



ADVOCACY THROUGH ART contest

Based on Licking County's 2022 tobacco compliance rates receiving a 28.5% decrease in compliance compared to the previous year there is a need to address the Point of Sale and marketing targeted at youth. This project gives youth an opportunity to make a difference themselves at decreasing the use of nicotine among their peers.

The focus of the Advocacy Through Art Project is to train/educate youth to be advocates for policy change, specifically focusing on tobacco point of sale (POS) policies.

Youth will illustrate how policies play a role to make positive impact on health and individual behavior (e.g., reducing tobacco advertising and availability of products).

Youth will create art about the issues related to youth vaping and risks of nicotine use, including impacts on health, and targeting marketing strategies used by tobacco companies.

The winner will receive a \$500 Target gift card with 2nd place receiving \$300, 3rd place receiving \$200, and people's choice receiving \$100.

The referring teacher for the 1st place winner will receive a \$1,000 check for promoting the contest to students. If there is not a referring teacher, the \$1,000 will be given to the school.

If the award is given to a pair of students, only one prize will be awarded to be split between the two students. The winning designs will be displayed on Licking County Health Department's social media. A newsletter will be sent out to announce the winners, the associated high school(s), and the winning designs to the community.

Official Rules:

The following are the official rules:

1. To be eligible, you must be a middle/high school student (grades 7-12) in Licking County.
2. Participants may work individually or in pairs (2 members). A separate participant form must be submitted for each member.
3. All submitted designs should be original work. Designs should not be copied or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
4. All entries will become the property of the Licking County Health Department. By submitting, each participant agrees all intellectual property rights in the public service announcement design are deemed assigned to the Licking County Health Department

How to Enter

To enter the contest, eligible participants must:

1. Complete the participant/permission form.
2. Create artwork that demonstrates the issues tobacco companies create for youth regarding vaping.



3. Submit the participant form with your design by : May 15th 2023 via email to kthompson@lickingcohealth.org

Selection Criteria

Submissions will be evaluated on the following **criteria**:

Relevance- Does the entry align with the theme and goals of the contest? Does It convey the importance of teens making safe driving decisions?

Originality- Does the design exhibit original design, creativity, and imagination?

Aesthetic Quality- Does the design draw attention that is visually pleasing? Do the design elements work well together? Will someone be able to get the message quickly through a quick stroll through social media?

Message- is the message positive than negative or scary? Will it resonate with teenagers?

Title of Design Entry:

Last name:

First Name:

Age:

School Name

Grade

School Address

Referring teacher's name (if none, leave blank)



Participant

Parent/Legal Guardian

I have completely read the Official Rules and Guidelines of this contest, and I understand and agree to abide by those rules.

Each participant understands that if his/her design is selected as the winning design, he/she will relinquish all claims, rights, and benefits related to the display, modification, reproduction, publication, distribute, use, and other exploitations of the work, other than the prize awarded to the winning entry.

This form must accompany all contest submissions.

*If you are under 18 years old, you must have a parent or guardians' signature on this form.

I have completely read the Official Rules and Guidelines of this contest, and I understand my child is planning to participate in submitting a design.

I hereby grant full permission and authority to the Licking County Safe Communities Coalition, and anyone authorized by the Licking County Safe Communities Coalition and State Farm to download, use, copy, publish, and display my child's design as contained in this design entry.