

NO SMOKING



OR

VAPING

'Don't Buy The Lie'

Kaiser Permanente
Anti-Vaping Program
2020 Teacher & Judging Instructions

Please help us get the message out by sharing VIRTUAL entry forms to all your students and have them create their own **online anti-vaping message**. (This is ideal as an individual student, group project or homework assignment.)

- Make sure to emphasize it doesn't have to just be art-- creative messaging, poems or facts targeting their peers is the main goal.
- **Every school with submissions will have a winner**, who will receive a \$50 Gift Card. Those winners are then reviewed by a panel of Health Education Staff, Marketing and Leadership to vote and help determine the Top 20 (10 from Middle School & 10 from High School). Then the votes go viral to the community, Instagram, **ALL** Kaiser Permanente staff, and schools to help pick the Grand Prize Winners! Last year we had over 10,000 voters!
Grand prize student winners each receive a \$1000 gift card!
- **Grand Prize Middle School & Grand Prize High School** images will also be displayed on radio, Twitter, sponsored Kaiser Permanente education, and more!

✓ **As a teacher or school, if you have 75* or more online entries:**

- You will automatically receive a \$25 gift card **AND**
- You will be entered to win a \$100 gift card. Three eligible teachers will be drawn.
- The school/teacher with an entry that makes the "KP TOP 20" will receive a \$50 gift card.
- The school/teacher with the winning entry will also receive a \$100 gift card.

* Student(s) can draw more than one poster

Thank you for participating in "Don't Buy The Lie" and if you have any questions, please feel free to call (916) 614-4591 or email Eileen.peterson@kp.org