



Universal access to healthcare now!

Competition regulations

Introduction

“*Universal access to healthcare!*” is the 7th annual design competition organised by *4tomorrow*. The competition is part of the *poster for tomorrow* project. It aims to promote (graphic) design as a tool for social change.

poster for tomorrow requires participants to produce original designs that will be included in an indexed, searchable database for charities to use for free.

poster for tomorrow rewards the 100 best designs received by including them in an exhibition that will be held in a series of cities around the world on 10th December 2014, as part of the 4th annual edition of an event called “*a day for tomorrow*”, that celebrates the anniversary of the Declaration of Human Rights. Ten designs will be made part of prestigious graphic design collections in numerous design museums worldwide.

Regulations

1. Jury

The competition is judged in two phases by a pre-selection committee and an international jury. *4tomorrow* commits to change at least 50% of the jury members each year the competition is held.

1.A) Pre-selection committee

The pre-selection committee is composed of an international group of no more than 100 members of the design, media and advertising industries as well as charities and educational institutions.

To see a full listing of the pre-selection committee members, please check our website.

1.B) Jury panel

The jury is composed by a international panel of 8 recognised professional designers:

Ruedi Baur, Switzerland	Cedric Gatillon, France
Marion Deuchars, nited Kingdom	Cheryl Heller, United States
Lex Drewinski, Germany	Mila Melank, Bosnia & Herzegovina
Rafiq Elmansy, Egypt	Florence Robert-Vissy, Morocco

The jury chairperson is Ruedi Baur.

1.C) Duties of the jurors and pre-selection committee members

The pre-selection committee members commit to review all the designs submitted by the participants in an online environment.

The jury members will attend the official meeting of the panel in Paris.

The jury chairperson will prepare a written report of the voting results.

No jury member nor any member of their immediate family, firm, or design teams (designers that collaborate with them on a regular basis) may compete in the contest.

1.D) Entry selection process

The pre-selection committee members will examine all the design submitted by the entrants in an online environment, determine whether they meet admission requirements and exclude those that do not.

This selection will shortlist at least 300, maximum 400 designs, but never more than 15% of the entries received.

The jury members will examine the shortlisted designs in an official face-to-face meeting. They will determine the 100 designs that will make up the “*Universal access to healthcare!*” exhibition and book.

poster for tomorrow board members will highlight 10 designs from this selection, aiming to represent what has been achieved by the contest. These 10 designs will also be collected in numerous design museums worldwide.

1.E) Independent moderator

4tomorrow and its staff will act as an independent moderator amongst the jury and the entrants. *4tomorrow* will be responsible for:

- receiving all submission;
- receiving written questions from the participants within the competition deadline;
- passing the written questions received, without disclosing any names, to the jury chairperson or to a juror appointed by the jury chairperson for answering questions;
- sending all the questions and the jury’s corresponding answers to all entrants within the competition deadline;
- closing the submissions entry online system by the competition deadline;
- compiling a register of all participants and their submissions;
- making the submissions available for voting operations to the pre-selection committee and to the jury.

4tomorrow and its staff may not act as jurors, nor in the jury panel, neither in the pre-selection committee. Furthermore, *4tomorrow* and its staff may not take part in the jury’s work in any way.

Submissions will be handled by the organiser directly through an automated online system that prevents the disclosure of participants’ identity at all times. *4tomorrow* is responsible for deciding how to act regarding technical failures on the submission system that might cause delays in the submission or loss of the entries and will decide whether to include the entries involved in the system failure or not at its own discretion.

To get in contact with *4tomorrow*, please see contact information available at www.posterfortomorrow.org

2. Time frame

The call for entries opens on March the 10th, 2015.

From that date it will be possible to submit entries through *poster for tomorrow*’s website.

The closing time for submissions is on 10 July 2015 at 12:00 PM (noon pacific daylight time).

3. The Brief

Universal access to healthcare now!

As shown by President Obama's on-going struggles with the Affordable Care Act, healthcare is a major issue even in the world's richest countries. Millions of people around the world suffer from diseases that simple vaccinations, antibiotics and education could prevent. Yet for either financial or logistical reasons, people are denied access to the treatment that could save their lives.

All this suffering despite the fact that the right of every man, woman and child in the world to access health services is enshrined in Article 25 of the Declaration of Human Rights.

What does the human right to health guarantee?

It means that everyone has the right to the highest attainable standard of physical and mental health. This includes access to medical services, sanitation, adequate food, decent housing, healthy working conditions, and a clean environment.

The World Health Organization estimates that currently 1 billion people lack access to basic health care, and another 100 million fall into poverty trying to access it. (WHO, Universal Health Coverage: Report by the Secretariat. January 2013.)

What are health services?

Health services include all services dealing with the diagnosis and treatment of disease, or the promotion, maintenance and restoration of health. They include personal and non-personal health services.

