



LPPM



國立政治大學
National Chengchi University

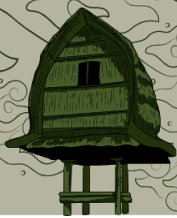


GUIDELINE

Education Poster

Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Diabetes and Hypertension)





Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Diabetes and Hypertension)

TERMS OF REFERENCE

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Educational Poster Competition

2025

A. BACKGROUND

Hypertension and diabetes mellitus are two non-communicable diseases that have become global health concerns. According to the World Health Organization (WHO), hypertension is the leading cause of cardiovascular diseases, accounting for approximately 10.8 million deaths worldwide each year (WHO, 2023). Meanwhile, diabetes mellitus continues to rise in prevalence, with over 422 million people worldwide living with diabetes as of 2021 (International Diabetes Federation, 2021).

Riset Kesehatan Dasar (Riskesdas) 2018 report indicates that the prevalence of hypertension among individuals aged ≥ 18 years in Indonesia reached 34.1%, while the prevalence of diabetes mellitus, based on blood tests, was 10.9% (Ministry of Health, Republic of Indonesia, 2018). These diseases often remain undetected in their early stages due to minimal or absent symptoms, leading to delayed diagnosis and treatment. Consequently, many individuals experience severe complications such as heart disease, stroke, kidney failure, and vision impairment.

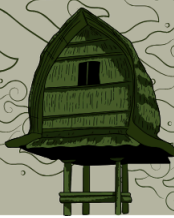
One of the effective ways to enhance public awareness regarding hypertension and diabetes is through engaging and easily accessible educational media. Educational poster serve as an impactful medium to convey information in a visual, interactive, and easy-to-understand manner for various audiences. Thus, this educational poster competition is being organized to improve public health literacy regarding the prevention, risk factors, and management of hypertension and diabetes.

Through this event, it is expected that the community, particularly the younger generation, will actively contribute to disseminating accurate health information. By producing compelling content, health messages can be widely spread, encouraging healthier behavioral changes in society.

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B. PARTICIPANT REQUIREMENTS

1. Participants must be active students at any higher education level (undergraduate, master's, or PhD) in Indonesia or Taiwan, proven by a valid student ID.
2. Participants must compete in teams of 2-3 members, including one team leader. Team members must be from the same institution or from different study programs and academic years.
3. Submitted poster must not contain elements of ethnicity, religion, race, and inter-group (SARA) discrimination or pornography.
4. Each team is allowed to submit only one original poster that has not been applied in any other competition. A statement of originality must be attached.
5. Registered participants cannot request a refund under any circumstances.
6. Participants must follow the official Instagram account @pharmaeduca.unram and Tiktok account @pharmaeduca.unram
7. Participants must upload a competition twibbon on their Instagram account and tag the official Instagram account @pharmaeduca.unram and Tiktok account @pharmaeduca.unram. The twibbon can be downloaded via the following link: "<https://twibbo.nz/internationalcompetition2025>"

C. THEME AND SUB-THEMES

Main Theme: "Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Hypertension and Diabetes)."

Sub-Themes:

1. **"Building Role Models for a Healthier Future"** – Encouraging the presence of role models to inspire healthier lifestyles and reduce degenerative diseases (Hypertension and Diabetes).
2. **"Tackling Degenerative Diseases Through Healthy Habits"** – Addressing the high prevalence of degenerative diseases (Hypertension and Diabetes) by promoting balanced nutrition, physical activity, and healthier modern lifestyles.
3. **"Raising Awareness: The Power of Early Prevention and Health Education"** – Enhancing public knowledge on preventive measures and the importance of a healthy lifestyle to combat degenerative diseases (Hypertension and Diabetes).



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D. COMPETITION TIMELINE

Registration & Submission (Batch 1)	May 01, 2025 - May 10, 2025
Registration & Submission (Batch 2)	May 11, 2025 - May 15, 2025
Finalist Announcement	May 23, 2025
Technical Meeting	May 24, 2025
Uploading content for finalist	May 24, 2025 - May 30, 2025
Final Presentation	May 30, 2025

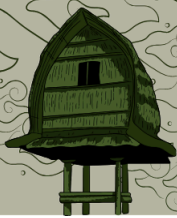
E. REGISTRATION MECHANISM

- Registration and video submission are divided into three batches:
 - Batch 1:** April 01, 2025 - May 10, 2025
 - Batch 2:** May 11, 2025 - May 15, 2025
- Participants must complete the registration form available at (link) before the deadline of their selected batch. Link “<https://forms.gle/ikmFiDaYE69UyUKt9>”
- The registration fee for each batch is as follows:
 - Batch 1:** Free
 - Batch 2:** 500 NTD
- Payment can be made via:
 - Bank Transfer:**
Bank: Taishin International
Account Number: 2108-10-0027877-8
Account Holder: Candra Dwipayana Hamdin
- After making the payment, participants must confirm their payment by submitting proof of transfer with the subject format: “**Educational Poster_Leader’s Name_Institution_PAYMENT PROOF**”
- Payment confirmation must be completed within 48 hours after the transfer.
- Once registered, participants will be added to the official competition chat group.

