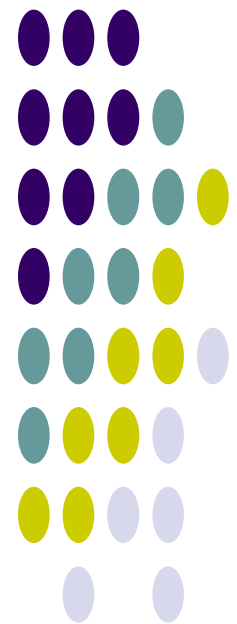


# '08-'09 Social Norms Marketing Poster Challenge

Social Norms Campaign:  
Anti-Smoking

ENTRY  
DEADLINE  
MARCH 27  
2009



Jefferson County Smokefree Coalition



# The Challenge!



**The goal of the positive social norms poster challenge** is to correct inaccurate beliefs about the number of teens who smoke cigarettes in Kentucky.

**This will happen by promoting the fact that most students in KY do NOT smoke.** This method of promoting normal behavior, or the “norm,” is called positive social norms marketing. The goal is to correct inaccurate beliefs.

**Do you know the correct percent of students who smoke in KY?**

Question: How many high school students in Kentucky smoke?

Answer: 25% (that means 75% do NOT smoke)

**Misperceptions can be dangerous because they affect a person’s behavior.** For example, did you guess the percent of students who smoke in KY to be higher than 25%? If so, this is an example of a misperception, which is a belief based on incorrect information. If a teen believes most teens smoke (which is not true), they are much more likely to smoke. If they know the truth, that most teens do not smoke, they are much more likely to be part of the “norm” and not smoke.

**Your challenge is to develop a clever, creative, fact-based social norms marketing poster to inform others, that even in KY, most students do NOT smoke.** Catch their eye so they will read YOUR poster, and then give them the real facts. Read on for rules and to see examples of other posters, then give us your best design. We’ll use the best posters (not just the winners) across Jefferson County. If we can change their beliefs, we can change their behaviors and make Louisville a healthier place.

**START WORKING ON YOUR POSTER TODAY!**



# '08-'09 Social Norms Marketing Poster Challenge (PSNPC)



**Who:** Any middle and high school student in Louisville is eligible to participate in the competition.

**What:** The PSNPC is a challenge for middle and high school students to develop messages promoting the fact that most students do not smoke cigarettes. Students are asked to do the following:

- Work either alone or with others.
- Use their creativity.
- Develop posters promoting the fact that most students do not smoke.
  - Posters should have eye-catching message.
  - Posters should have graphic.
  - Posters should include school stats indicating the percent of students who do not smoke.
- Enter their poster in the challenge by Friday, March 27, 2009.
- Have fun while promoting being healthy!

**When:** **First, complete and return the Commitment Form by February 27, 2009. Second, submit poster designs, in a required format with release form by FRIDAY, March 27, 2009 to [pkiser@kentuckyaction.org](mailto:pkiser@kentuckyaction.org)**

**Finally,** 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners will be announced in May, 2009.

**Where:** Students may use class time, with teachers' permission, and/or work on their own time.

**Why:** Prizes! Fun! Acknowledgement!

- The goal of the challenge is to make people realize that most teens don't smoke.
- Students will receive gift cards to Best Buy:
  - ✓ 1<sup>st</sup> Place - \$400
  - ✓ 2<sup>nd</sup> Place - \$250
  - ✓ 3<sup>rd</sup> Place - \$100
  - ✓ Top posters will be used in Positive Social Norms Campaign during the 09-10 school year.
- Teachers/adult sponsors will receive gift cards to Best Buy
  - ✓ 1<sup>st</sup> place - \$100
  - ✓ 2<sup>nd</sup> place - \$75
  - ✓ 3<sup>rd</sup> place - \$25



# Smoking Facts

You've read about the challenge: to correct inaccurate beliefs or misperceptions about teen smoking. The fact is that **MOST TEENS DO NOT SMOKE!** Since only 25% of high school students in KY smoke, that means **75% do not!** Here are some more facts:

