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## 2026 Dental Student Health Literacy Video Contest

### Health Literacy Through a Dental Lens: *Addressing Social Media Misinformation*

**SUBMISSION DEADLINE** September 8, 2026 — but early submission is encouraged!

The **American Dental Association** (ADA) with the **National Oral Health Literacy Alliance** (NOHLA) is thrilled to announce the *Oral Health Literacy Video Contest*, aimed at promoting awareness of health literacy principles. Dental students from [all U.S. schools](#) are invited to participate in this unique opportunity to showcase their creativity, knowledge, and passion for improving patient communication and understanding through oral health literacy best practices.



#### **SUBMISSION:**

A 60-90 second video (reel) for the public addressing dental misinformation in plain language using health literacy best practices.

**Be creative, have fun, and collaborate with your classmates.**

#### **PRIZES:**

**1st Prize: \$2,000**  
to be shared by team members & travel to the 2027 ADEA Annual Session & Exhibition.

**2nd Prize: \$1,000**  
to be shared by team members.

**3rd Prize: \$500**  
to be shared by team members.

#### **Questions?**

Contact Dr. Liz Lense  
[lensee@ada.org](mailto:lensee@ada.org)

#### **SUBMISSION GUIDELINES**

**Scenario:** You are amazed at the misinformation on “Do-It-Yourself” dental care (whitening, extractions, veneers, clear aligners, etc.) that patients are sharing with you from social media sources. What would you like to advise the public (including other health professionals) about these misleading oral health messages? You can address one or more in your video. Show us how you’d do it in 60-90 seconds!

#### **Before creating the video, please complete the following:**

- Read through the [Oral Health Literacy Toolkit](#) — includes the basics of health literacy principles for the dental team and sample scripts that you can use as a model for the “teach-back” technique.
- Review science-based literature and ADA resources on your topic, including the safety of fluoridation, updated radiography guidelines, filling materials, toothpastes, teeth-whitening products, and dental care during pregnancy.
- Production guidelines available on [ADA.org/HealthLiteracy](https://ada.org/HealthLiteracy)

#### **How To Submit Your Video**

Read the Contest Rules carefully and submit an Entry form with your video to Mr. Earl Sewell at [sewelle@ada.org](mailto:sewelle@ada.org). Please contact Mr. Sewell for any technical questions.

#### **PRE-SCREEN DATE AUGUST 15, 2026**

As a service to entrants, the Committee offers a prescreening of videos upon request to assist entrants with complying with the official rules if the videos are received by the prescreening deadline.

