

## Facial Palsy UK - Undergraduate Medical Student Prize v4

**Facial Palsy UK are launching a competition for medical students, with a cash prize, to support student career development whilst also promoting the knowledge and understanding of facial palsy to other healthcare professionals.**

Facial Nerve Palsy is a complex disorder often misdiagnosed, misunderstood and mismanaged by health professionals. To generate more interest and knowledge of Facial Palsy and to encourage medical students to think holistically about the needs of this group, the charity Facial Palsy UK invite undergraduate medical students to apply for a £300 prize, awarded for a communication piece suitable for social media promotion, that may contribute to addressing this issue.

We are looking for something a bit different from the usual written essay; rather we would like you to give us some form of presentation or other media content about a particular aspect of facial palsy that has piqued your interest, and you want to share with your peers/others. Some examples of what you could prepare:

- You may have encountered a particular case study (or read about) of facial nerve palsy that has interested you and you want to discuss your reflections on this –using a format that could be used as a training /discussion piece with others.
- You have done a piece of research that has featured facial nerve palsy in your intercalated degree/neurology studies and feel this is worth writing up/presenting, for the benefit of others to access.
- You are interested in neurological disorders but have not yet come across facial nerve palsy in your studies; you might want to investigate why that is the case, the implications for patients and health service and what we could all do about it.

The submission should take no longer than 15 minutes for FPUK to review it, whether it is a video format or audio or mix; it could be a PowerPoint presentation with audio as you might view in YouTube or a pure video format like a 'TED talk', a pure audio 'podcast', a collection of YouTube Shorts/ Instagram Reels or a mix of **proposed** social media with a connecting back commentary – it really depends on what you are trying to convey as your key messages; the point is that you have something to say and want others to listen. Submissions that include the input of others from a multidisciplinary perspective would enhance the dynamic of what we are looking for. Finally, the presentation can be on any aspect of facial palsy but should add to the body of knowledge rather than repeating commonly known information.

Applications, in any file format (so long as it is compatible and can be viewed through Microsoft products) should be sent to **mab@facialpalsy.org.uk by midnight 7th September 2025**. If videos are to be sent, please use a file sharing service such as Google Drive, Dropbox, or WeTransfer etc. Applications received

after the deadline will not be considered. You should acknowledge contributions from others and references where appropriate. The winning submission will be announced by 30th September 2025.

The successful applicant will be invited to receive their award at the inaugural patient conference for Facial Palsy UK **Saturday November 8<sup>th</sup> 2025** (reasonable travel expenses will also be paid). Where suitable for publication, submissions will be posted on our health professionals' website.

Facial Palsy Awareness week runs from **1-7<sup>th</sup> March 2025** and there will be lots of inspiring stories and interesting things happening to support your submission and gain your interest/enthusiasm for the topic.

If there are any queries, please contact [mab@facialpalsy.org.uk](mailto:mab@facialpalsy.org.uk)

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## **Judging Criteria for Facial Palsy UK Medical Student Prize**

To ensure a fair and objective assessment of submissions, entries will be evaluated by members of the Facial Palsy UK trustee board and Medical Advisory Board based on the following structured criteria. Each criterion includes an explanation, a scoring system (1 to 5), and examples of strong and weak submissions.

### **1. Content Relevance and Accuracy**

Why it matters: The submission should demonstrate a strong understanding of facial palsy, its causes, symptoms, management, and impact on patients. It should present accurate and well-researched information that aligns with current medical knowledge.

#### ***Scoring:***

- 5: Highly accurate, well-researched, and clearly explained. References to scientific literature or expert opinions are included.
- 3: Mostly accurate, but contains minor errors or lacks depth in certain areas.
- 1: Contains significant inaccuracies or outdated information.

#### ***Examples:***

- Strong: A case study with clear explanations of the diagnosis, treatment, and multidisciplinary care involved, backed by research.
- Weak: A general discussion on facial palsy that lacks specific examples or includes incorrect medical information.

## 2. Creativity and Innovation

Why it matters: The competition seeks content that is engaging, original, and creatively communicate key messages in a way that captures the audience's attention.

### **Scoring:**

- 5: Highly creative format with an innovative approach that enhances understanding and engagement.
- 3: Some creative elements, but presentation style is conventional or predictable.
- 1: Minimal effort in making the content engaging or unique.

### *Examples:*

- Strong: A clear explainer video with visuals, patient perspectives, and expert insights.
- Weak: A PowerPoint with basic text-heavy slides and no multimedia integration.

## 3. Clarity and Communication

Why it matters: The submission should be structured logically, easy to follow, and accessible to the target audience (medical students and healthcare professionals). The language should be clear and concise.

### **Scoring:**

- 5: Highly structured, easy to understand, and communicates key messages effectively.
- 3: Some parts are well-communicated, but others may be unclear or require additional explanation.
- 1: Disorganised, difficult to follow, or overly complex for the intended audience.

### *Examples:*

- Strong: A video explaining facial palsy using a clear narrative, well-paced delivery, and supporting visuals.
- Weak: Use of excessive jargon, lacking clear definitions or explanations.

## 4. Engagement and Impact

Why it matters: The goal is to raise awareness and improve understanding of facial palsy among healthcare professionals. The submission should encourage discussion, provoke thought, or leave a lasting impression on the audience.

### **Scoring:**

- 5: Engaging and thought-provoking, likely to be widely shared and spark discussion.
- 3: Moderately engaging, with some potential for impact but lacking a strong hook.
- 1: Unlikely to capture interest or prompt further discussion.

### *Examples:*

- Strong: A short narrative including interviews with patients/ healthcare professionals discussing the challenges of facial palsy.
- Weak: A scripted monologue with minimal effort to engage the audience.

## 5. Practical Application and Usefulness

Why it matters: The submission should contribute to medical education by providing valuable knowledge that can be applied in clinical practice.

### **Scoring:**

- 5: Highly useful, offering practical takeaways that healthcare professionals can apply.
- 3: Contains relevant information but lacks clear application in practice.
- 1: Theoretical or abstract with little direct usefulness.

### **Examples:**

- Strong: A tutorial explaining how to distinguish between different types of facial nerve palsy in clinical settings.
- Weak: A historical overview of facial palsy without linking it to current practice.

## Final Assessment

Each submission will receive a total score out of 35, based on the seven categories. The highest-scoring submission will be awarded the prize.