

Global Appeal 2021

Photo/Video Contest on Theme of “Work”

How to Participate on Social Media

Overview:

Every year, Sasakawa Leprosy (Hansen's Disease) Initiative organizes a Global Appeal to End Stigma and Discrimination against Persons Affected by Leprosy in conjunction with World Leprosy Day/World Hansen's Disease Day. In 2021, the appeal is being endorsed by the International Trade Union Confederation and focuses on the right to work.

As a side event of Global Appeal 2021, we are organizing a photo/short video contest on the theme of "Work." (See below for details.) Please post your photos/videos on your individual or organization's social media accounts in the run-up to World Leprosy Day. Let's join in sending a message to the world about the right of persons affected by Hansen's disease and their families to work.

Categories: Photo & Video

Application deadline & Incentive:

- *Photo category*: Selected images posted by January 15, 2021, will be introduced in a special online Global Appeal Photo Exhibition Gallery. In addition, these and other selected images posted by January 31, 2021, may be considered for publication in the *WHO Goodwill Ambassador's Leprosy Bulletin*
- *Video category*: Selected videos posted by January 31, 2021, will be compiled into a leprosy awareness video and disseminated through the Sasakawa Health Foundation website and social media.

✂️ Winners will receive a leprosy awareness badge, commemorative gift, plus signed copies of "No Matter Where the Journey Takes Me" and "My Struggle against Leprosy" by WHO Goodwill Ambassador Yohei Sasakawa

Notes:

- We will not acknowledge receipt of your work.
- Winners will be selected by the Global Appeal Secretariat.
- Winners will be announced on or after January 31, 2021, on the Global Appeal website and subsequently in the *Leprosy Bulletin*.
- Winners may be asked to resubmit data.
- Photos and videos may be used on the Sasakawa Health Foundation website and social media for raising awareness of leprosy.

Photo Category

- Theme: We are looking for photos of daily life showing persons affected by leprosy/family members at work. The photos should convey the message that everyone has the right to work.
- Conditions: Must be persons affected by leprosy and/or family members.
- How to apply: Submit your entries (with captions) by posting from Facebook and Twitter using the hashtags #GlobalAppeal2021 #Endstigma #Leprosy #HansensDisease #RighttoWork

Photo: Show working people (e.g. auto rickshaw driver, vegetable seller, goat herder, factory worker, nurse) or those studying to realize their dream job.

Caption: Include country, location, job description and name (optional). In your own words, add any other details you feel are appropriate. Captions must be in English.

- How to post: Post as a single photo with a simple (free-form) caption and common hashtag (see above and right) or as a combination of photos.
- Recommended resolution: 1200 × 628 pixels
(When shooting with a mobile phone, please use the highest-quality setting)
- Type of camera: No restrictions
- Social media: Facebook, Twitter

Example of post



(free caption for your photo)

#GlobalAppeal2021 #Endstigma #Leprosy
#HansensDisease #RighttoWork



Video Category

- Theme: By proudly introducing themselves and their occupation, persons affected by leprosy show what work means to them and the contribution they are making to their family/community/society.
- Conditions: Must be persons affected by leprosy in work.

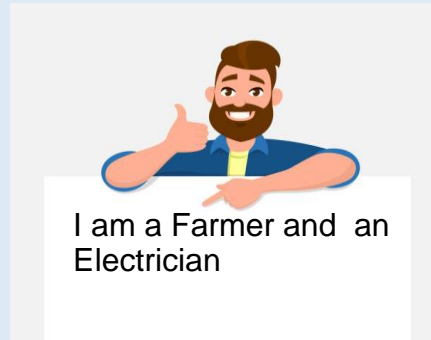
How to apply: Create a sign using the words below and post on Facebook and Twitter.
(You can include family members, work colleagues in the video.)

I am/We are (name). I am/We are (occupation). This is who I am/we are.
#GlobalAppeal2021 #Endstigma #Leprosy #HansensDisease #RighttoWork

- How to shoot: Film a video of yourself or your subject(s) holding the sign “I am/We are (name). I am/We are (occupation). This is who I am/We are” while also saying the words to camera in your own language. The video should be 10-15 seconds long. It’s OK to use a nickname and if you have more than one job, you can mention your other jobs.

Recommended resolution: 1920 ×1080 pixels
(When shooting with a mobile phone, please use the highest-quality setting.)

- Format: MP4, MOV
- Camera type: No restrictions
- Social media: Facebook, Twitter



Example of post



I am John. I am a teacher. This is who I am.
#GlobalAppeal2021 #Endstigma #Leprosy
#HansensDisease #RighttoWork

