



Independent Care Health Plan's Overcoming Obstacles on the Road to Independence Video Challenge

2010



Overcoming Obstacles on the Road to Independence Video Challenge

The *iCare Overcoming Obstacles on the Road to Independence Video Challenge* was established to highlight issues faced by people with disabilities and to focus on individual efforts to succeed in the face of adversity.

The Video Challenge involves Milwaukee Public School students in the 9th through 12th grades, creating videos which focus on the theme of the contest, and uploading them to You Tube. All entries must be submitted through a school. A panel of *iCare* employees will determine the top ten finalists and the winner will be chosen through public voting on You Tube and a panel of experts. A \$1000 prize will be awarded for the video that best meets the criteria for being creative, original, interesting, on message, and impactful.

In establishing this Video Challenge, we believe that we can help youth to recognize the challenges faced by people with disabilities, promote a better understanding of their needs and assist in removing obstacles for realizing a life of independence and self-fulfillment.

Our outreach to people with disabilities or special needs extends into the community in which we work. We participate in the Milwaukee Public Schools (MPS) district's School-to-Work Transition Program, having hired students for clerical and assembly work. Seeking to increase employment opportunities for people with disabilities, in 2009 *iCare* started a scholarship fund for MPS Special Education Program students to attend MATC.

Formed in 1994, *iCare* is a joint venture between a for-profit health care company, **Humana Wisconsin Health Organization** (WHO), and the not-for-profit **Milwaukee Center for Independence**. These two distinct organizations resolved to operate a program allowing for improved quality and access to care for individuals with disabilities or special needs.



Win \$1000!

Enter *iCare's* Overcoming Obstacles on the Road to Independence Video Challenge

Here's the Challenge:

Create the best video you can that focuses on issues faced by people with disabilities or special needs, and how they have overcome obstacles in finding employment, maintaining their health, attending school, participating in school activities or community service, or accessing public services and facilities. Here are some themes to consider as you choose your focus:

- **Overcoming obstacles to good health**
- **Successful job placement stories**
- **Extra-curricular activities/community service**
- **Overcoming adversity in the school environment**
- **Home life**

Here's More:

Your video can be serious or funny. It can just be you with a good idea in front of a basic web camera, or a group in front of a video phone. Just make sure it is no longer than three minutes, keep it honest, and make sure to send a message that people with disabilities or special needs meet the challenge of overcoming obstacles everyday.



How to Enter:

The *iCare* Video Challenge is open to Milwaukee Public School students enrolled in the ninth (9th) through twelfth (12th) grades.

- 1) Create a 1 - 3 minute video on people with special needs or disabilities who have overcome obstacles to independence.**
- 2) Go to <http://www.iCare-wi.org> and click on the contest link on the home page to register for the contest.**
- 3) Upload your video on [YouTube](#).**
- 4) After you have uploaded your video, go to www.youtube.com/group/RoadtoIndependence**
- 5) Click the "Join Group" button and click the "+Submit a video" button to post it on the group page.**
- 6) Video must be posted on the group page by April 30, 2010.**
- 7) Make sure to follow contest updates on *iCare's* Page on Facebook® or Twitter.**

If you have any questions, contact *iCare* at info@icare-wi.org.

The top submissions will be voted on by a panel composed of *iCare* employees. Ten finalists will be chosen. The first (1st) place winner will be chosen from the ten finalists. The winner will be selected by public voters on You Tube and a panel of experts. Finalists will be announced on *iCare's* Page on Facebook® and Twitter in May 2010. The \$1000 winner will be notified by the end of May 2010.

We know that compelling videos can touch people in a way that words alone simply cannot. Your creative, powerful, or touching video could help foster better understanding of the issues facing people with disabilities or special needs.

So get started today!

Overcoming Obstacles on the Road to Independence Video Challenge

Official Rules

- Student(s) must be in 9th through 12th grades.
- Entrees must be submitted through an accredited Milwaukee Public high school with a teacher contact listed.
- Go to <http://www.iCare-wi.org> to register for the contest.
- Valid entries must have both the online entry form completed and a video uploaded on [YouTube](#) and then posted on our group page at: www.youtube.com/group/RoadtoIndependence
- Incomplete entries will be disqualified.
- Uploaded videos should be no longer than 1 - 3 minutes in length.
- If you use music in the video, it must be original - no commercial music.
- No profanity or obscene material.
- You must obtain permission from anyone featured in video.
- You must obtain permission from your parent or legal guardian to participate in this contest and return the parental consent form to your teacher.
- Finalists will be announced on *iCare's* Page on Facebook® and Twitter in May 2010. You must follow *iCare's* Page on Facebook® or Twitter to obtain contest updates.
- All entries must be uploaded by Friday, April 30, 2010.
- All submitted videos will be used by *iCare* for future promotion.
- This contest is governed by United States and State of Wisconsin law.
- To enter the contest on the YouTube Site, individuals must register for an account and agree to the YouTube Site's "Terms of Use" set forth at <http://www.youtube.com/t/terms> ("**Terms of Use**"). There is no fee or charge to enter the contest.

Criteria

The video that you submit will be judged using the following criteria:

- Does the **message** convey a clear interpretation of the issue(s) facing people with disabilities or special needs?
- Is the video **creative**?
- Is the video **original and interesting**?
- Does the video make an **impact** in demonstrating the challenges faced by people with disabilities or special needs and how they have overcome these challenges?



Privacy Policy

The organizers of the Overcoming Obstacles on the Road to Independence Video Challenge (the "Event") respect the privacy of every individual who takes part in the Event. This privacy policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us.

We only collect personally identifiable data such as names, addresses, e-mail addresses, and phone numbers when voluntarily submitted.

We collect personally identifiable information:

- to enter you in the Event;
- to notify you of competition results;
- to e-mail you with updates and news;
- to respond to your questions, comments or other communications;

The data that we collect from you is processed by staff who works for us. Such staff may be engaged in, among other things, the fulfillment of our obligations to you and the provision of support services.

Any personal information you provide will be held securely on our systems and/or those of the company hosting this Site on our behalf and will be deleted by the end of the Event.

We reserve the right to use or disclose any information as needed to satisfy any law, regulation or legal request, to conduct investigations of consumer complaints or possible breaches of law, to protect the integrity of the Site, to fulfill your requests or to cooperate in any legal investigation.

If you would like to access, update, change or delete information we have about you in our database (subject to any applicable legal exceptions), or would like to opt out of receiving further communications from us or have questions about our privacy policy, you can do so by contacting us at (info@icare-wi.org). You have the right to request a copy of the personal data which we hold about you. You also have the right to have any inaccuracies in your personal data corrected or have the data deleted.

This Privacy Policy only applies to the organizers of the Event. In order to review the general Privacy Policy of YouTube.com, please visit <http://www.youtube.com/t/privacy>