DEPARTMENT OF HEALTH AND HUMAN SERVICES

Office of the Secretary

Announcement of Requirements and Registration for “Healthy Young America Video Contest”

AGENCY: Office of the Secretary, Assistant Secretary for Public Affairs, HHS.

ACTION: Notice.

SUMMARY: In an effort to enroll the maximum number of uninsured young Americans into individual health plans in the upcoming open enrollment period, multiple mediums and methods of reaching the uninsured population are necessary. HHS and Young Invincibles are co-sponsoring the “Healthy Young America” Video Contest with two primary goals: First, directly reaching the uninsured population through video views and votes; and second, the production of high-quality videos that can be further promoted to the target population.

DATES: The Contest is open from 10 a.m. Eastern Daylight Time (“EDT”) on August 19, 2013 through 11:59 p.m. EDT on September 23, 2013.


SUPPLEMENTARY INFORMATION: The statutory authority for this challenge competition is Section 105 of the America COMPETES Reauthorization Act of 2010 (Pub. L. 111–358). Subject of Challenge Competition: This Fall, many young Americans will have more health insurance options available to them than ever before. The Affordable Care Act (ACA) will help more individuals enroll in private health insurance plans. Young Invincibles and the U.S. Department of Health & Human Services have created a competition that will tap into the creativity and energy of young Americans while raising awareness about the new law and encouraging young people to take advantage of the benefits of health insurance.

Eligibility Rules for Participating in the Competition

The Challenge is open to any Contestant, defined as an individual or team of U.S. citizens or permanent residents of the United States who are 13 years of age or older (with the permission of a parent/guardian if under 18 years of age). Contestants may submit more than one entry if they have developed more than one video.

To be eligible to win a prize under this challenge, an individual or entity—

(1) Shall have registered to participate in the competition under the Official Rules for the challenge, available at the Web site described below;
(2) Shall have complied with all the requirements under this section;
(3) In the case of a private entity, shall be incorporated in and maintain a primary place of business in the United States, and in the case of an individual, whether participating singly or in a group, shall be a citizen or permanent resident of the United States; and
(4) May not be a Federal entity or Federal employee acting within the scope of their employment. Federal employees seeking to participate in this challenge outside the scope of their employment should consult their ethics official prior to developing their submission.

(5) May not be employees of HHS/ASPA or Young Invincibles, judges of the Challenge, or any other party involved with the design, production, execution, or distribution of the Challenge or their immediate family (spouse, parents or step-parents, siblings and step-siblings, and children and step-children).

(6) Shall not be an HHS employee working on their applications or submissions during assigned duty hours.

(7) Federal grantees may not use Federal funds to develop COMPETES Act challenge applications unless consistent with the purpose of their grant award.
(8) Federal contractors may not use Federal funds from a contract to develop COMPETES Act challenge applications or to fund efforts in support of a COMPETES Act challenge submission. An individual or entity shall not be deemed ineligible because the individual or entity used Federal facilities or consulted with Federal employees during a competition if the facilities and employees are made available to all individuals and entities participating in the competition on an equitable basis.

By participating in this Challenge, Contestants agree to the Warranty, Indemnification and Limitations of Liability provided for in the Official Rules.

First Contest: Invincibility Theme

The first contest will focus around the theme of the invincibility myth and young people. It will be focused on demonstrating why all young people need health insurance and how it’s useful for active and healthy people. The two primary hooks for launch
videos will be sports and pranks gone wrong.

**Second Contest: Music & Culture Theme**

The second contest will focus on the benefits of health insurance broadly. Video submissions will be focused around music. They can be original songs, autotuned videos, covers of popular songs, music videos, or other such similar styles. Primary Hook videos will be around similar themes.

**Third Contest: Animation**

The third contest will be educational-styled videos focused on using motion graphics, infographics, and Active Type to make heavily stylized videos about facts related to the Affordable Care Act and open enrollment.

The Contest is open from 10 a.m. Eastern Daylight Time (“EDT”) on August 19, 2013 through 11:59 p.m. EDT on September 23, 2013.

**Video Requirements**

The purpose of this Contest is to raise awareness of the Patient Protection and Affordable Care Act, specifically as it relates to Americans aged 18 through 34. Videos should promote that general purpose, as well as be consistent with the criteria of the category in which they are submitted.

