



Social Media Advertisement campaign

Funded by ReACT MT and Lewis and Clark Public Health

This campaign is a social media advertisement contest designed to create an ad campaign to prevent the use of e-cigarettes among teens. This contest is open to high schoolers and is created by teens for teens.

Overall Theme:

Each social media entry must relate to e-cigarette prevention and must be created by teens and geared towards their peers.

Only positive ads will be accepted, focus on the **positives** of abstaining from e-cigarettes and the health benefits and alternatives to using them . There will be no shock or hate advertisements permitted.

We will only be accepting ads that relate to the prevention of e-cigarettes, not ads relating to commercial cigarettes, chew, etc. That being said, ads can include messaging about any form of electronic nicotine delivery device (E.N.D.s) and can depict popular devices but **shouldn't include any brand names or logos specifically.**

Included at the bottom is a fact sheet to help get you started and give you some ideas of the types of statistics and messages we are looking for.

Rules:

Members must be in high school in Lewis and Clark or Broadwater county and may only submit one ad per person or group of persons. Many drafts may be created and is encouraged, however only one per person/group can be submitted.

Ads must be completely original, pictures used should be originals or clip art. Any medium is acceptable and includes drawings, painting, collage, or photography aspects.

Entries should be created and submitted on a square piece of paper, no bigger than 8in x 8in. keep in mind that the nature of this contest is a social media advertisement so it will have to be sized down considerable for Instagram and Facebook. No small print or images.

Place your entry and release form in a sealed manila envelope with your *name, grade, school, and phone* number on the front of the envelope. Please avoid folding your entry, and please don't put your name on the entry itself.

Entries must be submitted to the school's main office by the end of the school day on **Friday, March 13th**. Projects will be judged the third week of March.

Prizes:

There will be a monetary prize of \$100 dollars for the winning advertisement, \$75 for second place, \$50 for third place, and \$25 dollars for fourth place in the forms of visa gift cards. These ads will appear on social media via Facebook and Instagram,

Scoring:

Design submissions will be scored based on the following criteria. Emphasis will be placed on originality and that your design and message are clear and concise. Advertisements can earn up to 50 points.

- Instructions followed (5pts)
- Accuracy of message (5pts)
- Overall appearance (5pts)
- Ad is geared towards youth and teens (5pts)
- Focused on e-cigarettes (5pts)
- Cited Sources (5pts)
- Message and design are clear and concise (10pts)
- Originality of design (10 pts)

Total Score /50

For Questions or comments please contact Nathan Wellington at nwellington@lccountymt.gov or by phone at (406)457-8924.

Fact Sheet:

These facts are to guide you in the right direction and as examples of the sort of messaging we are looking for. However, you are not limited to these topics or facts and an emphasis WILL be placed on originality of advertisement messaging. Just remember that your ad must be related to E-cigarettes and must target your peers.

- E-cigarettes are marketed to attract youth and teen users with the sleek designs and the thousands of sweet and fruity flavors.
- E-cigarettes produce a harmful aerosol solution including tiny metallic particles and non-water-soluble harmful chemicals. It is NOT harmless water vapor.
- E-cigarettes and pod systems contain nicotine and they are especially dangerous for the teen user due to the brains continued development.
- E-cigarette users are 4 times more likely to start using other forms of commercial tobacco like combustible cigarettes.

Other Resources: <https://mreact.com/>, <https://dphhs.mt.gov/>,
<https://med.stanford.edu/tobaccopreventiontoolkit.html> ,<https://truthinitiative.org/>