



Beyond the Buzz: Youth Voices on Tobacco, Cannabis, Vaping & Alcohol

Poster Contest – Frequently Asked Questions: *Supporting Adults*

Q: What is Beyond the Buzz: Youth Voices on Tobacco, Cannabis, Vaping & Alcohol Poster Contest?

A: We are looking for original artwork that shares a message about the impacts of tobacco, vaping, cannabis or alcohol use, inspired by one of the following themes:

- **Alcohol:** The silent damage of Alcohol: Health risks and impacts
- **Tobacco:** Clear the air: The environmental toll of Tobacco
- **Vape:** Hidden impacts of Vaping: Health risks and misconceptions
- **Cannabis:** Your brain and Cannabis: Impacts on mental health and well-being

Q: Why is this important?

A: Youth know better than adults about their own experiences when it comes to substance use. It is important to hear youth voices and views on how tobacco, cannabis, vaping and/or alcohol impacts them and their friends, family, school and community.

Youth residing in the Interior region of BC have self-reported higher rates of substance use when compared to the provincial average. According to the BC Adolescent Health Survey (2023):

- BC Youth were more likely to have vaped in the past month than to have ever tried smoking tobacco (26 per cent vs. 15 per cent).
- Rural-based youth were more likely than those from urban areas to have used substances.
- Emerging trends indicate that youth who start vaping are three times more likely to begin smoking.
- Youth are beginning to experiment with substance use at younger ages compared to previous years (i.e., before age 12).
- 34 per cent of Interior BC youth have reported experimenting with cannabis use; compared to 22 percent of all BC youth.
- 51 per cent of Interior BC youth have reported experimenting with alcohol; compared to 38 per cent of all BC youth.

Q: What does it mean to be a supporting adult?

A: Supporting adults are adult influencers in youth lives. Supporting adults can include teachers, parents, family members, coaches, counsellors, and/or mentors. We encourage supporting adults to use this contest as a venue to initiate conversations with youth about the impacts of substance use through the creation of original artwork, by youth for youth. Young people know more than anyone about how their friends use tobacco, vapour, cannabis and/or alcohol products, so their messages will help their peers make informed decisions about using these substances.

Q: Who is eligible to participate?

A: Youth in Grades 6-12 who live in the [Interior Health region](#) are eligible to submit an original piece of artwork in a poster format.

There are two separate but parallel competitions; one for youth in Grades 6-8, and one for youth in Grades 9-12. All youth must enter the contest the same way, and submissions will then be screened by Interior Health into either one of the Grade brackets.

All entries must be submitted by 11:59 p.m. PST on Dec. 15, 2024.

Q: What type of artwork can be submitted?



A: All art submitted must be original and created by the person making the submission. Artists may submit one entry per contest theme. Artwork must be a poster submission; drawn, painted, or digital illustration, or infographic. Interior Health will not accept submissions that include the use of AI generated images. Each entry shall be no more than one page in length, between 8.5 x 11 and 11 x 17 inches in size. Digital submissions should be a PDF Print Quality version.

Q: How can artwork be submitted?

A: Artwork along with an entry form can be submitted in two ways:

Original artwork can be mailed to:

Interior Health – Population Health
Legal Substances Program
1440 14th Ave.
Vernon, B.C. V1B 2T1

Digital entries can be emailed to:

LegalSubstances@interiorhealth.ca

Q: How will the posters be judged?

A: Each poster will be screened into one of the two eligible Grade competition brackets (either Grade 6-8 or 9-12). All posters will be evaluated by a panel of youth judges from Interior Health's YOUTHWISE Advisory Council, who will evaluate poster submissions on the following criteria: 1) Scientific Content; 2) Impact & Persuasiveness; 3) Creativity; and 4) Presentation.

Q: When will the winners be announced?

A: Winners will be announced during the week of Jan. 20, 2025. All winners will be notified by the phone number and/or email provided on the entry form. Schools will also be notified of winners. Interior Health may announce winners in a news release, on their website, and on social media.

Q: What are the prizes for the winners?

A: A winning poster will be chosen for each of the four themes, and for each Grade bracket competition (Grades 6-8 and 9-12). The successful artists will each be awarded \$150 in the form of an appropriate gift card of the winner's choosing.

Q: How will the winning artwork be used by Interior Health?

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

Q: Where can I find more information? What if I have additional questions?

A: For more information, visit: interiorhealth.ca/information-for/youth/beyond-the-buzz-contest