

2011 – 2012

act-out
for health

Florida KidCare
Act-Out for Health Contest
Billboard
Information Packet

Design a billboard.
Make a difference.

www.ActOut4Health.org

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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 Billboard 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 designing billboards informing 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 develop your creative billboard designs. 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 contest theme, create your own tagline and start designing your billboard using our online tool. 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.

Billboard Rules and Guidelines

Make note of the following rules. Even if you've entered the contest before, some rules are new or changed, so take time to read through this section.

Grade requirement. We're looking for a billboard made for students, by students. Only 4th through 12th graders may enter the contest. You can get help from a teacher or mentor, but remember: the overall design must be completed by an elementary, middle or high school student.

Group size. Only individuals may enter the billboard design portion of our contest. The entire design is to be completed by an individual student online. There is also no limit on the number of entries each student can submit.

Photos. Please only use the photos provided on the contest website image library or high-resolution photos (300 dpi) taken with your own camera. If you use your own photos and your contest entry is selected as a winner, you may be asked to provide signed waiver forms for any individuals in the photo. No inappropriate photos allowed. Period. The judges are going to put any entries with inappropriate photos or images straight in the trash.

Must-have Information. All billboard designs must include the Florida KidCare logo, phone number and web address.

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. Interested in uploading your own design? Download the instructions on our website. http://www.actoutforhealth.net/students/media/downloads/Billboard_Instructions_v2a.pdf

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.

Only designs submitted online will be accepted. Your entry could be disqualified if we don't receive the proper information.

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

Awards

The Act-Out for Health Billboard contest is open to all 4th through 12th grade students in the state of Florida. The Act-Out for Health Billboard 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.

Please note that the award amounts have changed this year.

District Winners: \$50 for each winner.

Regional Winners: \$400 to the winning student and \$150 to the school.

Statewide Grand Prize Winner: \$500 for elementary and \$750 for middle/high school winners; and \$250 for the winning elementary school and \$300 for the winning middle/high school.

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 Billboard 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 design your billboard yourself?
- Does your billboard convey one of the contest themes?
- Does your billboard include the Florida KidCare logo, phone number and web address?
- Are the images in your billboard design either shot by you or downloaded from the contest image library?
- Have you checked your entry for grammar and spelling?
- Did you read the contest Terms and Agreement?
- Are you NOT the child of an employee or board member of the Florida Healthy Kids Corporation?
- Did you mail your signed parent/guardian waiver form to the Florida Healthy Kids Corporation by January 6, 2012?



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