

act out for health

2009 – 2010 Billboard Contest



Design a billboard. Make a difference.

AN INTRODUCTION

Florida KidCare is holding its third annual Act-Out for Health contest to spread the word about the state's affordable health insurance program for children. This year, we're inviting you to participate. We need your help to let teenagers and their parents know about the Florida KidCare program.

ABOUT FLORIDA KIDCARE

Florida KidCare is the state's children's health insurance program (CHIP). It offers quality, affordable health benefits like check-ups, physicals, eye exams, dental care and emergency room visits to all children in Florida ages birth through 18. Although most Florida children have health insurance, over 500,000 children in Florida do not. Sadly, most of them are eligible for Florida KidCare. And, of all the children in Florida who could have Florida KidCare, the biggest population is 12- to 18-year-olds. Students your age are the greatest uninsured population of children in Florida.

We want to make sure those students are covered. That's where you come in.

CONTEST BASICS

Act-Out for Health is for middle and high school students. Graphic design, art, and technology students can compete against each other by designing billboards informing parents and teens about Florida KidCare: why it's important, how much it costs and what it means for families. Television production and drama students can also choose to participate in our PSA contest. (For more information about this competition, visit www.actout4health.org.)

We think your ideas will help us reach out to teens because you are one. You know what's important to teens and what will get the attention of people your age.

2009 CONTEST MESSAGES

You've probably heard your parents talking. Or maybe you're taking an economics or current events course. We know you've heard it. People are struggling to afford their car and house payments; groceries are expensive. The last thing people are thinking about is their health insurance. They don't realize just how important it is for their family to be covered.

For our 2009-2010 contest, we've come up with three messages. **Pick one message**, and use it as the theme for your billboard.

- ⇒ **Things you can get for \$20, and one of them is health insurance.** This theme focuses on the affordability of Florida KidCare. Most families enrolled in Florida KidCare pay \$15 or \$20 a month; others pay nothing at all. What are other things that families spend \$20 on? For example, for the price of a large pizza, you can get health insurance for your children.
- ⇒ **Things that are available to any teen, and one of them is health insurance.** This theme focuses on accessibility. Having health insurance means teens have access to regular check-ups, physicals, eye exams, and dental care. What are some other things that are available to any teen?
- ⇒ **Things you can do online, and one of them is health insurance.** This theme focuses on the application process. The Florida KidCare application takes under 20 minutes to complete online at www.floridakidcare.org. What are some other things that families and teens do in twenty minutes? For example, in the time it takes to purchase new music from iTunes, your mom or dad could apply for health insurance.

Once you've picked a contest message, take your billboard design whichever direction you see fit. We're looking for your creativity. Just be sure to follow the contest rules and guidelines so your entry won't get disqualified.

RULES AND GUIDELINES

Make note of the following rules to ensure your entry fits all the proper requirements.

- ⇒ **Age limit.** We're looking for a billboard made for students, by students. Only 12- through 18-year-olds may enter the contest. You can get help from a teacher or mentor, but remember: the overall design must be completed by middle or high school students.
- ⇒ **Group size.** Only individuals may enter the billboard design portion of our contest. The entire design is to be completed by individual students online. There is also no limit on the number of entries each student can submit.
- ⇒ **No inappropriate photos allowed. Period.** The judges are going to put any entries with inappropriate photos or images straight in the trash. Save us the time, and use only the best photos and images for your entry.
- ⇒ **Online only.** The billboard design contest may only be completed online. Go to our website at www.actout4health.org and follow the directions to enter your design. If you've got questions, call Annie Jones. Her contact information is found at the end of this packet.
- ⇒ **No favorites.** Sorry, but the children of Florida Healthy Kids Corporation employees and Florida KidCare vendors are excluded.
- ⇒ **Be complete.** Please carefully read the directions and the Terms of Agreement before submitting your entry. You'll be asked to give us some personal information before your entry can be turned in; this information will only be used for contest purposes.

PRIZES

You've gone over the rules and guidelines; you've chosen a theme and message for your commercial, and now you want to know: what's in it for you?

There will be one Judges' Choice and one Kids' Choice winner in each of six regions across Florida. (Visit the Act-Out for Health website for details about which region your school is in.) A Grand Prize will be awarded to one of the Judges' Choice winners.

⇒ **Judges' Choice:** The winning student will receive a \$300 gift card. The winning student's school will receive \$850 to use as it sees fit. The Judges' Choice winners will be selected by a panel of Florida KidCare judges.

⇒ **Kids' Choice:** Each winning student will receive a \$150 gift card, and each winning student's school will receive \$650 to use as it sees fit.

Winners will be chosen by students like you. Billboard designs will be posted on the Act-Out for Health website (www.actout4health.org) in December, and the billboards that get the most online votes will win. You can also post your billboard on your blog or Facebook page to increase your chances of winning.

⇒ **Grand Prize:** The winning student will receive a \$5,000 scholarship from Florida KidCare. The winning student's school will receive \$2,500 to use as it sees fit.

All winners will be announced at a press event to be held January 29, 2010, in Orlando. Winners unable to attend this event will be mailed their prizes.

CONTACT INFORMATION

If you have questions about the Act-Out for Health contest, visit the contest website at www.actout4health.org. Still need an answer? Contact Annie Jones, communications specialist for the Florida Healthy Kids Corporation:

Phone: 850.701.6114

Email: jonesa@healthykids.org

Toll-free calls: 1.888.352.5437, ext. 6114.

HOW TO ENTER

Each student must complete all necessary information and agree to the Terms of Agreement before his or her entry will be accepted. Only designs submitted online will be accepted. **Entries must be submitted no later than Wednesday, December 2, 2009.**