Percent of ADULTS who currently smoke cigarettes:

- Louisville Metro = 26%
- Kentucky = 29%
- US = 21%

Percent of STUDENTS who currently smoke cigarettes (defined as having smoked or used a tobacco product on one or more of the past 30 days):

- KY high school students = 25 %.....75% DO NOT SMOKE
- US high school students = 23 %.....77% DO NOT SMOKE
- KY middle school students = 12 %.....88% DO NOT SMOKE
- US middle school students = 8 %.....92% DO NOT SMOKE

Current KY student-smokers who attempted to quit smoking at least once in the past 12 months:

- High school = 60%
- Middle school = 66%

Each day in the US, about 4,000 young people 12 – 17 years old begin to smoke. An estimated 1,140 become daily cigarette smokers.

Sources (most recent available data found):

- Behavioral Risk Factor Surveillance System (BRFSS) phone survey in 2004 and 2005, conducted by the Louisville Metro Department of Public Health and Wellness (LMPHW) Office of Policy Planning and Evaluation.
- 2006 KY's Tobacco Prevalence Data is reported by the KY Tobacco Prevention & Cessation Program
- 2006 KY Youth Tobacco Survey
- CDC Fact Sheet on "Youth and Tobacco Use: Current Estimates" (updated December 2006)

**LOUISVILLE METRO TOBACCO FREE COALITION  
KENTUCKIANA HEALTH ALLIANCE  
POSITIVE SOCIAL NORMS POSTER CHALLENGE 2009  
PARENT/GUARDIAN MEDIA RELEASE FORM**

**Please return Completed Forms to:**

*UAW-Ford Community Healthcare Initiative  
1930 Bishops Lane, Suite 1023  
Louisville, KY 40218-1929  
502-238-3601 - voice  
502-238-3606 - fax*

Entry # _____
School # _____

Student Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postal code: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: (#1) \_\_\_\_\_ (#2): \_\_\_\_\_

School/Community Organization: \_\_\_\_\_

***DECLARATION OF MEDIA RELEASE***

***(Please check appropriate boxes and have parent sign if child is under 18)***

I agree to allow my/my child's artwork to be used by the Louisville Metro Tobacco Free Coalition (LMTFC) and its affiliates for the use of promoting positive social norms to reduce tobacco use in our community. I understand that all rights of ownership of the artwork will become that of the LMTFC and that poster modification will occur to meet the tailored needs of the media campaign. Artist will be notified prior to modification/use if significant design changes are necessary. (REQUIRED FOR CONTEST ELIGIBILITY)

I give my consent to the LMTFC and its affiliates to use my child's name and likeness in the Social Norms marketing campaign. This may include mention on posters as well as print or broadcast media opportunities. (IF THIS BOX IS NOT CHECKED, THE POSTERS WILL STILL BE USED IN SCHOOLS BUT WITHOUT MENTION OF THE ARTIST)

Signature (Youth): \_\_\_\_\_ Date: \_\_\_\_\_

Signature (Parent/Guardian): \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Name (please print): \_\_\_\_\_

Contestant T-Shirt Size Preference:      LARGE      EXTRA-LARGE

# Positive Social Norms Poster Challenge – Commitment Form



## COMMITMENT TO PARTICIPATE FORM

### SCHOOL INFORMATION

School: \_\_\_\_\_

Check box:      Public:       Parochial:       Private:

School Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

School Phone: \_\_\_\_\_ School Fax: \_\_\_\_\_

### STUDENT INFORMATION

Student Name: \_\_\_\_\_

Student Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Student Email Address: \_\_\_\_\_

Student Home Phone: \_\_\_\_\_ Student Other Phone: \_\_\_\_\_

How best would you like to be contacted?    Mail:     Phone:     Email:

### TEACHER/ADVISOR/SCHOOL STAFF

Primary Teacher/Advisor/School Staff (if applicable): \_\_\_\_\_

Teacher Email Address: \_\_\_\_\_

Teacher Phone: \_\_\_\_\_ Other Phone: \_\_\_\_\_

How best would you like to be contacted?    Mail:     Phone:     Email:

**YES**, I want to participate in the 2008 Social Norms Electronic Poster Competition.

Student Signature: \_\_\_\_\_

Staff Signature: \_\_\_\_\_

**Mail this form to:**

Kentuckiana Health Alliance  
1930 Bishop Lane, Suite 1023  
Louisville, KY 40218  
502-238-3606  
rdeaton@ford.com

**Or fax to:**

**Or email to:**

# Competition Guidelines

## Design/Format Specifications



Posters should be eye-catching, attractive and presentable in public settings, especially schools (they must be somewhat tasteful – we can push the limits a little bit but if you go too close to the line of acceptability, you run the risk of having your poster rejected because it could not be used in a public campaign!). The review committee will have the final say as to what is or is not acceptable.

### **All entries must meet the following design/format specifications for consideration in the contest:**

1. Posters must convey the message that 75% of Kentucky High School students don't smoke.
2. Posters **must be** submitted in Adobe PhotoShop (\*.psd), MS Publisher (\*.pub) or MS Word (\*.doc) formats (other formats might be acceptable w/ special approval).
3. Posters need to be legible, easily read from a distance and quickly deliver your message (imagine reading it while walking down a hallway).
4. Posters must be formatted to an 11 X 17" page size - Either Portrait or Landscape orientation is acceptable.
5. Photoshop files should be set to a resolution of at least 300dpi.
6. Images with copyrights should only be used with permission.
7. Any typefaces are acceptable but if they are "non-standard," the name of the typeface and the font file (\*.ttf, etc.) must be submitted with the poster.
8. All eligible entries must be accompanied by permission/release form signed by parent/guardian and faculty sponsor. Release forms will be sent to you after your commitment form is received.
9. Posters cannot contain pro-smoking images or promote negative or anti-social behaviors.
10. If "fun" facts or trivia are used in the poster they should address the general population and their source should be cited.
11. Multiple entries by one contestant are permissible but every contestant is only eligible to receive one prize.

*\*\*The review committee retains rights to edit and reproduce any work submitted as an entry in this contest, regardless of whether or not a prize is awarded to the poster designer. Acknowledgement of poster designer will appear on any reproductions.\*\**

# PSNPC Competition

## Judging Criteria




- Were submission deadlines met on time?
- Is the poster eye-catching, creative, and original?
- Does it meet design/format specifications?
- Does the poster convey a positive social norms message indicating 75% of Kentucky students do not smoke?
- Is the poster presentable in a public setting, especially schools?
- Was release/permission form submitted and signed by all required parties?
- Are the fonts, pictures and messages all readable from a distance?
- Does the poster not promote negative behaviors or anti-social messages?

# Examples of Acceptable Positive Social Norms Posters



**IS THIS REALLY A SPIRAL?**



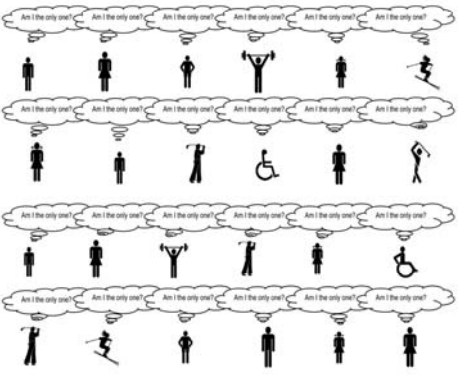
Well, it's **REALLY** just concentric circles...  
 ...and **REALLY** 9 out of 10 Manual students  
 haven't smoked cigarettes in the last year.\*

\*Information obtained from YOU on the 2004 JCPS Comprehensive School Survey

**Do You Know?**

I feel like I'm the only one who doesn't smoke.


