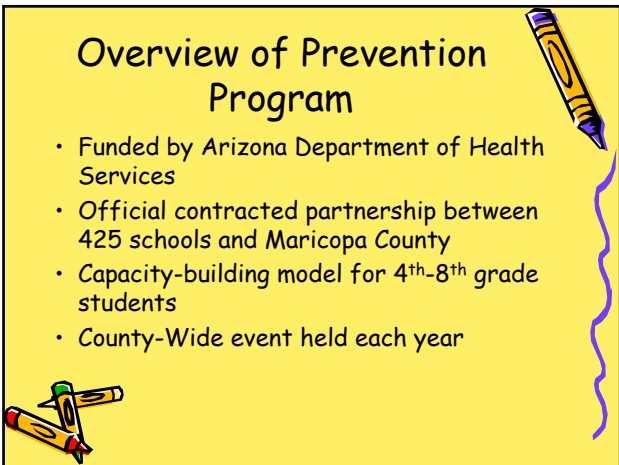




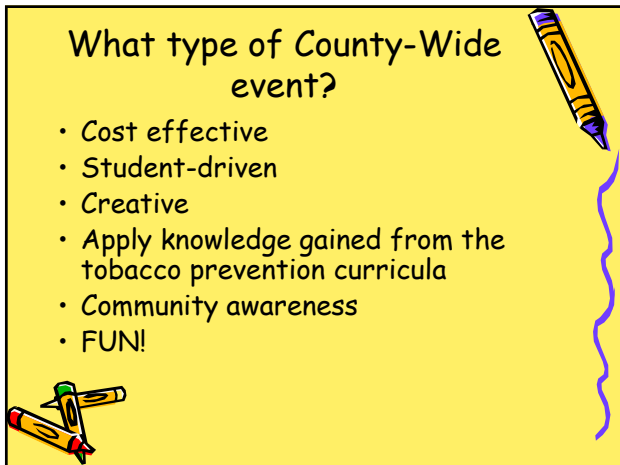
Youth Prevention Program Tobacco-Free Slogan & Logo Contest

Melissa Jeffers
Maricopa County Tobacco Use Prevention Program



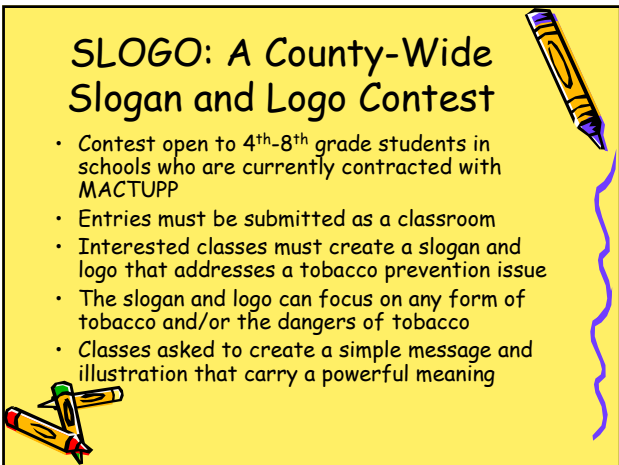
Overview of Prevention Program

- Funded by Arizona Department of Health Services
- Official contracted partnership between 425 schools and Maricopa County
- Capacity-building model for 4th-8th grade students
- County-Wide event held each year



What type of County-Wide event?

- Cost effective
- Student-driven
- Creative
- Apply knowledge gained from the tobacco prevention curricula
- Community awareness
- FUN!




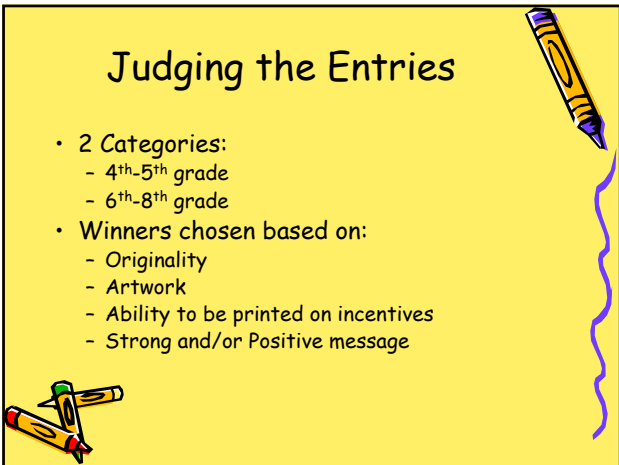
SLOGO: A County-Wide Slogan and Logo Contest