F. COMPETITION PROCEDURE



Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Diabetes and Hypertension)



The competition consists of two stages: the preliminary round and the final round. The preliminary round will be conducted online, while the final round will take place online on zoom meeting.

1. Preliminary Round

- Posters must adhere to the theme of hypertension and diabetes awareness.
- The design must be original, unpublished, and not submitted to other competitions. An originality statement must be included (Attachment 1)
- AI applications such as Midjourney, Playground AI, Adobe Firefly, Stable Diffusion, etc, as well as, generative layers in Adobe Photoshop or Adobe Illustrator **MAY NOT** be integrated into your design. Any AI detection will automatically disqualify your entry.
- Design software such as Adobe Illustrator, CorelDRAW, Canva, or similar tools may be used.
- The poster design must be 18" x 24" at a minimum of 300 dpi (4500-6000 pixels).
- File submission formats: PNG or PDF, with a maximum size of 20 MB.
- The orientation of the poster can be horizontal or vertical.
- The poster must include the designated competition logo.
- The poster must be in English
- File names must be named as follows:

Full Name of Team Leaders_Institution_Title of Poster

- Posters must not include offensive, violent, pornographic, or unlawful content

2. Final Round

- Finalists will present the concept behind their submitted poster in front of a panel of judges and competition participants.
- The presentation must be in Microsoft PowerPoint format and submitted no later than two hours before the final round begins.
- All finalists are required to post their submitted posters on their personal Instagram and TikTok accounts. The posts must be public and include the official competition hashtags:



Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Diabetes and Hypertension)



#IndonesiaTaiwanCollaboration#HypertensionAndDiabetes#PosterCompetition2025#

VidioCompetition2025. Participants should tag the official competition accounts:

@pharmaeduca.unram on Instagram and @pharmaeduca.unram on TikTok.

G. ASSESSMENT CRITERIA

Educational Poster Criteria:

No	Criteria	Weight (%)
1	Content	35%
2	Visual Composition	30%
3	Originality	20%
4	Public Engagement	15%
Total		100%

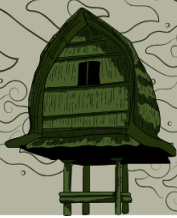
No	Category	Assessment Aspect	Detailed Description	Weight (%)
1	Content	Scientific Accuracy	Information must be factual, relevant, and supported by credible sources	12,5%
		Relevance to the Theme	The poster must align with the main theme and one of the sub-themes	10%
		Message Clarity	The message should be clearly delivered, easy to understand, and effectively communicate the key points	12,5%
	Total Content			35%
2	Visual Composition	Image-Text Composition	The proportion between images and text should be balanced and complementary to support better understanding	10%
		Typography and Color Use	Fonts and colors should be thoughtfully selected to ensure readability and convey an educational tone	10%
		Supporting	Visuals should support and	10%

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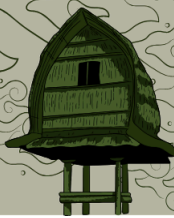
		Illustrations and Graphics	enhance the understanding of the content.	
	Total Visual			30%
3	Originality	Creativity and Uniqueness	The design and content must be original, creative, and distinct from typical poster styles	10%
		Compliance and Authenticity (No AI usage, Not previously published or submitted)	Must follow the rules strictly, with no AI elements or previous submissions	10%
	Total Originality			20%
4	Public Engagement	Social Media Voting	Combined total number of likes from Instagram and TikTok will count toward scoring	7,5%
		Questionnaire Feedback	Viewers will rate posters based on clarity, relevance, and appeal through an online questionnaire	7,5%
	Total public engagement			15%

● Presentation Criteria:

No	Aspect	Parameters	Weight (%)
1	Presentation	Clarity & Creativity	30
2	Reasoning	Understanding & Delivery	20
3	Performance	Language & Attitude	20
4	Q&A	Confidence & Supporting Data	30
Total			100%

H. PRIZES

1. **Undergraduate:** Coaching fee + E-Certificate
2. **Magister:** Coaching fee + E-Certificate



Storytelling and Live Habit Sharing Between Indonesia and Taiwan About Degenerative Diseases (Diabetes and Hypertension)

3. **Doctoral:** Coaching fee + E-Certificate

I. FURTHER INFORMATION

- **Instagram:** @pharmaeduca.unram
- **Tiktok:** @pharmaeduca.unram
- **Email:** farmasiunram.education@gmail.com
- **Contact Person (ID Line):** candradwipayana
- **Note:** All rules and information are subject to change based on the committee's policies. Updates will be provided via chat groups and social media.