

American Heart Association
THE VERDICT ON VAPING
STUDENT POSTER CONTEST
TEACHER/STAFF GUIDELINES



The American Heart Association wants all students to know the dangers of vaping and e-cigarettes. To get the word out about what vaping is really about, AHA is sponsoring “The Verdict on Vaping” Poster Contest and invites entries from middle and high school students.

Want to participate? The process is simple.

- Encourage students to create posters as part of class assignments or on their own, and conduct an in-school competition. Distribute information to the staff, including our staff education piece “E-Cigarettes and Adolescents: What It’s All About”; once staff members understand the seriousness of the e-cigarette epidemic, ask them to work the poster contest into health, science, English, social studies, and art classes.
- Everyone likes prizes. Plan to award small prizes for the school-level contest. Prizes can include school shirts/spirit wear, game tickets/passes, recognition at a PTA meeting or school board meeting, mini-scholarships (\$25–\$50), principal’s commendation, or a gift certificate from a local retailer.
- Set a deadline date for submissions and designate a teacher or staff member to accept entries.
- Gather a panel of judges and provide them with the rubric for evaluation. Be sure that students’ names are not visible to judges.
- Tally the scores and announce the winner(s). Feature the winning poster(s) on your school website and newsletter and display it in your lobby.
- Scan (minimum resolution: 300 dpi) and upload the winning poster(s) for national judging by American Heart Association experts. Keep the original artwork; you may be asked to submit it if your school’s poster wins.



Scoring Rubric for Posters

Judge posters using the following criteria:

Strength of messaging about the dangers of vaping and e-cigarettes
30 points

Originality and organization
20 points

Use of color and design
20 points

Accuracy of information
20 points

Adherence to specifications
(Poster sizes: 8.5x11, 11x17, or 22x28)
10 points

Presentation of Awards

The National Winning Poster may be displayed in the headquarters of the American Heart Association in Dallas, Texas, as well as published in AHA materials. See full terms and conditions of the Contest by going to <http://american.heart.org/americanheartchallenge/about/contest-rules.html>

Questions?

Email americanheartchallenge@heart.org

DEADLINE for student submissions for the school-level contest: _____
(fill in your school’s deadline)

DEADLINE to upload your school’s winning artwork: June 1, 2019

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The American Heart Association wants you to know the facts about vaping and e-cigarettes. To get the word out about the dangers of vaping, AHA is sponsoring “The Verdict on Vaping” Poster Contest. You’re invited to enter.

DEADLINE for student submissions: _____
(fill in your school’s deadline)

Contest Rules:

- Contest is open to students currently enrolled in middle school (grades 6, 7, and 8) or high school (grades 9, 10, 11, and 12).
- Poster entries must be 8.5x11, 11x17, or 22x28.
- Designs must be original and created using paint, markers, colored pencils, crayons, watercolors, and/or original electronic art (no copyrighted images or clip art). No photographs of young people smoking or vaping, please.
- No names or other identifying information should be displayed on the front of the poster.
- Every entry must have a completed entry form attached to the back.
- Winning submissions become property of the American Heart Association and may not be returned.



Tips for Creating a Dynamic Poster

How can you make a poster that will be effective in getting the message out about vaping and e-cigarettes? Use these tips to help you:



Think about the composition on the page, which is **how the items are arranged**. What do you see first? What next? Compose your poster so that the eye follows a path around your work, using colors, shapes, lines, or other design elements.

Use **positive and negative space**. Positive space is the area on the poster that is taken up by an object; negative space is the area without anything in it. Having negative space helps make items and text pop off the page.

Make good use of the **entire page**. Instead of having everything centered in the middle of the page, consider allowing some elements to go off the edge of the page. Surprising elements on the page make it more interesting to look at—and also more memorable.

Choose colors carefully. Using contrasting **colors** will help the focus of your artwork stand out. Pair colors like orange and blue, purple and yellow, or red and green to make them pop.

Include a **headline** that is a call to action, meaning it invites people who see your poster to do something. What action do you hope people will take after seeing your poster?

Make a **mini version** of your poster before creating the final piece. Doing this will help you work out any kinks or maybe even give you a better idea to pursue.

Have **fun!** Let your creativity flow and open your mind up to the possibilities. Get your message about vaping and e-cigs across in a way that reflects who you are.

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Student Poster Contest Entry Form

Student's name _____

Home address _____

Grade _____

Parent/guardian's name _____

School representative's name _____

School representative's email _____

School name and address _____

This entry is my own original work. If I am the/a contest winner, I grant the sponsors permission to use my work, including my name, in American Heart Association publications, websites, and other materials.



Student signature _____

Parent/guardian signature _____

Questions? Email americanheartchallenge@heart.org

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