



2009 YOUTH TOBACCO PREVENTION & AWARENESS POSTER CONTEST

www.smokefreephilly.org

CONTEST GUIDELINES

The Youth Tobacco Prevention & Awareness Poster Contest is open to any youth who lives in the City of Philadelphia and is currently in 3rd through 12th grade. The categories for this contest are grades 3-5, grades 6-8, and grades 9-12. First-, second-, and third-place winners will be chosen in each grade category.*

Poster Criteria

Youth are asked to create an original poster reflecting an anti-tobacco theme of their choice. Any or all tobacco product(s) may be targeted; however, no brand names should be used.

All posters should meet the following standards:

- **Paper size:** Minimum – 8 ½ inches x 11 inches; Maximum – 11 inches x 17 inches.
- Posters must be created by hand (paint, crayon, pen, etc.).
- No computer-generated submissions will be considered (including clip art).
- Text may be included, but it must be clear and readable. Check your spelling!
- All submissions must be in color. **NO** black and white line drawings will be accepted.
- Do not use glitter, glitter pens, metallic paint or metallic markers.
- Using celebrities or cartoon, video game, or movie/television characters is not allowed.
- The **name and grade** of the artist must be printed neatly on the back of each poster.
- DO NOT sign the front of the poster.
- A completed registration form must be taped (not glued) to the back of each entry.
- Only one (1) entry per youth will be accepted.

Deadline

Posters should be submitted to the Philadelphia Department of Public Health - Tobacco Control Program, 1101 Market St., 9th Floor, Phila, PA, 19107, **by Mon., March 30th**. No posters will be accepted after the 30th.

Prizes (*First-, second-, and third-place winners will be selected in each grade category.*)

- First-place winners will each receive a \$250 Borders Gift Card. First-place posters will be reproduced and displayed on SEPTA buses.
- Second-place winners will each receive a \$125 Borders Gift Card.
- Third-place winners will each receive a \$75 Borders Gift Card.

All winning posters will be included in a 2010 SmokeFree Philly calendar. Selected posters will be reproduced and distributed to Tobacco Control Program service providers to promote tobacco prevention, education and cessation programs.

* Disclaimer 1 of 2 – All posters submitted for consideration in the Youth Tobacco Prevention & Awareness Poster Contest become the property of the Tobacco Control Program and may be used and reproduced at the sole discretion of PDPH.

* Disclaimer 2 of 2 – Family members of the Tobacco Control Program and its service providers are not eligible to enter the Youth Tobacco Prevention & Awareness Poster Contest.

FOR MORE INFORMATION, CALL: (215) 685-5681

This project is sponsored by the Philadelphia Department of Public Health and the Pennsylvania Department of Health, Edward G. Rendell, Governor.



2009 YOUTH TOBACCO PREVENTION & AWARENESS POSTER CONTEST

www.smokefreephilly.org

REGISTRATION FORM

A registration form must be completed for each youth who submits an entry in the 2009 Youth Tobacco Prevention & Awareness Poster Contest. This registration form must be attached to the back of the poster. This is the only information that the Philadelphia Department of Public Health will have to contact contest participants. ***The deadline for submissions is Monday, March 30, 2009.***

***PLEASE PRINT NEATLY AND COMPLETE ALL THE INFORMATION REQUESTED.**

1. Last Name _____ First Name _____

2. Address _____
Number Street Apt.

City Zip Code

3. Phone () _____

4. School _____

5. Grade _____

6. Let us know how you found out about the Youth Poster Contest.
(Please name the after-school program, teacher, organization, or advertisement, etc.)

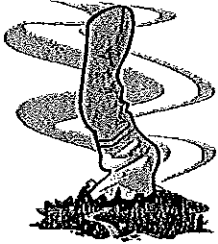
SEAMAAC. Inc

* All posters submitted for consideration in the Youth Tobacco Prevention & Awareness Poster Contest become the property of the Tobacco Control Program and may be used and reproduced at the sole discretion of PDPH.

* Family members of the Tobacco Control Program and its service providers are not eligible to enter the Youth Tobacco Prevention & Awareness Poster Contest.

FOR MORE INFORMATION, CALL: (215) 685-5681

This project is sponsored by the Philadelphia Department of Public Health and the Pennsylvania Department of Health, Edward G. Rendell, Governor.



