

2010
***Don't Let Tobacco
Hurt Your Pet!***
Poster Contest Packet

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ENTRY DEADLINE: MONDAY, MARCH 15, 2010

In Collaboration with
Pennsylvania Veterinary Medical Association

Coordinated by:

Delaware County Tobacco-Free Coalition
c/o Holcomb Behavioral Health Systems
126 E. Baltimore Ave. Media, PA 19063
Phone: 484-444-0418
www.tobaccofreedelco.org



January 12, 2010

Dear Educator:

The Delaware County Tobacco-free Coalition, in collaboration with the Pennsylvania Veterinary Medical Association, is excited to announce the premier *Don't Let Tobacco Hurt Your Pet!* poster contest encouraging 10th and 11th grade students to learn about the consequences of how tobacco use effects pets. Winners will have their posters displayed in veterinary offices statewide and prizes will be awarded.

Enclosed is contest information with easy-to-follow guidelines. The *submission deadline is March 15, 2010*. Please read and follow the guidelines carefully noting that posters will be disqualified for misspellings, incorrect formatting, inappropriate language and missing contact information. If you would like your entries returned, please make sure to complete the Poster Return Form included in this packet.

Please distribute the enclosed information packet to all staff you feel may be interested in having students participate (especially art and health teachers). The Coalition believes the poster contest will help educate not only contest participants but also veterinary clients across the state.

The Coalition hopes to see every school participate and looks forward to receiving some amazing artwork. If you should have questions, please contact Katee Yorke, 484-444-0418 or kyorke@phmc.org. Thank you in advance for your efforts in promoting this project.

Yours in Health,

A handwritten signature in black ink that reads "Bonnie Breit". The signature is written in a cursive, flowing style.

Bonnie Breit
Coalition Chair

2010 Pet Poster Contest Instructions

Theme: ***Don't Let Tobacco Hurt Your Pet!***

We invite all teachers, counselors, nurses and school faculty to inspire 10th and 11th grade students to create an original poster for the Premier ***Don't Let Tobacco Hurt Your Pet!*** Poster Contest. This effort encourages youth to understand the harmful side effects of tobacco use and to express through art what they think and feel. WINNERS' posters will be placed in all veterinary offices across the state and prizes will be awarded. Please share this opportunity with your students. Have fun, and enjoy!

Poster Messages and Themes

Judges will look for positive, *clear no-use messages, creativity, uniqueness* and *artistic ability* in each grade level. To get started, suggest students draw ideas from various sources: library research, TV, internet, personal experience or from tobacco-prevention curricula in your school's programs. Remind your students winning posters will be placed in veterinary offices across the state and need to have positive messaging – no violent or gory posters will be selected. Prizes will be awarded.

Some ideas to think about to get you started:

- Pets are People Too
- When You Smoke, So Do Your Pets
- Do You Want Your Best Friend to Smoke?
- A World Without Smoke
- Smoking and Pets Don't Mix
- Smoke-free Pets Live Longer
- Protect Your Pet From Tobacco Smoke
- Smoking Hurts Your Fur Babies
- ***Don't Let Tobacco Hurt Your Pet!***

≧ TEACHER'S TIP ≦

Encourage students to be creative with a dash of humor in their artwork!

PLEASE NOTE:

Posters that do not meet all of the following guidelines will be disqualified.

Please explain these rules thoroughly to your students. We want every student's poster to have a chance at winning; however, we need to disqualify any posters that do not follow the guidelines exactly.

POSTER GUIDELINES

- **NO NAMES DIRECTLY ON POSTERS.** All identifying information—name, address, phone, grade, teacher and school—**MUST** be printed on the ID label (enclosed) and taped to the back of the poster. Please use clear tape only; glue may seep through the posters. Copier-ready ID Label page is included with this packet. You may want to consider filling out the school information first before copying the labels.
- Posters must be drawn on **WHITE, 8.5" x 11" paper, portrait orientation (11" side vertical)**. Any other size artwork will be disqualified.
- Posters must be drawn with markers, crayons, colored pencils or ink pens. Be sure to press down hard so the colors stand out. **NO** painted or computer-generated posters will be accepted.
- Posters should reflect the students' original messages—ideas copied from published posters or media will be immediately disqualified.
- Posters should be colorful and contain simple, clear messages.
- **Violent scenes, brand names and copyrighted images** (i.e. characters from cartoons or TV) will be disqualified.
- Posters with misspellings will be immediately disqualified. Please help your students spell their messages correctly.
- Only one (1) entry per student may be submitted.

DEADLINE: Monday, March 15, 2010 at 4:00 p.m.

Posters may be submitted at any time from now until the deadline, and may be mailed or delivered to:

ATTN: PET POSTER CONTEST
Delaware County Tobacco-free Coalition
c/o Holcomb Behavioral Health Systems
126 East Baltimore Ave.
Media, PA 19063

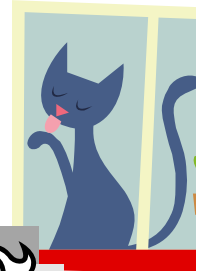
Winners will be notified by Friday, April 9, 2010.
Please feel free to call Katee Yorke at 484-444-0418 or
email kyorke@phmc.org with any questions.



DON'T LET TOBACCO HURT YOUR PET!

When was the last time your pet smoked a tobacco product?

Did you know secondhand smoke is dangerous to both humans and pets? We spend millions of dollars every year on our pet's healthcare and food. Studies tell us that when our pet is exposed to secondhand smoke, it also is exposed to many poisons, some of which may cause chronic health problems or even be life-threatening. A pet is a loyal friend, so we owe it to our pet to learn all the facts.



How will my pet be affected by secondhand smoke?

Cancer - Some dogs (with short and medium noses) are more likely to have lung cancer, others are more likely to have nasal cancer. Cats, because of their grooming habits, lick up the cancer-causing particles that accumulate on their fur leading to oral cancers. Cats exposed to secondhand smoke are twice as likely to have cancer of the lymph nodes compared to cats living in a non-smoking home.

Asthma - Tobacco smoke causes wheezing, coughing, and breathing problems.

Allergies - If your pet is constantly scratching, has a runny nose or eyes, hair loss, or dry skin, it may be allergic to tobacco smoke.

Lung disorders - Birds have extremely sensitive lungs and are super sensitive to smoke.

Respiratory problems - Birds and other caged pets are especially prone to this health problem.



How will my pet be affected if it accidentally eats tobacco product?



I knew there was a reason I didn't like people smoking in my home.

If your pet chews or swallows a tobacco product, it may have vomiting, diarrhea, and stomach upset. **DEATH** is also possible if a pet eats tobacco products or tobacco waste. If your pet begins to show any of these symptoms, call your veterinarian immediately.

If you are a smoker and your pet is exposed to secondhand smoke, this might be a good reason to stop. We can help!

When submitting posters, **please separate by grade level.**
Use these labels to indicate the category:

Poster Return Form

THIS FORM IS REQUIRED ONLY IF YOU WISH TO HAVE NON-WINNING POSTERS RETURNED.

Please complete this form and include with your entries.

Teacher or Contact Name: _____

School: _____

Address: _____

City: _____ State: PA Zip: _____

Phone: _____ E-Mail: _____

of posters submitted: 10th Grade: _____ 11th Grade: _____

Comments or Other Notes: _____

SCOTCH - TAPE ONTO BACK OF POSTER

Name _____
Address _____

Phone # _____
School _____
Phone # _____ Grade _____
Principal _____
Teacher _____

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