



# DON'T BUY THE LIE CONTEST

CALLING ALL 6TH-12TH GRADERS IN  
PLACER, SACRAMENTO, AND YOLO COUNTY

WIN PRIZES UP TO \$500!

Create your own artwork to show how tobacco, vaping and marijuana have impacted your life, the lives of your loved ones, or your community.

Winner's original art will be shared all over the Greater Sacramento area.

**Check out our videos at**

**[https://linktr.ee/hec\\_wellnessed](https://linktr.ee/hec_wellnessed) to learn more.**

**DEADLINE FOR SUBMISSION IS  
MARCH 4TH, 2024**

For more information, contact Linh Vo, Program Coordinator,  
at [mvo@healtheducouncil.org](mailto:mvo@healtheducouncil.org) or (916) 556-3344

*The project is supported by Kaiser  
Permanente Northern California Community  
Benefit Programs.*



**Learn more at**

**[https://linktr.ee/hec\\_wellnessed](https://linktr.ee/hec_wellnessed)**



# DON'T BUY THE LIE CONTEST

The "Don't Buy the Lie" contest aims to uncover the dangers of deceptive tobacco marketing aimed at specific communities and educate youth on the effects of vaping, e-cigarettes and marijuana. We want future generations committing to be smoke-free!

**ALL ENTRIES MUST BE SUBMITTED ONLINE BY MARCH 4TH, 2024**

## How to enter

- Watch the videos provided by Health Education Council about the lies of tobacco, vaping and marijuana companies.
- Create your artwork after reading the contest guidelines. Creatively express your concerns with your peers about how tobacco and vaping affects your generation and community.
- Submit your creation on <https://bit.ly/hec-dbtl-contest>. You will upload your file (PNG, PDF, JPEG, MP4) and a signed waiver with your registration.

## Contest rules

- Participants must be in 6th to 12th grade
- Must live in **Sacramento, Yolo, or Placer County**
- Submissions must be anti-tobacco/ vaping/ marijuana and aimed at peers and/ or adults.
- Topics can include, but are not limited to:
  - Big Tobacco's tricky marketing techniques
  - Not smoking cigarettes or vaping (e-cigarettes)
  - The dangers of smoking and vaping
  - Protecting others from secondhand smoke at home and in cars
- Only original artwork.
- No copyrighted photographs, images or videos; do not use cartoon or comic characters.
- Do not use themes associated with death like graveyards, skulls, etc.
- 15 seconds to 1 minute maximum for videos.

## Join a Zoom info session to learn how to submit a winning entry!

Attendees will have a chance to win a \$25 gift card. Check out our Linktree to register for one of our sessions: [https://linktr.ee/hec\\_wellnessed](https://linktr.ee/hec_wellnessed)

- Tues, Jan 23rd from 4-5pm
- Wed, Feb 7th from 4-5pm
- Thurs, Feb 22nd from 4-5pm



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