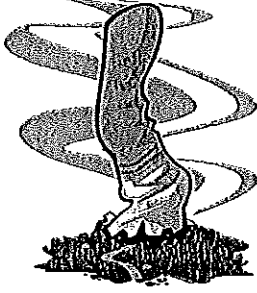
Tobacco Facts

(Grades 9 -12)

- ***"Secondhand smoke harms every cell in every organ of the human body period."***

Former U.S. Surgeon General Richard Carmona

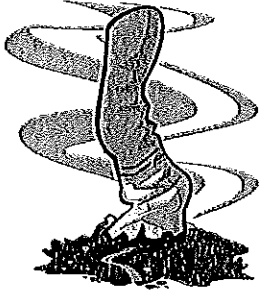
- People that do not smoke will have more money their whole lives. They will pay less for health and life insurance, doctor's bills, mints, dry cleaning, soap and shampoo, carpet and furniture cleaners. They can also get better jobs since many companies don't like to hire smokers.
- Teens that don't smoke have more dates than smokers do. It's no wonder. They have fresher breath, better smelling skin, clothes and hair, whiter teeth, clearer fingernails, and stronger, fuller hair.
- Nine out of ten high school students in Philadelphia do not smoke. These students aren't fooled by tobacco company propaganda or candy-flavored tobacco and they don't bow down to peer pressure.
- Students that don't smoke have clearer lungs and better hearts than smokers do. They have more strength and stamina when playing ball, running, swimming, skating or doing gymnastics.
- Pets in homes with clean, smokefree air will not be exposed to smoke residue that lands on everything including the pets' fur (which they lick off and ingest) and they will not inhale deadly secondhand smoke.
- High School students that don't smoke will have more options in life. Quitting a pack-a-day habit means a former smoker could save, in only one year, enough money to take a fabulous vacation to Hawaii, put a down payment on a new car or buy books for his/her freshman year in college.
- Nonsmokers have less chance than smokers do of getting cancer (of the lung, breast, stomach, cervix, mouth, throat or lips), leukemia, emphysema, and heart disease. Smoking increases your chances of becoming impotent or blind.



Tobacco Facts

(Grades 6 - 8)

- Smoking costs a lot of money. If someone used to smoke one pack a day and now they've stopped smoking, in one year they could save enough for a new computer or a trip to Disneyland.
- You can be a better athlete if you do not smoke. People who don't smoke have stronger lungs and hearts and find it easier to play ball, jog, and skate, do gymnastics or even walk fast.
- Students can protect themselves from secondhand smoke if they don't ride in a car with a smoker or if they leave the room if someone starts to smoke around them.
- There is no safe tobacco. All of it can cause serious health risks, including bidis, hookahs, cigarettes that smell like candy & smokeless tobacco like "snuff".
- Most high school students in Philadelphia do not smoke. They do not let smokers pressure them into getting addicted. They ignore the hype put out by tobacco companies. Nonsmokers choose to look better, smell better and be healthier by staying away from tobacco.
- Pets living in homes with smokers are more likely to get cancer and other diseases. Smoke leaves a poisonous residue on everything in the house. Pets get sick because they lick it off and inhale the secondhand smoke.
- When you decide not to smoke, you can protect your body from many health problems, such as shortness of breath, coughing spells, asthma & allergy problems & bronchitis.



Tobacco Facts

(Grades 3 - 5)

- People who make cigarettes want to fool you. They want you to think it is cool to smoke. You know better, don't you?
- If you don't smoke you will look better and smell better. You will have whiter teeth and fresher breath. Your hair, skin and clothes will smell a lot better because you won't have the old ashtray smell.
- When you stay away from tobacco your body is stronger. You can run faster, jump higher, play longer.
- Moms that don't smoke have healthier children. Their kids have stronger lungs and breathe better. Their babies don't get sick from the poison that smoke leaves on clothes, furniture, and even toys.
- There is no kind of tobacco that is good for you. Even if it comes in a pretty box or smells like fruit, it still has nicotine. Nicotine is a drug in tobacco that makes it hard for people to stop smoking.
- When you keep your pets away from smoke, you are protecting them from getting sick.

