

Orthotics Prosthetics Canada

“I’m Proud of My Profession” Photo Challenge

Show us why you **LOVE** what you do. This is your opportunity to share your skills and success stories.

The Challenge

Orthotics Prosthetics Canada (OPC) is launching an “I’m Proud of My Profession” Photo Challenge encouraging orthotic and prosthetic professionals to take photos of the great work they do and submit them for a chance to win prizes. OPC wants to tell the visual story about the professionals, the treatments, the devices, the outcomes and the patients. OPC certified and registered professionals, residents, interns and students at Canadian O&P schools are eligible to submit their best photos in order to enter the challenge.

Categories

Prizes will be awarded to the top 2 entrants, in each discipline, of the following categories:

1. Treatment

Images of an O&P professional (includes students) working with a patient (assessment/treatment/fitting/rehab, etc.)

- a. Orthotics
- b. Prosthetics

2. Outcomes

Images of patients using devices at work, daily living, at play, or in rehab

- a. Orthotics
- b. Prosthetics

3. Devices

Images of orthotic and prosthetic devices (can include image of O&P professional/working on or with device):

- a. Orthoses
- b. Prostheses

The judging panel will determine what category your image is entered within.

Prizes

The top two selected entries from each category will receive:

- 1st Place - \$200 Visa Gift Card
- Runner up - \$50 Visa Gift Card

Judging Criteria

The method and criteria for the photo contest judging will be based on:

- Quality of the photo (image resolution details below)



- Fit with education and awareness needs of OPC *
- Attractiveness/appeal of content
- Creativity and innovation

* OPC wants to raise awareness and increase education about the orthotics and prosthetics profession with payers, health professionals, governments and the public. Images of orthotics and prosthetics have a key role in telling the story of the profession and the value provided to the patient and the community. What you do, what skills and knowledge you have, what conditions you treat, what outcomes you achieve and what devices you use are all aspects of our education and awareness efforts.

Please make sure you read all the contest rules below carefully.

How to Enter

- Entries are to be digital photographs, submitted electronically.
- Both horizontally and vertically oriented images are welcome and encouraged.
- Submissions will only be accepted electronically via email to communications@opcanada.ca and cannot be mailed, faxed, or scanned.
- Image-data file submission format: high quality JPEG/150 dpi recommended.
- Only one image may be submitted in each email entry.
 - You may enter multiple times with different images; but each entry must be submitted separately.
- Photos must be submitted no later than **Sunday, March 10, 11:59 PM EST**. Photos received after March 10 will not be accepted.

Submission Guidelines

- Entries must be submitted by an OPC member or P&O student.
- OPC members and P&O Students will only be eligible to win in one category.
- All photos must be submitted via email to communications@opcanada.ca.
- Information to be submitted in the email include:
 - Name of Entrant
 - Name of Facility or school
 - Names of individuals in the image
 - [Signed Photo Release Form](#)
 - A separate signed release form must be submitted for each person in the image
- All contest entries shall be considered the copyrighted property of Orthotics Prosthetics Canada (OPC) and may be used in a variety of communications and marketing initiatives, including Website, social media, posters, brochures, documents, videos, presentations and other means.
- Images submitted must have received the permission of any individual in the photo (if under 18, parental consent is required) and must be accompanied by a signed release form from each individual pictured.
- Submissions must be original, not plagiarized and not evocative of any existing commercial material so as not to infringe any copyrights or trademarks.
- By entering, participants without limitation, release and hold harmless OPC and its directors, affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and

all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won.

- Successful entries are subject to modification by OPC including camera filter, spelling, grammar and overall content.
- OPC reserves the right to not award a winner in a category if the judging panel determines that not all judging and/or eligibility criteria have been met.

Important: Image Resolution & Submission Details

- **Photos should be taken using the highest image setting on a camera that is at least an 8MP camera.**
- File size: up to 20 MB of image data per entry. (If image is higher than 20 MB, use a lower resolution to submit the entry and the higher resolution image can be submitted to OPC for use following the challenge.)
- Content alteration of digital files is not acceptable; including combining multiple photos.
- Cropping of photos is permitted, tonal or colour corrections are acceptable.
- Borders, frames, text or other graphic treatments are not permitted.
- Participants may be asked to submit a high-resolution file (in camera raw format) suitable for print reproduction after the challenge.
 - a high-resolution photograph of at least 300 dpi at 8 x 12 inches (2400 x 3600 pixels); horizontal or vertical
 - along with the camera raw/native format.
- OPC reserves the right to disqualify contestants who are unable to submit, upon request, a high-resolution print-quality file.

Judging Panel

The judging panel may include:

- OPC partners
- OPC consultants
- OPC staff

Winning Entries

- All winners will be notified within 14 business days of the contest closing date of March 10, 2019.
- Prizes will be awarded to the top 2 winning entrants in each of the categories.
- Winning submissions will be shared on social media and the OPC website.
- If OPC is unable to contact potential winner(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification, or if any winner fails to comply with any of the requirements, an alternate winner shall be selected.
- If, in OPC's opinion, there is any suspected or actual evidence of electronic or nonelectronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, OPC reserves the right to terminate the contest.