

Official Rules of the 2023 Orange County Take Down Tobacco Day Contest

CONTEST AND ELIGIBILITY:

The 2023 Orange County Take Down Tobacco Day Contest is open to all middle and high school students, in both public and private schools, in Orange County, VA. Middle school students must be in 6th, 7th, or 8th grades to enter. High school students must be in 9th, 10th, 11th, or 12th grades to enter. Homeschooled students of middle and high school age/grade are also eligible to participate in the contest if they reside in Orange County, VA.

Orange County students are invited to create an advertisement against flavored tobacco products, either through an original photo or artwork or through a digital graphic or video. All submissions must be produced individually. No joint submissions will be accepted.

Ownership of the advertisement submitted will remain with the artist; however, by entering the contest, the artist and the artist's parent/guardian acknowledge that the Orange County Office on Youth reserves the right to reproduce and publish any advertisement submitted for the contest and further acknowledges that the artist's name, age, and school may be used for promotional purposes.

Students need not have any fancy video equipment or graphic design applications to enter. Creativity and originality are the only prerequisites to enter. A panel of adult judges selected from the Orange County community will evaluate the advertisements submitted on the following criteria:

- Message and appropriateness to theme
- Creativity and originality
- Overall presentation

All work will be categorized into two divisions: middle school and high school. Each submission will be assigned a number for the evaluation by judges, so that judges will not know the name, grade, or school location of the contestant. One winner will be selected from the middle school division and one winner from the high school division.

The winner of each division, along with other finalists, will have their advertisement prominently displayed on the website and social media pages of the Orange County Office on Youth and the Orange Healthy Community Action Team as well as by the Office on Youth at their physical office and other media outlets as deemed appropriate. Further, the students will be invited to be recognized at a future meeting of the Orange County Board of Supervisors and/or Orange County School Board.

NOTE: Each entry form must include parent/guardian consent. Entries without parent/guardian consent will not be eligible for the contest.

WHAT IS TAKE DOWN TOBACCO DAY?

(excerpt from www.takedowntobacco.org)

Take Down Tobacco Day, a fresh take on Kick Butts Day, is the Campaign for Tobacco-Free Kids' signature platform for empowering people to stand up and speak out against the tobacco industry. The

Take Down Tobacco program is a 365 day a year effort that culminates every spring with the Take Down Tobacco National Day of Action. This year Take Down Tobacco National Day of Action is March 31, 2023.

THE PROBLEM: The tobacco industry has a long history of targeting kids with flavored products, like flavored e-cigarettes, menthol cigarettes and flavored cigars. Flavors improve the taste and mask the harshness of tobacco products, making it easier for kids to try these products and ultimately become addicted. The evidence is overwhelming that flavors play a key role in youth starting and continuing to use tobacco products, leading to addiction.

THE SOLUTION : Cities, states and national regulators must implement strong policies that comprehensively end the sale of flavored tobacco products to cut off the tobacco industry's pipeline of youth addiction. Five states and +360 localities across the country restrict the sale of flavored tobacco products, but laws differ in their application of types of products and stores.

Orange County is joining the effort to Take Down Tobacco companies and their harmful products!

SUBMISSION GUIDELINES:

- Be new and creative.
- Advertisements can be in the form of an original photo, artwork, digital graphic, or video.
- Digital graphics should be created in a square format so that it can be shared easily on social media networks.
- Videos must be no more than 30 seconds long.
- All entries, including videos, shall not include the name of the artist/contestant within the work itself. Credit will be given to the artist each time the advertisement is shared; however, the advertisement should be able to serve as a stand-alone message without rolling credits and the like.
- Artists can feel free to include Orange County's text message Quitline information for the This is Quitting program for youth vapers: Text VAPEFREEOC to 88709; however, this is not a requirement.
- Advertisements must NOT:
 - Focus on brand names or trademarks.
 - Contain copyrighted material (such as music tracks, snippets of copyrighted programs) without necessary authorizations.
 - Contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous, or promote any kind of discrimination whatsoever.
- Advertisements can only show logos, organizations, or institutions if the display is *incidental and not promotional*. All decisions as to whether such display rises to the level of promotion will be determined by the judging panel on a case-by-case basis.
- Contestants must have obtained permission from any person whose name, image, likeness, or voice is included in the submission, and that such person(s) have granted the artist with the necessary rights to use the person's likeness as described in these rules.
- *Please note, advertisements do not need to include people or organizations/institutions; however, should the artist choose to do so, they must follow the rules herein.*

TIMELINE:

- February 13, 2023: Contest opens to Orange County middle and high school students
- February 13 – March 13, 2023: Entries accepted
- March 14, 2023 (at 12:00 a.m.): Contest registration closes
- March 14 – March 29, 2023: Contest judging takes place
- March 31, 2023: Winners announced on social media and notified electronically

STEPS TO ENTER:

1. Review the contest rules and contact rchapman@orangecountyva.gov immediately if you have any questions.
2. Create your advertisement against flavored tobacco products. Have fun and be creative!
3. Submit your advertisement electronically as an attachment to the google registration form: <https://docs.google.com/forms/d/1gNJFEpyPZBs6FPefQ6hBLT9bC7ReK-xOjkRrsDglrVo> by Monday, March 13, 2023 at 11:59 p.m.
*Make sure to title your submission PRIOR to uploading it as an attachment with the following format: Last Name_First Name_Grade Level_School Name
4. After submitting your google form, ensure that you have received a confirmation email from rchapman@orangecountyva.gov within 48 hours of submission. This step ensures that any technical glitches have been accounted for. Please NOTE – the google form will NOT accept entries after 11:59 p.m. on Monday, March 13th, so contestants are encouraged to submit their advertisement with enough time to receive notice that their entry has been properly received.
5. Share about the impact of flavored tobacco products on youth, with friends and family members.

PRIZES FOR WINNERS:

Although several student submissions will be highlighted on social media, one winner from the middle school level and one winner from the high school level will be selected to win the grand prize: Title of the 2023 Orange County Take Down Tobacco Day Contest Winner, an Apple 11-inch iPad Pro (2021) Wi-Fi 128GB, and a \$250 scholarship toward the purchase of creative applications for the iPad, such as a 12-month subscription to the Adobe Creative Cloud Student Edition application.

Parent/guardian consent acknowledges and agrees to the potential for a substantial prize winning.

Still have questions?

Please contact Robyn Chapman at rchapman@orangecountyva.gov for any questions regarding the 2023 Orange County Take Down Tobacco Day Contest. Please make sure to include the words “Take Down Tobacco Contest” in the subject line.

**TOGETHER WE WILL TAKE DOWN TOBACCO
IN ORANGE COUNTY, VA!**