

2011 – 2012

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for health

Florida KidCare
Act-Out for Health Contest

Essay
Information Packet

Write an essay.
Make a difference.

www.ActOut4Health.org

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Florida KidCare Act-Out for Health Contest | Essay Information Packet

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An Introduction

The Florida Healthy Kids Corporation is holding its annual Florida KidCare Act-Out for Health Contest to spread the word about the state's affordable health insurance program for children up through age 18. This year, we're inviting you to participate. We need your help to let kids your age 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, more than 700,000 children in Florida do not. However, most of them are eligible for Florida KidCare, and children your age make up the biggest population that is eligible. We want to make sure those students are covered. That's where you come in.

Contest Basics

The Act-Out for Health essay contest is for students in grades 4th through 12th. Whether you're in drama, studying TV production or an aspiring athlete, you can compete against other students by writing an essay that informs parents and kids your age about Florida KidCare. We think your ideas will help us reach out to kids just like you because you know what's important and what will get their attention.



2011-2012 Contest Themes

So, you've probably heard your parents talking about it or maybe you've seen it on the news. These days, it seems everyone is talking about health care. Now it's your turn. First we have to ask: do you know about the importance of having health insurance? Your thoughts and answers are what we need for this competition.

For this year's contest, we've come up with three themes. You get to pick one theme to write about. Here's what we've got:

Theme 1: Stay healthy with Florida KidCare.

Children enrolled in Florida KidCare receive comprehensive health coverage including doctor visits, shots, surgery, prescriptions, vision and hearing screenings, mental health care, dental check-ups and hospital stays.

With these quality health care services offered through the Florida KidCare program, kids like you can stay healthy, and stay active in the classroom and on the field (or stage, or studio, or...well you get the picture).

Theme 2: This is what healthy looks like.

When you feel good, you look good. Maintaining healthy habits like eating right, exercising and getting regular checkups can help keep our bodies strong, teeth clean and mind fabulous. Especially when you have health insurance like Florida KidCare.

The trick to looking and feeling your best is about making the right choices over the wrong ones. It's as simple as choosing carrots over candy, taking the stairs instead of the elevator or having great health insurance instead of hoping for the best.

Theme 3: Healthy is more fun than you think.

Being healthy doesn't have to be a chore or a bore.

It's easy to make eating healthy and exercising fun. You and your friends can get together to create delicious snacks. You can exercise during one of your favorite TV shows. Or you can plan a day of fun activities for you and your favorite folks.

However you choose to make it fun, the key to it all is having health insurance so you can get regular checkups, prescriptions and more.

Once you've picked a theme, get your creative juices flowing and start writing your essay. Remember, this is a solo project and only entries submitted by you will be accepted. Also, be sure to follow the contest rules and guidelines outlined below so your entry won't get disqualified.

Essay Rules and Guidelines

The essay is a new component to the Act-Out for Health Contest so read the rules carefully.

Grade Requirements. We're looking for an essay written for students, by students. Only 4th through 12th grade students in the state of Florida can participate. You can get help from a teacher or mentor, but remember: the writing must be completed by you.

Content. All students participating in the essay contest should address one of the themes/topics outlined above. Where appropriate, the essay should include how Florida KidCare and good health can help students meet the goal or goals of the theme chosen.

A word about spelling and grammar. Points may be deducted from essays that have excessive spelling and grammar errors. These essays are to be written and submitted by students with a minimum of help by teachers or mentors so some minor errors are acceptable. Submissions, however, should not be so full of errors that judges are too distracted and cannot understand what message the student is attempting to convey. Essays should be as neat and correct as possible for the child's grade level.

Length. The essay should be no less than 150 words and no more than 500 words. Essays must be type-written, double spaced with a font size of 12 point. Each student may enter only one essay, one time; all subsequent entries will not be considered. Group essays will not be accepted.

Must-have Information. Essays must include the student's name, home address, telephone number, school the student attends, grade level, title of the essay and a word count. The essay must be about the theme/topic selected. All essays must be submitted with a contest terms of agreement form.

No favorites. Sorry, but the children of Florida Healthy Kids Corporation employees or board members are not eligible to participate.



How to Enter

How to Enter. Use our Contest Checklist found at the end of this packet to make sure you've followed the contest rules. 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.

Entries must be submitted no later than Friday, January 6, 2012.

