

2010 – 2011

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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Florida KidCare Act-Out for Health Contest | Commercial PSA Information Packet

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An Introduction

The Florida Healthy Kids Corporation is holding its fourth annual Florida KidCare Act-Out for Health Contest to spread the word about the state's affordable health insurance program for children up to 19. 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, more than 500,000 children in Florida do not. However, most of them are eligible for Florida KidCare. And, of all the children in Florida who could have Florida KidCare, the biggest uninsured population is 12 to 18 year olds. 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. Whether you're an athlete, studying TV production or an aspiring artist, you can compete against other students by designing billboards informing parents and teens about Florida KidCare. 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.

2010-2011 Contest Themes

You've probably heard your parents talking or maybe you've seen it on the news. These days, people are talking about health care. But do you know about the importance of having health insurance? For our 2010-2011 contest, we've come up with three themes. Pick **one theme** to develop your creative billboard designs.

1) Do better in school with Florida KidCare.

Uninsured children are less likely to receive care for childhood illnesses such as sore throats, earaches, and asthma. Florida KidCare improves children's access to the medications and treatment needed to control these illnesses and decrease school absences. Being in good health means a child can do things like attend school regularly, see the chalkboard, hear the teacher and participate in classroom and recess activities—all essential parts of succeeding in school.

2) 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. Staying healthy also means exercising and eating right for a healthy body and mind.

3) Apply for Florida KidCare.

Most families enrolled in Florida KidCare pay \$20 or less per month; others pay nothing at all. The Florida KidCare application takes under 20 minutes to complete online at www.floridakidcare.org. Families, regardless of income, can qualify for Florida KidCare.

Once you've picked a contest theme, create your own tagline and start designing your billboard using our online tool.

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

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.

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 and Florida KidCare vendors are excluded.



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.

Your submission will be disqualified if we don't have a signed waiver form from your parent or guardian that you were allowed to participate in the contest and that we, Florida Kidcare, have permission to use your entry is recognized. Your entry could be disqualified if we don't receive this entry form. The Parent Entry Waiver should be postmarked no later than **Wednesday, December 1, 2010.**

Only designs submitted online will be accepted. Your team could be disqualified if we don't receive the proper information. **Entries must be submitted no later than midnight on Wednesday, December 1, 2010.**

Prizes

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

The Act-Out for Health Contest winners will be selected by a panel of Florida KidCare judges. There will be one Judges' 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 Statewide Grand Prize will be awarded to one of the Judges' Choice winners. The Judge's Choice winner will win the Statewide Grand Prize only.

Statewide Grand Prize Winner:

\$2,000 each to the winning team and \$1,500 to the winning school

Regional Judges' Choice:

\$1,000 to the winning team and \$750 to the 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 on Friday, January 28, 2011 in Orlando. 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? Contact Niki Pocock, senior communications manager for the Florida Healthy Kids Corporation:

Phone: 850.701.6124

Email: pocockn@healthykids.org

Toll-free calls: 1.888.352.5437, ext. 6124

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 12 to 18 years old?
- 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?
- Did you read the contest Terms and Agreement?
- Are you NOT the child of an employee of the Florida Health Kids Corporation or a Florida KidCare vendor?
- Did you mail your Signed Parent/Guardian Waiver Form to Florida Healthy Kids by December 1, 2010?



Instructions: Parents and/or legal guardians please read this consent form and the enclosed contest rules carefully. If you wish to give consent for your child to enter the Act-Out for Health Contest, please complete and sign this form.

Waivers must be postmarked by December 1, 2010 and mailed to:

Florida Healthy Kids Corporation
c/o Niki Pocock
661 E. Jefferson Street, 2nd Floor
Tallahassee, FL 32301

Please note that submissions not accompanied by properly signed and completed waivers and any other necessary information or materials will be disqualified by the Florida Healthy Kids Corporation.

I, _____ am the lawful parent/legal guardian of _____.

My child has my consent and permission to:

- » Enter and participate in the Act-Out for Health Contest, sponsored by Florida KidCare and the Florida Healthy Kids Corporation.
- » Allow my child's name, age, grade level and school to be displayed along with their billboard.
- » Participate in 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 by Florida KidCare 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 the child's and his or her parent's/legal guardian's consent to the storage, use and disclosure of the child's entry details as set out in the enclosed contest rules.

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

Date: _____

Student's Name (Print): _____

Parent/Guardian Name (Print): _____

Parent/Guardian Signature: _____

Parent's Telephone: _____

Parent's E-mail: _____