

Take a Breath: Teen Voices on Tobacco, Cannabis & Vaping

Poster Contest – Official Rules

Interior Health's Take a Breath: Teen Voices on Tobacco, Cannabis & Vaping Poster Contest invites students in Grades 8 to 12 living in the Interior Health region to create and submit an original one-page poster related to one of the following themes:

- The importance of ceremonial tobacco for Indigenous traditions, and how it differs from everyday (commercial) tobacco use (*must identify as Indigenous to submit entry to this theme*)
- Important facts about smoking tobacco, cannabis and/or vaping products
- Tobacco and vaping companies' strategies to promote use
- Impact of smoking tobacco or cannabis and/or vaping on my life
- Environmental impact of smoking/tobacco and vaping

Deadline for Submissions

Each entry must be submitted by the deadline of **11:59 p.m. PST on Dec. 15, 2023**, as either a poster; a drawn, painted, or digital illustration that conveys a message about the contest themes; an infographic. Artists may submit one entry per contest theme.

Each poster submitted will be evaluated by a panel of peer judges and in accordance with these Official Rules will determine finalists.

Contest Calendar

The Contest starts on Oct. 15, 2023, and closes at 11:59 p.m. PST on Dec. 15, 2023. No late submissions will be accepted. Interior Health will be the official timekeeper for this Contest. The dates are subject to change at the discretion of Interior Health.

Eligibility

The Poster Contest is open to registered students from Grade 8 to Grade 12 who are attending a school program within the Interior Health region.

Youth must submit their poster on or before the Contest deadline.

By participating in the Contest, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Judging Committee, which will be final and binding, including Interior Health's right to verify eligibility, to interpret these Official Rules, and to resolve any disputes relating to this Contest at any time.

How to Enter

Entrants must submit their posters no later than the Poster Contest deadline of 11:59 p.m. PST on Dec. 15, 2023.

- Each entry shall be no more than one page in length, between 8.5 x 11 and 11 x 17 inches in size
- Each entry must be accompanied with an entry form
- Contest launches Oct. 15, 2023

- Contest deadline is Dec. 15, 2023 at 11:59 p.m. PST
- Winners will be notified during the week of Jan. 14, 2024
- Artists may submit one entry per contest theme
- The following formats will be accepted: a poster; a drawn, painted, or digital illustration; an infographic
- Entries must abide by the themes of the Poster Campaign

How to Submit Entries

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

Entry Requirements

Entry may not contain, as determined by Interior Health, in its sole discretion, any content that:

- is sexually explicit or suggestive; is obscene or offensive; profane or pornographic; contains nudity;
- Is derogatory, discriminatory or offensive to a person or group regarding Indigenous identity, race, colour, ethnicity, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation, gender identity or expression, age, profession or political views.
- promotes alcohol, illegal drugs, firearms/weapons; promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- defames, misrepresents, or contains disparaging remarks about other people or companies;
- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others, without permission;
- contains any personal identification, such as personal names or email addresses;
- contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies, or other media), without permission;
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person, including, without limitation, celebrities and/or other public or private figures, living or dead, without permission;
- communicates messages or images inconsistent with the positive images and/or goodwill to which we wish to associate; and/or
- violates any law.

Entry must be the original work of the Entrant, must not have been previously published, must not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity.

- Entrant waives any and all claims Entrant may have had, may have, and/or may have in the future, that any Entry and/or other works accepted, reviewed, and/or used by the Entrant may be similar to his/her Entry, or that any compensation is due to Entrant in connection with such Entry or other works used by Interior Health.
- Entrant agrees that Interior Health is not responsible for any unauthorized use of Entries by third parties.

Screening

Entries received by Interior Health will be reviewed for compliance with the Official Rules.

Finalist Judging Period

At the conclusion of the screening period, all eligible Entries received by Interior Health will be reviewed by a panel of peer judges based on the below criteria. Entries will not be identifiable (i.e. name removed):

- a. Scientific Content
 - i. How well does the entry focus on the impact of teen tobacco, cannabis or vaping?
 - 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 and readable with correct spelling, grammar and punctuation?

Each eligible Entry can earn between 1–10 points in each of the four categories. A total score from each judge will be determined by adding up the points in each category, for a score out of 40. An average score for each Entry will be determined based on the total scores from each of the judges.

In the event of a tie, an additional "tie-breaker" will determine the Finalist(s) based on the criteria listed herein.

Prizes (subject to change)

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.

Privacy

Personal information received from Entrants is subject to Interior Health's privacy policy. If Interior Health determines, in its sole discretion, that an Entrant has breached a representation or it considers an Entry inappropriate as set forth herein, the Entry may be disqualified. By entering the Contest, each Entrant represents and warrants that he or she has obtained all of the rights, licenses, and permissions in writing from any person who is referred to in any manner in the Entry and such persons grant the rights set forth herein. Entrants MAY NOT submit entries created by any person other than themselves.

Decisions of Interior Health are final and binding.

General Conditions

By participating, each Entrant agrees:

- (1) to abide by these Official Rules and decisions of Interior Health and judges, which shall be final and binding in all respects relating to this Contest;
- (2) to release, discharge, and hold harmless Interior Health, their affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, stakeholders, employees, agents, and representatives of the foregoing, from any and all liability, losses, and damages of any kind, directly or indirectly, from Entrant's participation in the Contest or the acceptance, possession, use, or misuse of any awarded prize (including any travel/activity related thereto); and
- (3) to the use of his/her name, voice, performance, photo, caption, prize information, image and/or likeness for programming, advertising, publicity, trade, and promotional purposes in any and all media, now or hereafter known, worldwide and on the internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law). By participating, participant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the Contest without the prior consent of Interior Health, which may withhold in its sole discretion.

Miscellaneous

Interior Health is not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered, or garbled Entries, photos, or votes relating to the Contest. Interior Health reserves the right at its sole discretion to suspend, modify, or terminate the Contest.

Disputes

Except where prohibited, Entrants agree that:

- (1) any and all disputes, claims, and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action;
- (2) All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of the Entrant and Interior Health in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the British Columbia without giving effect to any choice of law or conflict of law rules which would cause the application of the laws of any jurisdiction other than British Columbia.

Student Contest

- Open only to students enrolled in and attending an academic program in Grades 8–12 who reside in the Interior Health region.
- Contestants must be under the age of 19 years.
- **Contest Deadline: 11:59 p.m. PST on Dec. 15, 2023.** Entries must be received on or before this date.