

Dear friends:

In this edition, we celebrate the 25th anniversary of **VIDEOMED-BADAJOS** (1985-2010), which is a moment to have nostalgia for the memories, but also to keep looking ahead with a creative impulse for what remains to be done in the future.

We will progress a bit more in the **Programa Ernesto**, created to promote audiovisual and ICT's as the best possible instruments to divulge health and care, making them more accesible to those who need them the most and whom will better value their accessibility in Latin America.

Africa, with a population of more than nine hundred million inhabitants, so close to us, is another receptor of the excellent material that we have in our **MEDIATECA**, which will allow us to sow concerns about health care and the fight against all the uncontrolled pathologies in this wonderful continent. Gambia, Angola, Congo, Senegal, Chad, are some of the countries which we have contacted about exchanging knowledge, sending them images which could help them to improve their health and life quality.

In 2010, we initiate a new phase with the **new VIDEOMED** trophy. It is an exclusive sculpture made specially for this purpose. **HYGIEIA – GODDESS OF HEALTH**, daughter of AEsculapius-GOD of Medicine. This original sculpture has been created by the sought-after Parisian sculpter LILIANE CAUMONT, who accepted to make not just the original, but the sucesive enumerated pieces which will be the prizes for the different specialities that participate in this edition of our competition and in the future ones, with a new classification by categories in the most up-to-date subjects regarding medical assistance and health care.

Videomed Júnior. After the success of the previous edition, we feel encouraged to continue this line with the aim of giving young people, experts in the use of ICT's and images, a tool to turn these into their own way to express their knowledge with their vision and concepts.

THE VII TELEMEDICINE IBERIAN FORUM. It continues consolidating its role as a meeting point for Spain, Portugal and Latin America in the exchange of projects and results, without forgetting other innovative countries. Among other activities, we will connect with the medical assistance in the oil rigs in North Sea, in Afganistan war scenario and in penitentiary institutions.

The Joint Meeting of the Portuguese and Spanish Developmental Biology Societies let us create the concept of **multievent** in this XVII edition of Videomed, putting together different energies in a more efficient common organization.

Furthermore, we will be accompanied by those present in the **I Spanish Meeting for Clinical Embriology** new society which we welcome knowing that their images will give us the chance to work together in common projects.

International Audiovisual Medical School (EMIA), we take up again the academic activities from the students of Audiovisual Communications (Library Science and Documentation School), and the teachers and students from the Medicine and Nursing Schools (University of Extremadura, UEX). The idea is to bring closer the medical-scientific and the audiovisual knowledge, taking advantage of the synergies created in our Competition among producers, juries, scientific committee and students, to perform and carry on together an update about practical cases.

General Assembly of the WAMHF (World Association of Medical and Health Films)

In the renovated **Colegio de Médicos de Badajoz**, which puts at our disposal its magnificent premises, we hope to obtain excellent results at a human, scientific, technological and commercial level during a week of working sessions in Badajoz.

Welcome.

Dr. Andrés Bas
Director Fundación Videomed
Badajoz - España

TERMS OF VIDEOMED 2010

1.- Any medical professional, health personnel, private individual, public body or business from any country may enter this Competition with films, the content of which may be:

1. **Healthy Adolescents.** Programs for and about teens, alcohol, drugs, pregnancy and parenting.
2. **Advertising.** Products and services for health.
3. **Allergies.** Causes, treatment and prevention of allergies.
4. **Alzheimer's disease.** Programs involving research, treatment and care.
5. **Arthritis.** Research, treatments, and living with arthritis.
6. **Asthma.** Research programs, treatments and how to live with asthma.
7. **Basic and clinical sciences.** New developments, research and practice in science and medicine.
8. **Diseases behavior.** Conditions and situations involving domestic violence, smoking, drinking in adults, drug addiction.
9. **Bone diseases,** osteoporosis, joints.
10. **Cancer.** Research programs, treatment and palliative care.
11. **Child health.** Programs for and about children.
12. **Communication.** TV, movies, health and medical issues. Medical journalism.
13. **Public and community health.** Preventive medicine.
14. **Health and Mental Hygiene.** Psychology, chronic pain, issues about life and death.
15. **Dentistry** for adults and children.
16. **Diabetes.** Program on research, treatment, care and living with diabetes. Complications.
17. **Ethics and Medical Ethics.** Moral dilemmas.
18. **Infectious diseases, parasitic vaccines.** Stop to malaria and pathologies of underdevelopment.
19. **Bodily health.** Gymnastics and stay healthy.
20. **Geriatrics.** Programs for adults and older. Their integration, combating loneliness, living in an assisted environment.
21. **AIDS.** And HIV programs, treatments, breakthroughs and prevention.
22. **Human Sexuality.** Sex and reproduction.
23. **Health in man.** Programs for and about men.
24. **Women Health.** Programs for and about women.
25. **Nutrition.** Healthy diets.
26. **Doctor-patient relationship.** Sociological aspects, human aspects.
27. **Education, patient information.** Programs inform and advise the patient.
28. **First aid.** Emergencies and disasters.
29. **Dermatology.**
30. **Disabilities.** Assisted Living in environment.
31. **Heart disease.** Prevention and treatment.
32. **Surgery.** All specialties and surgical techniques. Microsurgery, transplantation, implants, laparoscopy, robotics, telesurgery, metabolic surgery, bariatric surgery, new surgical equipment and products.
33. **Web-sites.** Online programs for use over the Internet.
34. **Overweight.** Care for weight control.

