



## Barry-Eaton District Health Department

Be Active • Be Safe • Be Healthy

Barry County: 330 W. Woodlawn Ave., Hastings MI 49058  
Phone: 269-945-9516 Fax: 269-818-0237

Eaton County: 1033 Health Care Dr., Charlotte, MI 48813  
Phone: 517-543-2430 Fax: 517-543-7737

Eaton Behavioral Health: 1033 Health Care Dr., Charlotte, MI 48813  
Phone: 517-543-2580 Fax: 517-543-8191



# 2017 Sun Safe Billboard Contest

## “There Is No Such Thing As A Safe Tan”

CREATE A PUBLIC SERVICE ANNOUNCEMENT TO BE FEATURED ON A LOCAL BILLBOARD  
AND YOU COULD WIN **\$500!**

### GOAL:

The goal of this contest is to educate 15-29 year olds by having them create a public service announcement (PSA) in the form of a billboard that showcases ways to protect their skin from sun damage and promote “safe skin”.

### ELIGIBILITY:

- Be aged 15-29
- Must complete submission form
- If under 18 years of age, a parent permission form must also be completed
- Barry or Eaton County Resident

**DEADLINE:** NEW EXTENDED DATE: Friday, May 5<sup>th</sup>, 2017 before 1pm

### CONTEST RULES:

- Participants may work alone or may work in a team (\$500 prize will be split evenly among all members of winning team)
- Billboard design must focus on the dangers of tanning (outdoor, indoor, or both) and one or more of the “Sun Safe Behaviors” (see below)
- Billboard must be inspired by 1 or more factual statements provided by the CDC ([http://www.cdc.gov/cancer/skin/basic\\_info/index.htm](http://www.cdc.gov/cancer/skin/basic_info/index.htm)) or The Skin Cancer Foundation (<http://www.skincancer.org/>)
- All participants must be sure their design is original to them and not copied, borrowed or stolen
- Billboards will be judged on originality, creativity, content and representation of the contest theme
- Content must be appropriate for a G-rated audience

### TIPS FROM THE EXPERTS (Adams Outdoor Creative Director):

- Use bright attractive colors
- Big text, contrasting colors
- Easy to read fonts (No cursive)
- Try to use no more than 9 words. 6-7 words is best.
- Catchy, easy tagline
- Big logo
- Simple, attractive photography (if photography is used)
- Graphic size: 11.167” x 5.207”

- .25" bleeds all the way around

Failure to follow contest rules will result in immediate disqualification.

**SUBMISSION:**

Submit a JPEG, PDF or other email-capable file with the design and required forms to Lauren Cibor at [LCibor@BEDHD.org](mailto:LCibor@BEDHD.org) by Friday, April 21<sup>st</sup>, 2017 before 1pm.

**PRIZES:**

Winning team/ participant will have their billboard featured for 4 weeks on a billboard in their respective county and will receive a \$500\* gift towards their education.

There will be one winning team/ participant chosen from Barry County and one winning team/ participant chosen from Eaton County. Each county winner will receive \$500.

\*For entries with more than one participant, the \$500 prize will be split evenly among all members of winning team.

**BACKGROUND**

The incidence of skin cancer is greater than the incidence of lung, colon, breast, and prostate cancer combined! More than 5 million people are treated for skin cancer each year. Melanoma, a less common type of skin cancer, causes the most skin cancer-related deaths. Alarmingly, as opposed to other common forms of cancer, melanoma incidence has been increasing in recent decades. Over two-thirds of melanomas can be attributed to ultraviolet (UV) exposure. UV radiation is emitted from the sun and tanning devices. They cause DNA damage, which increases risk of developing cancer. The tanning of the skin we see with UV exposure is the body's way of mounting a defense against further DNA damage. (source: [www.skincancer.org](http://www.skincancer.org))

**SUN SAFE BEHAVIORS**

- Apply sunscreen regularly (at least SPF 30, broad spectrum UVA/UVB, containing zinc oxide or titanium dioxide)
- Seek shade when possible
- Wear protective clothing ("rash guard" swim shirts, long sleeved shirts, long pants, wide-brimmed hats, sunglasses)
- Avoid tanning beds

## Billboard Contest Submission Form

**Team Member Information:**

Name	Age	Email	Phone Number

Title of Billboard (optional): \_\_\_\_\_

All team members hereby agree to contest rules and adherence to all copyright laws. All submissions to the 2017 Sun Safe Billboard Contest may be used at the discretion of the Barry-Eaton District Health Department.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

## Parent / Guardian Permission Form

(For Participants Under 18 years of Age)

\*Every participant under 18 years of age must complete a parent/guardian form

I hereby give permission to \_\_\_\_\_ (student) to participate in the 2017 Sun Safe Billboard Contest. I understand and agree that my son/daughter is responsible for his or her own safety and must adhere to state and federal laws while participating in this contest. The 2017 Sun Safe Billboard Contest project team will not be held responsible for any unforeseen circumstances.

Parent or Guardian Name: (Mr./Mrs./Ms.): \_\_\_\_\_

Phone number or Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_