

Take a Breath: Teen Voices on Tobacco & Vaping

Poster Contest – Information

Background

Youth in Grades 8 to 12 living in the Interior Health region are invited to create and submit an original artwork that shares a message about the impact of youth tobacco use (i.e. smoking, chewing) and vaping. Youth know better than adults about youth smoking/tobacco use and vaping. It is important to hear youth voices and views on how tobacco and/or vaping impacts them and their friends, family, school and community. The hope is for the project to promote conversation within the school community and help their peers make informed decisions about smoking and vaping.

Contest Rules

1. **Submit your entry by the deadline: 11:59 p.m. PST on Nov. 15, 2022.** Artists may submit one entry per contest theme. Each entry must be accompanied with an entry form.
2. Each entry shall be no more than one page in length, **between 8.5 x 11 and 11 x 17 inches in size**. All art submitted must be original and created by the person making the submission.
3. English, French or Indigenous languages (with English translation included) accepted.
4. The following formats will be accepted: a poster; a drawn, painted, or digital illustration that conveys a message about the contest themes; an infographic. Digital submissions should be a PDF Print Quality version.
5. Entries must abide by one of the themes of the Poster Contest:
 - a. The importance of ceremonial tobacco for Indigenous traditions, and how it differs from everyday (commercial) tobacco use
 - b. Important facts about smoking/tobacco and vaping products
 - c. Tobacco and vaping companies' strategies to promote use
 - d. Impact of smoking/tobacco and vaping on my life
 - e. Environmental impact of smoking/tobacco and vaping
6. Entries will be evaluated by a panel of peer judges based on the following criteria:
 - a. Scientific Content
 - i. How well does the entry focus on the impact of teen vaping or smoking?
 - ii. Does the poster contain clear and complete information so people will understand the risks?
 - iii. Is the information scientifically accurate?
 - b. Impact & Persuasiveness
 - i. How well does the entry grab people's attention?
 - ii. How persuasive are the images, language, and facts?
 - c. Creativity
 - i. How original and inventive are the entry's visuals and/or words?
 - d. Presentation
 - i. Is the entry neat, readable, with correct spelling, grammar and punctuation?

Entry Submission

Original artwork can be mailed to:

Interior Health – Population Health
Tobacco and Vapour Reduction
1440 14th Ave.
Vernon, B.C. V1B 2T1

Digital entries can be emailed to:

tobaccoandvape@interiorhealth.ca

Prizes

A winning poster will be chosen for each of the five themes. The successful artists will be awarded \$150 in the form of an appropriate gift card of the winner's choosing.

Winners will be notified by the week of Jan. 15, 2023, and announced by Interior Health.

The winning posters will be professionally printed and the successful artists will receive a copy. Artists retain the copyright to their work but agree that it may be used by Interior Health in the promotion of national, regional, and local smoking/tobacco and vaping awareness campaigns, and be featured in schools, community settings, and on Interior Health's social media platforms, website, and in hospitals and health-care centres.

For more information, visit: interiorhealth.ca/takeabreath