- Contest open to 4th-8th grade students in schools who are currently contracted with MACTUPP
- Entries must be submitted as a classroom
- Interested classes must create a slogan and logo that addresses a tobacco prevention issue
- The slogan and logo can focus on any form of tobacco and/or the dangers of tobacco
- Classes asked to create a simple message and illustration that carry a powerful meaning



Marketing the Event

- Flyer created announcing contest dates and details
- Distributed via email to all 425 contracted school contacts
- Reminder email sent mid-contest

Judging the Entries

- 2 Categories:
 - 4th-5th grade
 - 6th-8th grade
- Winners chosen based on:
 - Originality
 - Artwork
 - Ability to be printed on incentives
 - Strong and/or Positive message

Prizes for Winning Entries

- Incentives with the winning classroom's SLOGO printed on them for each student in the class
 - 4th-5th grade category winners:
 - 1st place--Water bottles
 - 2nd place--Messenger bags
 - 6th-8th grade category winners:
 - 1st place--T-shirts
 - 2nd place--CD cases



4th-5th Grade Winners



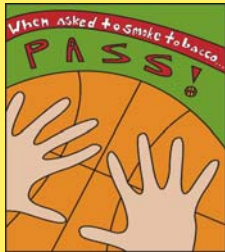
1st Place St. Mary Basha, Chandler



2nd Place John F. Long School, Phoenix



6th-8th Grade Winners



1st Place Madison Meadows MS, Phoenix



2nd Place The ACES East, Mesa



Extra Prizes for Winning Entries

- 1st Place winners also received:
 - 4th-5th grade winners hosted a Phoenix Suns Gorilla Assembly at their school
 - 6th-8th grade winners hosted a Power 98 Van Stop at their school

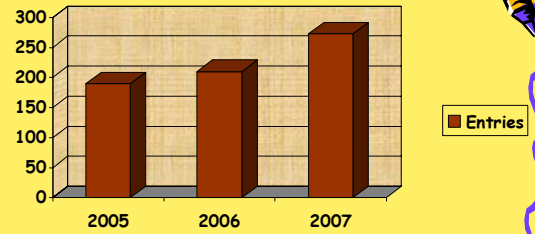


Successes of SLOGO

- Holding the contest consistently each year at the same time has allowed for it to become a recognizable MACTUPP sponsored activity that the schools anticipate and plan for every year
- Winning artwork is used to promote MACTUPP on:
 - Training Materials
 - Annual Report
 - Planning Guides

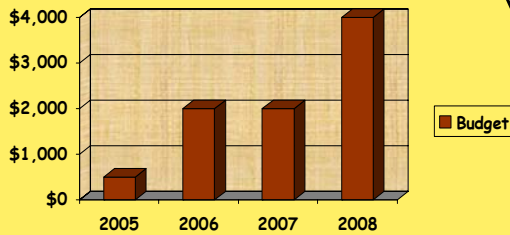


Successes of SLOGO



- The number of entries have grown each year

Successes of SLOGO



- The budget has gone from \$500 to \$4000 in 4 years

What have we learned?

- Contest needs to be held during a time of the school year that is not consumed by higher priorities (i.e. AIMS, Red Ribbon Week, etc.)
- Capable technology needed to scan and convert winning entries into correct format
- Determine prizes in advance to stay within budget
 - Classroom entries
- Limited incentive ordering time frame
 - Prearrange a guaranteed delivery date with vendor
- Entries must be on 8x11 paper and can not be in crayon in order to scan successfully

What have we learned?

- Prizes can not be announced before contest because of the need to "fit" winning designs on prizes
- Touch up and/or color adjustment may be needed after scanning to ensure that the SLOGO will fit on incentives and within budget constraints
- Photo release forms need to be distributed before prizes so that pictures can be taken of the students and teachers
- Write press releases or news articles to distribute to local newspapers

Possibilities for the Future

- Increased participation
- Increased marketing
- More categories
- More winners
- Open the contest up to all Maricopa County schools
- High School age contest

2007 SLOGO Winners



Questions?

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