The benefits of having access to basic healthcare are obvious – life expectancy increases, the number of deaths during childbirth decrease, and people become more productive – not just at an individual level, but at community and national level too. That's why this year poster for tomorrow is fighting for universal healthcare.

What is Universal Healthcare?

Access to health care must be universal, guaranteed for all on an equitable basis. Health care must be affordable and comprehensive for everyone, and physically accessible where and when needed.

What is necessary for universal healthcare?

- **Equal Access:** Everyone should have access to the services they need, not just people who can pay for them
- **Quality:** the services should be good enough to improve the health of those receiving services
- **Financial Risk Protection:** nobody should have to risk financial hardship in paying for the services. This includes not only the cost of the services, but indirect costs such as transport and taking time off work to access the services.
- **Accessibility:** health services must be easily accessible and available - both in terms of location and opening hours. People should be able to access services when and where they need them.
- **Acceptability:** services must meet the needs of a community. People should not be dissuaded from seeking health services by social and cultural factors like language or the age, sex, ethnicity or religion.

Insight: Different countries – and different communities – have different healthcare needs. In developed countries, hospitals exist, but not everyone can afford to use them. In developing countries, there might not be any health service, and people have to be taught healthy behaviour like the importance of washing hands and safe disposal of faecal matter.

Yet there's one thing that every man, woman and child in every country in the world has: the right to access to healthcare. It's time to spread the word.

Message: Nobody should be forced into poverty to pay for healthcare, nobody should die because they can't

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afford to pay for healthcare, and nobody should be denied access to simple and widely available medicines that can cure easily preventable diseases.

We want you to demand universal access to healthcare – this starts with governments and local authorities spending money on public health, not the military or even sporting events like the Olympics or the football World Cup.

Change starts with you - it's time to spread the word!

4. Entries

4.A Entry specifications

An entry to the competition consists of a portrait format poster addressing the proposed creative brief. Posters may be designed by a single author or by a team.

Designs submitted to the contest must be **original** artworks that are previously **unpublished**. The designs must consist entirely of the authors' own work and **must not include any copyrighted material**. Participants may submit up to 10 **different** posters.

Designs **must be presented in vertical format**. Landscape (horizontal) format entries **will not be considered valid** for the competition.

Designs **must not contain any logos**, from *4tomorrow*, *poster for tomorrow* or any of our partner charities or institutions.

Designs shall be **anonymous** during the judging process, therefore they **must not be signed** by the author or bear any other distinguishing marks.

4.B Technical requirements

To enter, participants are asked to register to *poster for tomorrow's* website and submit their entries through the website form.

Entries must be submitted as JPG files of 2953x4134 pixels at a resolution of 150DPI, (corresponding to 50x70 cm in printed size) saved in RGB colour space.

4.C Entry validity

Any valid entry from an eligible participant received within the competition time frame will be submitted to the jury for judging. A valid entry is one that matches all the requirements as specified in articles **4.A** and **4.B**

Entries that are not relevant to the brief, or do not match the requirements as specified in articles **4.A** and **4.B**, might be excluded from the competition at the discretion of the jury.

4.D Exceptions to entry validity

Designs received after 10 July 2014 at 12:00 PM (noon pacific daylight time) will be ineligible for the competition.

If the submission has been delayed by a technical failure on *poster for tomorrow's* website, the independent moderator will decide whether to accept or not the entry at its own discretion.

5. Awards

poster for tomorrow will not award any monetary prizes.

poster for tomorrow will reward the best 100 designs (as selected by the jury) by including them in the “*Work Right!*” exhibition, as part of an event called “*a day for tomorrow*”, that will be held in a series of cities around the world on 10th December 2014 to celebrate the anniversary of the Declaration of Human Rights.

A book about the exhibition will be published. The selected participants are entitled to a copy of the book free of charge, but are asked to cover the postage costs at their own expense.

Any number of special recognitions may be awarded by our sponsors and supporters. No member of the jury or member of the pre-selection committee, nor any member of their immediate family or firm, may be awarded any of these recognitions.

Ten designs, as chosen by *poster for tomorrow* board members, will be archived as part of the permanent collection of these prestigious design museums:

Canadian Museum for Human Rights, Canada
Center for the Study of Political Graphics, US
Dansk Plakatmuseum, Denmark
Design Museum Gent, Belgium
Graphic Design Museum, The Netherlands

Lahti Poster Museum, Finland
Les Arts Decoratifs, France
Museum für Gestaltung, Switzerland
Wilanow Poster Museum, Poland
Victoria and Albert Museum, UK

6. Copyright

By submitting an entry, participants automatically agree to publish their designs through a Creative Commons Attribution-Share Alike 3.0 license.

The legal details of this license are available at Creative Commons website.

NOTE

- These regulations may change. Please be sure to download the latest version from our website at www.posterfortomorrow.org