



**Submission  
deadline  
extended to  
December 17th!**

**MIDDLE & HIGH SCHOOL  
STUDENTS  
IN PLACER, SACRAMENTO OR  
YOLO COUNTY:**

# **DON'T BUY THE LIE!**

Use your creativity to show how tobacco, vaping and marijuana have impacted your life, the lives of your loved ones or your community. Winners' original art will be shared all over the greater Sacramento area.

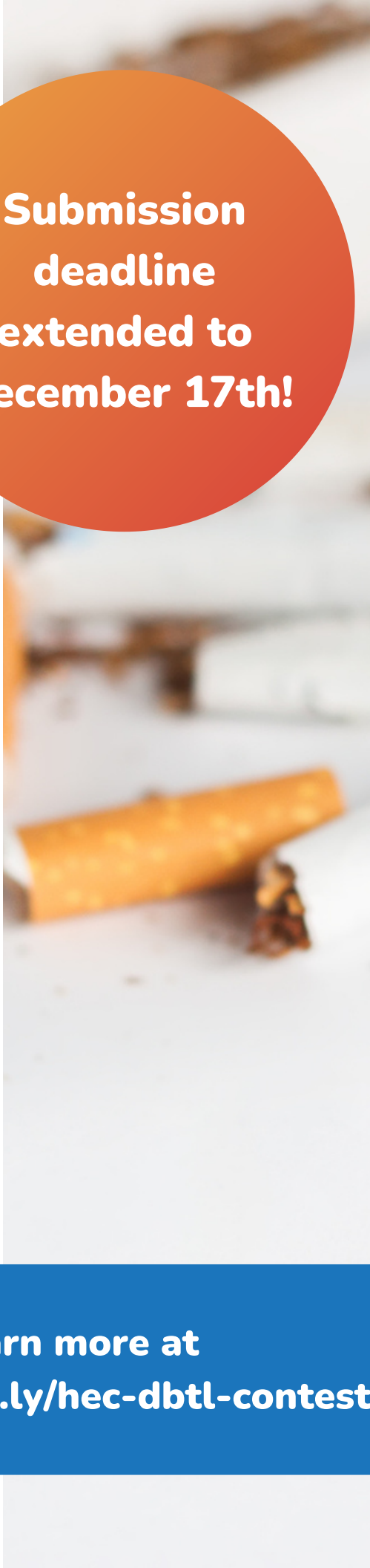
**Prizes up to \$500!**



**New  
submission  
deadline:  
December  
17th, 2022**



**Learn more at  
[bit.ly/hec-dbtl-contest](https://bit.ly/hec-dbtl-contest)**





## HEALTH EDUCATION COUNCIL'S

# 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!

## Contest deadline extended to December 17th 2022!

### 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 and a signed waiver with your registration.

### Contest rules

- Participants must be in 6th to 12th grade.
- 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.

**This contest is supported by Kaiser Permanente with ongoing funding and subject-matter expertise.**