

International call for projects in medical journalism

An original perspective of personalized health

PARTICIPATION TERMS

1. Context

1.1. About personalized health

Personalized health, also known as precision medicine, results from the convergence of different phenomena: the acceleration of genome sequencing, the development of Big Data in medicine, and the improvement of analytical algorithms. These technological advances allow better understanding of the risks of developing a pathology, more precise diagnoses and tailor-made treatments. It is more than an evolution: personalized health represents a real paradigm shift. Such disruption raises many questions, but also hopes and fears about the future of medicine.

1.2. The SantéPerSo initiative

The Personalized Health and Society initiative (<https://santeperso.ch>) – led by the Leenaards Foundation, a philanthropic foundation based in Lausanne (Switzerland), and Médecine & Hygiène, a reference for health journalism in French-speaking Switzerland – gives citizens the opportunity to be part of this change through information and discussion projects. In accordance with this objective, SantéPerSo invites journalists to contribute to the development of better knowledge of personalized health.

2. Types of projects desired

2.1. Topic

Participants are invited to propose an original journalistic treatment of an aspect of personalized health, within the meaning defined above (§ 1.1). The theme is not restricted. Philosophical approaches are accepted.

2.2. Languages

The projects' description and realisation can be done either in French or English.

2.3. Format

The format must be multimedia. At least two different media supports must be used. For example: written article + video, podcast + infographics, etc. There is no length limit.

2.4. Realisation schedule

The awarded project must be executed before the **16th of September 2020**.

3. Modalities to participate

3.1. Participant profiles

Any journalist employed by an independent (non-institutional) media, or freelance working regularly for independent media, can submit a project. However, exceptions may be considered. If you are not a journalist and would like to apply, send your CV with your application.

Each participant can present only one project.

Group projects are admitted.

The participation of Leenaards Foundation or Médecine&Hygiène's employees is not permitted.

3.2. Diffusion

The project's diffusion by an independent media chosen by the author must be mentioned in the application. The diffusion can be made in any independent (i.e. non-institutional) media in the world. The guarantee of publication by a specific media is not mandatory.

Each participant remains the owner of his work. The support of the SantéPerSo initiative must be mentioned.

The content may be freely broadcast on Leenaards Foundation and Médecine&Hygiène's communication channels.

4. Rewards

4.1. Prizes

The jury will select three winning entries, which will receive cash prizes to enable the winners to carry out their projects.

CHF 8000

First prize

CHF 4000

Second prize

CHF 3000

Third prize

The prize is attributed to the journalist, not to the media.

4.2. Payment timing

Once nominated, the laureate projects will receive half of the cash prize. The other half will be given when the final project is delivered.

4.3. Other financial supports

The financial support from other entities is admitted, as long as it does not impact the freedom of speech.

5. Project submission

5.1. Information needed

Each submission must include the following information:

- Project title
- Detailed description of the project: topic, angle, media support, etc.
- Name of the media that will broadcast the project
- Presentation of the people involved in the project
- Project timetable
- Estimated budget outline

5.2. Deadlines

Participants can submit their projects until the **16th of September 2019 at midnight**.

5.3. Submission platform

The projects must be submitted online, at <https://forms.gle/KgTcHtXDt9CAc1oF6>

6. Evaluation process

6.1. Jury

The submitted project will be evaluated by a jury of four professionals of written and visual public media, and the president of the Leenaards Scientific committee.

Members	Position
Philippe Moreillon, President of the jury	President of scientific committee, Leenaards Foundation
Aurélie Coulon	Scientific journalist for television news, Radio Télévision Suisse (RTS)
Sylvie Logean	Scientific journalist at Le Temps
Stéphane Gabioud	Producer of CQFD, a science radio programme, Radio Télévision Suisse (RTS)
Mounir Krichane	Director of the Media Center, Swiss Federal Institute of Technology Lausanne (EPFL)

6.2. Evaluation criteria

The main evaluation criteria are the following:

- Originality of the topic
- Originality of the perspective and narration
- Relevance
- Intelligibility
- Interactivity
- Quality of sources

6.3. Presentation sessions

If the jury finds it necessary, presentation sessions will be held for preselected projects. These sessions can be done via Skype for the international participants.

6.4. Deadlines

The jury will finish its evaluation in **mid-October 2019**.

The project's coordinators will receive the results by email.

6.5. Legal recourse

Legal recourse is excluded.

7. Contact

For any question or additional information, please contact:

Marion Favier

Project manager

marion@santeperso.ch