In addition, Videos:
- Must meet the category’s stated time criteria, must not exceed 100MB max file size, and must be in MP4 or .MOV formats.
- Must be the Creator’s own work product, and may not contain any third party material unless the Entrant has obtained all necessary rights to use that material.
- Must not be unlawful, threatening, abusive, harassing, defamatory, libelous, deceptive, fraudulent, invasive of another’s privacy, tortious, or contain explicit or graphic descriptions or accounts of sexual acts, or otherwise contain any other content that Sponsors deem to be objectionable;
- Must not victimize, harass, degrade, or intimidate an individual or group of individuals on the basis of religion, gender, sexual orientation, race, ethnicity, age, or disability;
- Must not contain an advertisement, solicitation, or other commercial content;
- Must meet all terms of these Official Rules;
- Must not have been previously entered into any other video contest, regardless of previous contest outcome, or published in any medium.

**Registration Process for Participants**

Entries must be submitted through the Contest Site at www.healthyyoungamerica.org. Interested persons should read the Official Rules posted on the Challenge site, www.healthyyoungamerica.org. All information in the entry form must be completed.

Prize: There will be four types of prizes awarded in the Contest: (1) Early Bird Rewards, (2) an Early Bird Prize, (3) Finalist Prizes, and (4) the Grand Prize. Cash prizes will be paid by check, made out to the Entrant of record. The odds of winning will depend on the number of entries received.

1. **Early Bird Rewards**
   - The Early Bird Rewards will be awarded to the first 100 Entrants.

2. **Early Bird Prize**
   - In addition, the Judges will select one Early Bird Prize winner from among those submitting valid entries by 11:59PM EDT on September 2, 2013. The Early Bird prize is $1,500.

3. **Finalist Prizes**
   - The first place Finalist Prize in each category is $3000. Second and third place Finalist Prizes are $2500 each.

4. **Grand Prize**
   - The Grand Prize is an additional $2000. In addition, the Grand Prize winner will be invited to the announcement event in October at a location to be decided.

**Basis Upon Which Winner Will Be Selected**

The judging panel will make selections based upon the following criteria:

- **You Are Not Invincible** (30–60 seconds)
  - Videos in this category should convey the need for young people (ages 18–35) to have health insurance and must feature or touch upon the idea that young people are not invincible. Evaluated on creativity, originality, production value, and use of humor. Perform a Song (30–90 seconds)
- **Express the necessity for young people to have health insurance in a fun and memorable way through music.** Evaluated on creativity in addressing the benefits of health insurance, originality, production value, use of humor, and memorability.

**Additional Information**

Regarding Copyright/Intellectual Property: Upon Submission, each Contestant or Entrant warrants that he or she is the sole owner of the submission, that the Submission is wholly original with the Contestant and does not infringe on any copyright or any other rights of any third party of which the Contestant is aware.

**Submission Rights**

By participating in this Challenge, Contestant grants to the contest sponsors rights in contest entries as specified in the Official Rules available at www.healthyyoungamerica.org.
Compliance with Rules and Contacting Contest Winners

Finalists and the Contest Winners must comply with all terms and conditions of the Official Rules, and winning is contingent upon fulfilling all applicable requirements. Awards may be subject to Federal income taxes, and the contest sponsors will comply with the Internal Revenue Service withholding and reporting requirements, where applicable.

General Conditions

The Sponsors reserve the right to cancel, suspend, and/or modify the Challenge, or any part of it, for any reason, at the sponsors’ sole discretion. Participation in this Challenge constitutes a contestant’s full and unconditional agreement to abide by the Challenge’s Official Rules, available at www.healthyyoungamerica.org.


Dated: August 16, 2013.

Dori Salcido,
Assistant Secretary for Public Affairs.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Office of the Secretary

Office of the Assistant Secretary for Financial Resources, Statement of Organization, Functions, and Delegations of Authority

Part A, Office of the Secretary, Statement of Organization, Functions and Delegations of Authority for the Department of Health and Human Services (HHS) is being amended at Chapter AM, Office of the Assistant Secretary for Financial Resources (ASFR), as last amended at 76 FR19774–19776 dated April 8, 2011; 75 FR 369–370, dated January 5, 2010; 74 FR57679–57682, dated November 9, 2009; and 71 FR38884–88, dated July 10, 2006, as follows:

B. Under Section AM.20 Functions, make the following changes:
1. Under paragraph D, “Office of Finance (AMS),” delete in its entirety and replace with the following:

D. Chapter AMS, Office of Finance (AMS)

Section AMS.00 Mission: The Office of Finance is headed by the Deputy Assistant Secretary for Finance, who is also the Deputy Chief Financial Officer. The mission of the Office of Finance is to provide financial accountability and enhance program integrity through leadership, oversight, collaboration, and innovation.

