY ADHITYA INDONESIA)
  - c. File name: WHDESSAY-<name> (e.g. WHDESSAY-ADHITYA)

#### **Judging Criteria**

- Content (40%)
- Coherence (20%)
- Originality of ideas (15%)
- Writing skill: vocabulary, grammar (25%)

#### **Award**

- Certificate for all participants and 3 winners
- Publication in the following media for 3 winners
  - AMSA-International website
  - AMSA-International Facebook page
  - AMSA-International Official Newsletter



## CVD PREVENTION POSTER COMPETITION

*"What can I do to prevent heart disease?"*

### Objective

Describe and explain ways to prevent CVD by controlling its risk factors. The poster is targeted to the general public and should be able to clearly answer the question "What can I do to prevent heart disease?"

### Requirements

1. The poster must be original, without plagiarism in any form.
2. The means of CVD prevention presented in the poster must come from a trusted source. Mention the source in a reference box in the poster.
3. The poster shall include the following:
  - a. Title, AMSA-International logo, AMSA member chapter logo
  - b. The words "World Heart Day 2012"
  - c. Pictures/photos/graphics of CVD prevention
  - d. Explanation of the pictures/photos/graphics
  - e. Reference box
4. Technical requirements:
  - a. Written language: English
  - b. File format: .jpg
  - c. Size: A3
5. Submission procedure:
  - a. Submissions must include the poster (attached) and biodata of participants: full name, chapter, university
  - b. E-mail subject: WHDPOS <name> <chapter> (e.g. WHDPOS ADHITYA INDONESIA)
  - c. File name: WHDPOS-<name> (e.g. WHDPOS-ADHITYA)

### Judging Criteria

- Content (40%)
- Creativity (35%)
- Clarity and suitability for general public (25%)

### Award

- Certificate for all participants and 3 winners
- Publication in the following media for 3 winners
  - AMSA-International website
  - AMSA-International Facebook page
  - AMSA-International Official Newsletter