Awards

The Act-Out for Health Essay Contest is open to all 4th through 12th grade students in the state of Florida. The Act-Out for Health Essay Contest winners will be selected by a panel of Florida KidCare judges. District winners will be selected from three regions across the state. (Visit the Act-Out for Health website at <http://www.actoutforhealth.net/students/regions> for details about which district/region your school is in). Judges will select one winner from each of the three regions to advance to the Statewide Grand Prize finals. A Statewide Grand Prize will then be awarded to one of the three regional winners. The Statewide Grand Prize winner cannot claim both a regional prize and the statewide prize.

District Winners: \$50 for each winner.

Regional Winners: \$300 to the winning student and \$100 to the school.

Statewide Grand Prize Winner: \$350 for elementary and \$500 for middle/high school winners; and \$250 for the schools.

If your entry is selected as a winner, the Florida Healthy Kids Corporation may request your social security number for accounting purposes so you can receive your prize. All winners will be invited to attend an awards ceremony in Orlando in early February. Winners unable to attend this event will be mailed their prizes. Winning entries will be posted on the Act-Out for Health Contest website following the statewide awards ceremony.

Contact Info

If you have questions about the Florida KidCare Act-Out for Health Contest, visit the contest website at www.ActOut4Health.org.

Still need an answer? Email ActOut4Health@healthykids.org or call Monica Johnson at 850.701.6142 (toll-free calls: 1.888.352.5437, ext. 6142).

Act-Out For Health Contest Essay Checklist

You should be able to answer “Yes” to all of the following questions before submitting your entry.

- Are you in 4th to 12th grade?
- Did you write your essay yourself?
- Does your essay convey one of the contest themes?
- Did you read the contest Terms and Agreement and have a parent/guardian sign it?
- Are you NOT the child of an employee or board member of the Florida Healthy Kids Corporation?



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One entry form per student must be completed and must be signed by each student. A parent/guardian must sign the Parent/Guardian Waiver Form. Students without the Entry Form and Parent/Guardian Waiver Form will be disqualified. Mail your entry form, waivers and two copies of your essay in an envelope to:

Florida KidCare Act-Out for Health Contest
661 E. Jefferson Street, 2nd Floor
Tallahassee, FL 32301

Entries must be postmarked no later than Friday, January 6, 2012.

Entry Title: _____
School: _____

REGION (check one):

NORTH REGION
DISTRICTS*

Panama City
Pensacola
Tallahassee
Jacksonville

CENTRAL REGION
DISTRICTS*

Orlando
Tampa-St. Petersburg
Gainesville

SOUTH REGION
DISTRICTS*

Miami-Ft. Lauderdale
West Palm Beach-Ft. Pierce
Naples-Ft. Myers

**Note: Florida Healthy Kids Corporation will determine the appropriate district and region.*

Teacher Name: _____ Teacher Telephone: _____
Teacher E-mail: _____

STUDENT

Name: _____ Grade: _____
Telephone: _____ E-mail: _____
Address: _____
City: _____ Zip: _____

Parent/Guardian Name: _____
Parent/Guardian Signature: _____

I certify that the above information has been filled out accurately and to the best of my knowledge. I understand that by submitting this entry into the Florida KidCare Act-Out for Health Contest, I am giving the Florida Healthy Kids Corporation the right to release my essay. I understand that once submitted, my essay immediately becomes the sole property of the Florida Healthy Kids. I completed the major tasks of writing the essay submitted for competition.

Student Signature: _____ Date: _____

Please read this information carefully before submitting your entry.

Terms of Agreement

By submitting your entry, you agree to the terms and conditions outlined in the Rules and Guidelines portion of the Act-Out for Health website. By submitting your entry, you are:

- Entering and participating in the Act-Out for Health billboard, PSA and/or essay contest, sponsored by Florida KidCare and the Florida Healthy Kids Corporation.
- Allowing your name, age, grade level and school to be displayed along with your billboard, PSA and/or essay.
- Consenting to the use of your entry at any media or promotional events, including any possible winner ceremonies, media interviews and publicity events related to the Act-Out for Health contest.

Privacy Disclaimer: Any personal information collected during the course of the Act-Out for Health contest will only be used for administering this competition, or as otherwise set out in the enclosed contest rules. Except where prohibited by law, participation in the Act-Out for Health contest constitutes your consent to the storage, use and disclosure of your entry details as set out in the contest rules found on the Act-Out for Health website.

By submitting your entry, you understand that upon submission, your entry information and billboard become the sole property of Florida Healthy Kids Corporation, and no submissions will be returned.

I understand that upon submission, my child’s entry becomes the sole property of Florida Healthy Kids Corporation, and no submitted entries will be returned.

X _____
Parent/Guardian signature

Date