



JUNE 4, 2022 11AM - 2PM

4 WAYS TO EARN PRIZES

1. Attend Virtual Orientation/Education - **\$20***
2. Submit an Entry - **\$20***
3. Attend in person Festival - **\$10***
4. **\$2000+** in prizes for category winners to be announced at the festival

*Not all counties are eligible for all funds. Please check with your local contact for details.

VIRTUAL ORIENTATION

April 9, 2022 11am - 1:30pm

- Overview of media contest
- Education on tobacco related topics
- Meet and brainstorm with other young people from Northern California

EVENT LOCATIONS

Del Norte, Humboldt, & Trinity Counties:

To be determined

Lake & Mendocino Counties:

To be determined

ENTRY CATEGORIES & TOPICS

SPOKEN/WRITTEN WORD

- Poetry
- Informative Article
- Personal Story, etc.

VIDEO

- Long Video (over 2 mins)
- Video Vignette (under 2 mins)
- Tik Tok Video

TOBACCO RELATED TOPICS

- Normalization
- Marketing/Targeting special populations
- Vaping/Flavors
- Mental health/wellness
- Environment
- Addiction/health outcomes
- Other nicotine products (chew, packets, etc.)
- Traditional vs. commercial tobacco use

ARTWORK

- 3D Sculpture
- 2D Computer generated or Handcrafted

AUDIO

- Radio PSA (30 sec or 60 sec)
- Podcast
- Song

IMPORTANT REMINDERS AND INFORMATION

- Participants must be between the ages of 13-24
- All Entries must address one of the tobacco related topics given.
- Questions or concerns email norcal4health@gmail.com
- To view all entries visit www.norcal4health.org/borntobreathe
- Submit a picture or media file and Entry Packet by **May 16, 2022**
email: norcal4health@gmail.com or snail mail: P.O. Box 45 Fort Dick, CA 95538

Scan here for
more info



or visit
bit.ly/borntobreathe