35. **Pharmacy and pharmaceutical products.**
36. **Veterinary.** Animal and anthroozoonoses.
37. **Telemedicine.** All its possibilities. Telemedicine solidarity.
38. **Medical solidarity.** Access to water, energy and cold chain, malaria, health education, immunizations.
39. **Rare diseases.** Programs to provide assistance to these patients.
40. **Miscellaneous.** Other cases.

(The direct advertising of commercial products shall not be accepted).

2.- The work will be in digital media (DVD, CD-ROM, BLU RAY, DVD-ROM; VIDEOS IN 3D, ask for other formats).

The filmmaker **must send with the entry form two copies** of the film for the Selection Committee.

3.- Works on CD ROM and DVD-ROM constitute a special group. This category includes those works which, in electronic format, deal with a scientific, medical or telemedicine theme; within a multimedia environment.

The CD-ROM or DVD-ROM must include, as a minimum, installation instructions, minimum system requirements for execution (compatibility, operating system, RAM memory, hard disk, etc.), and a brief additional document on its use (interactive aids).

The filmmaker shall send two copies of the CD-ROM for its acceptance. During the competition, he/she must deliver a presentation on the content, lasting no more than fifteen minutes.

4.- The official language shall be Spanish (Castilian), either as the original version or subtitled. Films shall be accepted in other languages but shall not be eligible for the first prize.

5.- There is no limit to the number of works with which each filmmaker may participate. Under no circumstances may one film receive more than one prize, although the filmmaker may do so.

6.- An **entry form** must be completed for each film. **Two copies of the video shall be sent** with each form as mentioned in point 2, for viewing by the **Selection Committee**. On acceptance, the filmmaker shall be notified so that the entry fee may be paid. The copies shall remain the property of Videomed and of its Media Library. Unaccepted films will be returned to their makers.

7 .- Reduced registration fee:

- One or two films €100 (each)
- Three films €75 (each)
- Four or more €50 (each)

The filmmakers must send the relevant amount in the form of a bank transfer or crossed cheque made payable to VIDEOMED, to the Competition Secretariat.

8.- THE DEADLINE FOR APPLICATIONS IS 15 SEPTEMBER 2010 (THE ABSOLUTE DEADLINE; UNDER NO CIRCUMSTANCES WILL IT BE POSSIBLE TO ACCEPT ANY WORK RECEIVED AT THE SECRETARIAT AFTER THIS DATE).

9.- The original version of the film must be presented by its maker, or by a delegated person who shall give a brief introduction to the audience. Once the work has been introduced, it will then be shown; this will be followed by any questions regarding the video to be asked by the Jury, the Scientific Committee or the audience. Should the filmmaker or his/her delegated person fail to be present at the time of screening, he/she shall waive all rights and shall be withdrawn from the competition.

Presentation by VIDEOCONFERENCE in accordance with the following requirements:

- A) The connection costs of approximately 300 Euros shall be covered by the filmmaker, in addition to the costs of the call which must be arranged by the competitor.
- B) The estimated time of connection (the precise time of which shall be confirmed at the last minute), shall be determined in agreement with the organisation.
- C) The language must be Spanish (Castilian), otherwise please consult the organisation with regard to the conditions.

10.- Films which have already been entered into previous editions of VIDEOMED may not be entered.

11.- The Organising Committee reserves the right to amend these terms in special cases.

12.- The selected videos will then form part of the VIDEOMED MEDIA LIBRARY (which shall govern their display, presentation and broadcasting, always on a gratuitous basis and for educational and cultural purposes).

13.- JUNIOR VIDEOMED

IN ORDER TO ENCOURAGE AUDIOVISUAL PRODUCTION AND USE OF THE IMAGE AND NEW TECHNOLOGIES BY YOUNG PROFESSIONAL HEALTH SCIENCE GRADUATES, AND BY UNDERGRADUATES, THIS NEW CATEGORY HAS BEEN FORMED, FOR WHICH **NO ENTRY FEE IS PAYABLE**, AND A SPECIAL PRIZE WILL BE AWARDED IN THE FORM OF €1,000, A TROPHY AND DIPLOMA. (PROOF OF YOUR STATUS AS A TRAINEE MEDICAL PROFESSIONAL (BIOLOGIST, PHARMACIST, NURSE, ETC.) MUST BE PROVIDED IN THE FORM OF A CERTIFICATE).

VIDEOMED

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