

Tobacco's Toxic Impact in My Community



2019 Photo Contest Rules and Requirements

Purpose

The purpose of this contest is to raise awareness about the toxic impact tobacco use and vaping has on California communities. Show us your creativity and send us your photographs that show the many deceptive ways that big tobacco affects you and your community.

How to Enter

The contest runs from **February 25- March 22, 2019**. Contestants must submit the [contestant release](#), entry form and contest photographs by 4:00 pm (PST) on March 22, 2019. Only entries submitted online will be accepted. A link to the submission page will be available on the first date of the contest. Please submit original photographs only. All submissions will be vetted to assure originality and prevent plagiarism. Winning entries will be announced on various social media channels after the winners claim their award.

Prizes


There are cash prizes for the top four contest entries! The contest prizes are as follows:


- Grand Prize: \$500
- Gold: \$250
- Silver: \$150
- Bronze: \$100


Winners will be selected based on creativity of the photo and how well the entry conveys the message that tobacco is harmful. Winners will be announced and contacted by March 29.


Contest Requirements

There is a submission limit of three (3) photos for each contestant. The following are *recommended* photo submission categories to help give you an idea of the types of photos we are looking for:

 Tobacco/Vape Advertising: The tobacco industry tries hard to advertise to young people, students, ethnic groups, and disadvantaged groups through various deceitful and sneaky methods, such as candy-flavored tobacco and products that look like toys and gadgets. Show us you're not fooled by them and capture their sneaky or not so sneaky tactics.

 **Secondhand Smoke/Vape:** What's that smell? Have you ever attended a concert, went to an amusement park, the beach, or dined outdoors when suddenly a cloud of smoke from cigarettes or vapes hits you in the face? Yeah, that's called secondhand smoke, and it's toxic! Images in this category may include exposure to secondhand smoke, use of e-cigarettes/vapes, or public no smoking signage.

 **Tobacco/Vape Waste:** It's everywhere! Photos in this category may include cigarette butts or packs; e-cigarette liquid containers, cartridges, or devices; or cigarillo wrappers that have been discarded along sidewalks, parks, beaches, bus stops, or campuses – places where we live, work, and play.

 **Creative Eye:** Show us your creativity and send us your photographs that show the many deceptive ways that big tobacco affects you and your community. Photos in this category may include original graphic design and editing.

Eligibility

- I. No entry fee is required to participate or win. The contest is void where prohibited by law, regulation, statute, or other appropriate legal authority.
- II. Contestants must be at least 13 years of age and a California resident to participate. Contestants under the age of 18 must have a parent/guardian consent.
- III. Submissions will only be accepted from February 25 through March 22, 2019. Contestants must submit the contestant release and entry form and contest photographs by 4:00 pm (PST) on March 22, 2019.
- IV. The person submitting the photo will be considered the contestant and will be the only person eligible to compete for the prize. In order to be eligible to win the prize, the contestant must provide accurate and complete information in their submission.
- V. The following individuals are not eligible to enter the contest: California Tobacco Control Program employees or family members; professional photographers or advertisers; and any affiliates of the tobacco industry.
- VI. When a photo is submitted for entry into the contest, the contestant's full name and city of residence will be publicly identified.

Sponsor

This photo contest is sponsored by the California Department of Public Health, the American Cancer Society, the California Department of Education, and the California Youth Advocacy Network.

Limitations of Liability and Release

By submitting a photo into the contest, you are indicating that you have read and agreed to the following terms:

- I. You are not submitting any photos that are unlawful, injurious, threatening, abusive, harassing, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically, or otherwise objectionable.

- II. You are not submitting any photos that injure in any way.
- III. You are not submitting any photos with content that you do not have a right to make available under any law or other proprietary rights of any party.
- IV. You acknowledge that the California Department of Public Health (CDPH) and its designees shall have the right (but not the obligation) at their sole discretion to pre-screen, reject, or remove any photos at any time.
- V. You agree to allow CDPH and its designees unlimited use of your images in any medium, at any time and in any manner deemed appropriate by CDPH. You acknowledge CDPH's right to alter or edit the images in any manner deemed necessary by CDPH.

Questions?

Contact Liz Hendrix at Liz.Hendrix@cdph.ca.gov or via phone: 916-324-4150