**ARE YOU REALLY THE ONLY ONE?**



**IN REALITY...**  
 MORE THAN 8 OUT OF 10  
 STUART STUDENTS DON'T SMOKE!

**Do You Know?**

**JUST THOUGHT YOU'D WANT TO KNOW \***




92% of Americans bite their fingernails at least occasionally  
 (25% bite their toenails). - Data obtained from The Book of Odds, Michael Schook, 1993

86% of Stuart Middle School students don't smoke.  
 - Data obtained from HPSE 2006

**Do You Know?**

70% of the Earth's surface is covered with water...



and 70.5% of Fern Creek students don't smoke.

**Do You Know?**

# Frequently Asked Questions About the Campaign & Challenge



- **What is social norms marketing?** "Misperceptions are formed when a minority of individuals are observed engaging in highly visible problem behavior (such as public drunkenness or smoking) and when this extreme behavior is remembered more than responsible behavior that is more common but less visible. Scores of studies (see extended bibliography at [www.edc.org/hec/socialnorms/theory/appendix.html](http://www.edc.org/hec/socialnorms/theory/appendix.html)) have validated the theory that through environmental strategies and public campaigns to correct the misperceptions with accurate, regionally-relevant information, related behaviors in targeted populations can be significantly altered to reflect healthier lifestyle choices. These approaches are called *Social Norms Marketing* campaigns.
- **Who is sponsoring the campaign?** The Kentuckiana Health Alliance and the Jefferson County Smoke Free Coalition, whose primary partners are the Louisville Department of Public Health and Wellness and the Greater Louisville Medical Society, are sponsoring these efforts in collaboration of the Jefferson County Safe & Drug Free Schools. Other organizations leading these efforts include the American Cancer Society, Healthcare Excel, Jefferson County Health Promotion Schools of Excellence, Norton Healthcare, Seven County Services, and UAW/Ford Community Healthcare Initiative.
- **Who is funding this campaign?** Funding for this campaign comes from the generous donations of Boehringer Ingelheim, Health Care Excel, and Kosair Children's Hospital - Norton Health Care.
- **What are the goals of the campaign?** The long term goal of the campaign is to correct misperceptions of the number of teens who smoke thereby diminishing the social acceptability of teen tobacco use with the ultimate goal of decreasing the number of youth who smoke. Short term goals include increasing the percentage of students who have accurate perceptions regarding youth tobacco use.
- **What is The Challenge?** Each student will develop one electronic marketing poster. The poster convey a positive social norms campaign that conveys the message that 75% of Kentucky students do not smoke.
- **How will my poster be used?** Posters submitted to this contest that meet eligibility criteria will be included in a portfolio for schools to use in selecting their own social norms marketing campaign. Smoking rates will be altered accordingly. Participation in this contest is an exciting voluntary opportunity for middle and high school students. All submitted posters will become the property of the Jefferson County Smoke Free Coalition and the Kentuckiana Health Alliance.
- **Who can participate?** Any middle and high school student in Louisville is eligible to participate in the competition.
- **When is the deadline?** Posters must be submitted to Paul Kiser ([pkiser@kentuckyaction.org](mailto:pkiser@kentuckyaction.org)) by **Friday, March 27<sup>th</sup> 2009**.
- **What are the rules?** Competition guidelines and requirements are specified within this packet.
- **What do the students and advisors win?** Students and teachers/advisors will receive gift certificates to Best Buy for the following amounts:
  - First place will receive \$400 for the winning student and \$100 for the winning teacher/advisor.
  - Second place will receive \$250 for the winning student and \$75 for the winning teacher/advisor.
  - Third place will receive \$100 for the winning student and \$25 for the winning teacher/advisor.
  - Plus, your artwork may be selected by other schools for use in their social norms campaign next year.
- **How do I sign up?** Complete a commitment form found in this packet along with your teacher/faculty advisor/or other school staff on or before **February 27<sup>th</sup>, 2008** to: Kentuckiana Health Alliance, 1930 Bishop Lane, Suite 1023, Louisville, KY 40218, or by fax to 502-238-3606. Only students that submit a Commitment to Participate form will be considered eligible for the competition.