Section AMS.10 Organization. The Office of Finance (OF) is headed by the Deputy Assistant Secretary for Finance (DASF), who is also the Deputy Chief Financial Officer and reports to the Assistant Secretary for Financial Resources/Chief Financial Officer (CFO). The office includes the following:
- Immediate Office (AMS)
- Office of Financial Policy and Reporting (AMS1)
- Office of Financial Systems Policy and Oversight (AMS2)
- Office of Program Integrity Coordination (AMS3)

Section AMS.20 Functions:
1. Immediate Office (AMS). The Immediate Office is responsible for support and coordination of the Office of Finance components in their management of the areas listed in section AMS.00 Mission above, including the following functions:
   - Coordinates strategic planning for the HHS CFO community and the Office of Finance;
   - Serves as the liaison with internal and external stakeholders regarding financial management matters;
   - Provides operational support for the Office of Finance and;
   - Advises the ASFR/CFO regarding financial management matters affecting the Department.

2. Office of Financial Policy and Reporting (AMS1). The Office of Financial Policy and Reporting (OFPR) is responsible for financial management policy and standards, internal controls, statutory financial reports and audits and other managerial reports. The Division includes:
   - Division of Financial Management Policy (AMS11)
   - Division of Financial Statements and Audit (AMS12)
   - Division of Financial Reporting and Analysis (AMS13)
   - Division of Accounting Standardization and Monitoring (AMS14)

The functions of each OFPR division include:
   - Division of Financial Management Policy (AMS11).
   - Division of Financial Statements and Audit (AMS12)
   - Division of Financial Reporting and Analysis (AMS13)
   - Division of Accounting Standardization and Monitoring (AMS14)

(1) Leads the Department’s efforts to establish and maintain proper internal controls and ensures that requirements are met under OMB Circular A–123, “Management’s Responsibility for Internal Control” and the Federal Managers’ Financial Integrity Act (FMFIA).

(2) Coordinates with the OPDIVs in the preparation of the corrective action plan (CAP), which is submitted annually to OMB and reflects the material weaknesses and reportable conditions from the annual CFO audit and the FMFIA report:
   - (3) Recommends, develops, and promulgates Department-wide policies, procedures, and standards for financial management areas including OMB, GAO, Treasury, Federal Accounting Standards Advisory Board (FASAB), and other agency guidance related to government-wide accounting policy and standards, cash management, credit management, debt management, payment and disbursement activities and functions, and budget execution accounting;

(4) Provides support to the OPDIV CFOs for financial planning and improvement initiatives;

(5) Serves as principal staff advisor on financial management policy matters to the DASF;

(6) Manages the Departmental process for the development of the annual report on the audited financial statements; and

(7) Maintains a system for tracking and improving cash and credit management and debt collection performance throughout the Department.

b. Division of Financial Statements and Audit (AMS12). The Division:
   - (1) Oversees the preparation and submission of consolidated financial statements for the Department based upon the OMB and Treasury submission schedules;

   - (2) Acts as the principal liaison with the OIG in planning the annual financial statement audit strategy under the CFO Act and the 1994 amendments under the Government Management Reform Act (GMRA);

   - (3) Reviews and interprets OMB, GAO, Treasury and Federal Accounting Standards Advisory Board (FASAB) guidance related to government “wide” accounting policy and standards and develops the Department’s policy for implementation of reporting requirements. Assures that policies and procedures are in accordance with internal control and reporting standards of financial management activities;

   - (4) Provides financial statement review and analyses for the OPDIV and Department consolidated financial statements. Monitors OPDIV and accounting center key reconciliations;

   - (5) Provides advice and assistance to OPDIVs and STAFFDIVs on financial accounting, reporting and related fiscal matters, and advises the DASF on such matters as they relate to financial reporting; and