# Student Health Literacy Video Contest

## 2026 Official Contest Rules

- ELIGIBILITY:** The ADA Council on Advocacy for Access and Prevention in collaboration with the National Oral Health Literacy Alliance (NOHLA), Dental Student Health Literacy Video Contest (the "Contest") is open only to individuals who are both at the time of submission of the video and at the time of prize award: (a) legal residents of one of the fifty United States, District of Columbia, US Virgin Islands, or Puerto Rico; (b) at least eighteen years of age; (c) enrolled as a degree-seeking student at or a new graduate of a CODA-accredited dental school; and (d) a member in good standing of the American Student Dental Association (ASDA) or the ADA. Employees of the ADA, as well as immediate family (spouse, parents, siblings, and children) and household members of each such individual are not eligible. The Contest is subject to all applicable federal, state, and local laws, and regulations and is void where prohibited by law. Persons appearing in the video ("Actors") need to be dental students.
- SPONSOR:** Contest is sponsored by the American Dental Association, National Oral Health Literacy Alliance, and The American Dental Education Association.
- AGREEMENT TO OFFICIAL RULES:** Participation in the Contest means that Entrants accept these Official Rules ("Rules") and the decisions of the Sponsor, which are final and binding. Winning a prize requires compliance with the Rules.
- CONTEST PERIOD:** The Contest begins on May 30, 2026. Entries must be received by 11:59 pm, CDT on September 8, 2026. Entrants are solely responsible for submitting entries on time and according to the Rules. The Sponsor is not responsible for entries that are delayed, lost, or mutilated during the delivery process, or for entries having defective media or media that is not playable on the Sponsor's electronic equipment.
- ENTRY:** Entrants may not submit multiple qualifying videos. There are no fees, and no purchases required to enter. A qualifying video must portray the application of the Health Literacy Principles as explained in the Oral Health Literacy Tool Kit, CDC Health Literacy guidance, and AHRQ PEMAT User Guide. Any video entry submitted must be no more than 90 seconds long. Entries are to be submitted as a downloadable link via Dropbox, Google Drive, or a similar service to [sewelle@ada.org](mailto:sewelle@ada.org). Entries can be submitted as a vertical 1080x1920 .mov or mp4 format, as specified below. Each submission must include a completed official entry form (attached) bearing the names, email addresses and telephone numbers of each Entrant responsible for the video, and any other required information. Entries should be sent to: Mr. Earl Sewell at: [sewelle@ada.org](mailto:sewelle@ada.org). (Please contact Mr. Sewell if you have any questions about your submission).
- COPYRIGHT/TRADEMARK MATERIAL:** An entry may not contain any third-party trademarks or logos or any copyrighted elements other than elements owned by the Entrant. Use of any elements that are not original (created by the Entrant[s]) or in the public domain will result in disqualification of the entry unless documentation granting permission to use such material is included with entry. Research any material intended for use in the video by logging on to [copyright.cornell.edu/resources/publicdomain.cfm](http://copyright.cornell.edu/resources/publicdomain.cfm) or [www.copyright.gov/records/](http://www.copyright.gov/records/). This includes any music selections used.
- INAPPROPRIATE MATERIAL:** Entries should not contain any material that might be considered inappropriate by the general-viewing public.
- ENTRANT'S WARRANTY:** Each Entrant warrants to Sponsor that their entry, including all scripts and dialogue, scenes, music and any other content (a) is an original work created by the Entrant for this Contest, (b) does not infringe the intellectual property, privacy, right of publicity, or any other rights of any third party, (c) has not been previously published in any medium, (d) has not been submitted as an entry in any other contest, and (e) does not violate any law or regulation.
- DISQUALIFICATION OF ENTRIES:** Entries that do not comply with the Rules will be deemed ineligible.
- WINNING ENTRANTS' OTHER OBLIGATIONS AND TAXES:** By entering videos in this contest, all Entrants acknowledge and agree that all rights in the submitted videos, including copyrights, will become the property of Sponsor. All taxes on prizes shall be the responsibility of winners, and in the case of multiple winners for a single video, the prize will be divided equally among the Entrant(s) listed on the official entry form.
- JUDGING:** Judges designated by NOHLA will review the contest entries following the close of the contest. The judges will select 1st, 2nd, and 3rd place winners, in their sole discretion, as it deems appropriate. In the event that any of the winning videos shall be disqualified for any reason, then alternate(s) may be substituted. All entries shall be judged on the basis of skill, resourcefulness, originality, entertainment, creativity, and production quality, with particular emphasis on the use of plain language and appropriate use of Health Literacy principles in giving patient information. In the case where no submitted videos are deemed to merit awards, Judges reserve the right to not select winners. Sponsor will notify the winners after completion of judging. The manner and timing of notification may be modified or adjusted in any manner as deemed appropriate by Sponsor. Judging details will not be released, and the decision of the judges is final.
- PRIZES AND ANNOUNCEMENT OF WINNERS:** One first prize, second, and third prize winners may be chosen, depending on the quality of the submissions. The first prize winning video shall be awarded \$2,000 and travel to the 2027 ADEA Annual Session & Exhibition, second prize will be awarded \$1,000, and third place will receive \$500. The winning video entries will be uploaded to the appropriate ADA Social Media Channels.
- GENERAL CONDITIONS:** In the event that the operation of the Contest is impaired in any way for any reason, including, but not limited to, fraud or technical problems, the Sponsor may suspend the Contest or cancel the Contest and notify all Entrants. The Sponsor reserves the right to disqualify any Entrant that tampers with the operation of the Contest or violates these Rules.
- RELEASE, INDEMNIFICATION AND LIMITATIONS OF LIABILITY:** BY PARTICIPATING IN THE CONTEST, EACH ENTRANT AGREES TO RELEASE THE SPONSOR AND ITS AFFILIATES, OFFICERS, DIRECTORS, TRUSTEES, NACHLD MEMBERS, THE AMERICAN DENTAL EDUCATION ASSOCIATION, EMPLOYEES, AGENTS, AND ASSIGNS FROM ANY CLAIM ARISING OUT OF PARTICIPATION IN THE CONTEST OR RECEIPT OR USE OF ANY PRIZE, INCLUDING, BUT NOT LIMITED TO: (A) LOST, LATE, POSTAGE-DUE, MISDIRECTED, OR UNDELIVERABLE MAIL, OR ENTRIES HAVING DEFECTIVE MEDIA OR MEDIA THAT IS NOT PLAYABLE ON THE SPONSOR'S ELECTRONIC EQUIPMENT; (B) ERRORS IN THE ADMINISTRATION OF THE CONTEST OR THE PROCESSING OF ENTRIES; OR (C) INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM ENTRANT'S PARTICIPATION IN THE CONTEST OR RECEIPT OF ANY PRIZE. EACH ENTRANT ALSO AGREES TO INDEMNIFY SPONSOR AGAINST CLAIMS OF THIRD-PARTY INTELLECTUAL PROPERTY INFRINGEMENT, AND WAIVES THE RIGHT TO CLAIM ANY DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, PUNITIVE, CONSEQUENTIAL, DIRECT, OR INDIRECT DAMAGES.
- DISPUTES:** Except where prohibited, Entrants agree that any and all claims connected with the Contest, or any prize awarded shall be finally settled by binding arbitration in accordance with the then-current Commercial Arbitration Rules of the American Arbitration Association. Any Judgment on an award rendered may be entered in any court in Cook County, Illinois. The place of arbitration shall be Chicago, Illinois. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, Entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois, without giving effect to any choice of law or conflict of laws, rules of Illinois or any other jurisdiction.
- OFFICIAL RULES AND CONTEST RESULTS:** Interested persons can obtain additional copies of these Rules and the name of the winners by emailing their request to: Mr. Earl Sewell at [sewelle@ada.org](mailto:sewelle@ada.org). Requests must be received by August 30, 2026, and the names of winners will be furnished after the announcement of winners.
- PERMISSIBLE SUBMISSION FORMATS:** Entries shall be submitted as a vertical 1920x1080 .mov or .mp4 file. Submit an Entry form with your video as a downloadable link via Dropbox, Google Drive, or a similar service to [sewelle@ada.org](mailto:sewelle@ada.org).

# 2026 Entry Form

## Student Health Literacy Video Contest

PLEASE REVIEW THE 2026 CONTEST RULES BEFORE COMPLETING THIS FORM.

Title of Video Entry: \_\_\_\_\_

The American Dental Association and The American Dental Education Association (Sponsor) and the undersigned ("Contestant") agree as follows:

- WARRANTY:** Contestant warrants to the Sponsor that their submission to the Contest: (a) is an original work created by the Contestant for this Contest (except for any material in the public domain), (b) does not contain any libelous or otherwise unlawful material, (c) does not infringe on the copyright, trademark right, privacy, right of publicity, or any other personal or proprietary rights of any person or entity, (d) has not been previously published or submitted for publication in any medium, (e) has not been submitted as an entry to any other contest, and (f) does not violate any law or regulation.
- COPYRIGHT ASSIGNMENT:** In consideration of the Sponsor's accepting, reviewing, and judging Contestant's essay entry to the Contest, and other good and valuable consideration, the undersigned Contestant hereby assigns to the Sponsor, jointly and severally, all copyright in and to the essay entry identified above and submitted with this entry form, including but not limited to the right to edit, perform, publish, republish, transmit, distribute and otherwise use such essay entry to the Contest and the material contained therein, and any derivative works throughout the world, in all languages and in all media now known or later developed and to license or permit others to do so. Contestant understands and agrees that the Sponsor may publish and distribute the submission in its own or any other name.
- The ADA reserves the right to choose [or not to choose] a grand prize winner or runners up depending on the quality of the submissions.
- The terms and conditions of this entry form will remain in effect whether or not the Sponsor decides to use the entry essay or award it a prize.
- Contestant warrants compliance with all terms and conditions of the entry form and with the official rules of the contest, a copy of which is attached and incorporated by reference.
- Contestant confirms their acceptance of the terms of this agreement and all the foregoing by signing below and submitting the entry form for the Contest.

### 1. Contestant

NAME (PLEASE PRINT) \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_ YEAR IN DENTAL SCHOOL \_\_\_\_\_

CONTESTANT'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### 2. Contestant

NAME (PLEASE PRINT) \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_ YEAR IN DENTAL SCHOOL \_\_\_\_\_

CONTESTANT'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### 3. Contestant

NAME (PLEASE PRINT) \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_ YEAR IN DENTAL SCHOOL \_\_\_\_\_

CONTESTANT'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

### 4. Contestant

NAME (PLEASE PRINT) \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_ YEAR IN DENTAL SCHOOL \_\_\_\_\_

CONTESTANT'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Dental School Name \_\_\_\_\_

PLEASE PRINT

Do you have any specific interests in dental school? (e.g. Public health, communications, leadership, other)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_