

ONTARIO KNIGHTS OF COLUMBUS

Substance Abuse Awareness Poster Contest



OFFICIAL PROGRAM GUIDE FOR PARTICIPATING COUNCILS
DISTRICTS, REGIONS AND CIRCLES

TABLE OF CONTENTS

Rules and Regulations.....	1
Authority	2
Rules.....	2
Judging.....	2
Suggested Timetable.....	2
Awards.....	3
Sample Publicity Letter.....	4
Tips of Conducting a Poster Contest.....	5 - 6
Press Release	7

RULES AND REGULATIONS



"Here's a little information about the Substance Abuse Awareness poster Contest."

TOPICS/CATEGORIES

Entries in the Ontario Knights of Columbus Substance Abuse Awareness Poster Contest must fall under one of these topics: **Alcohol Awareness and Abuse** or **Drug Awareness and Abuse**. Each poster must contain a slogan reflecting either of the topics visual image. A Contestant can only enter one poster.

ELIGIBILITY

The Ontario Knights of Columbus Substance Abuse Awareness Poster Contest is open to all young people between the ages of 8 and 17. Age eligibility is determined by the age of the Contestant as of January 1.

AGE GROUPS

Contestant entrants compete in one of three age groups – ages 8 through 10, ages 11 through 14, or ages 15 through 17.

Each local Council, District, or Regional competition may have up to 6 winning entries – one from each category in each age group within their jurisdiction: 8-10 Drug Awareness and Abuse, 8-10 Alcohol Awareness and Abuse; 11-13 Drug Awareness and Abuse; 11-13 Alcohol Awareness and Abuse; 14-17 Drug Awareness and Abuse; 14-17 Alcohol Awareness and Abuse.

CONTEST LEVELS

The Substance Abuse Awareness Poster Contest can consist of up to 4 levels of competition: Council, District, Regional, & State. Below is a description of each to help you understand the progression of the program.

Council – This is the first level of the competition. The Council Chairman can copy forms and certificates electronically, or hard copies can be requested from the Ontario State Substance Abuse Poster Chairman by email (kofclegault@gmail.com), or by telephone 905-419-1045. The Program Guide can be ordered in either form from the Ontario State Contest Chairman. The Council Chairman should advertise the Contest and contact schools inviting them to participate. The Council Chairman organizes the judging and the provision of awards and certificates. The winners from the Council level are forwarded to the District Deputy .

District – The District Deputy organizes the judging of the Council submissions. The form indicating the winners for this level of the contest is forwarded to the Ontario State Office for the Ontario Substance Abuse Poster Contest Chairman. This form also is the request for "Medallions". If there is a Regional level then the District Deputy sends it to the Regional Chairman

Regional/State – The regional level of competition usually only takes place if a Regional territory exists and participates. Winning posters and subsequent forms must be sent to the State Office for Ontario State Chairman, Substance Abuse Poster Contest, in order to ensure winners are named in time for the Ontario State Convention in April. This form is also the request for "Plaques".

AUTHORITY

The Ontario Knights of Columbus Substance Abuse Awareness Poster Contest will be under the authority of the Ontario Director Community Programs, managed by Jean-Claude Legault, the Ontario State Chairman, Substance Abuse Poster Contest. The local competition is under the authority of the Grand Knight delegated to the Council Youth or Program Director for the Council's jurisdiction.

RULES

- Posters must reflect either the theme of **Alcohol Awareness and Abuse OR Drug Awareness and Abuse**. A participant may only enter a poster in one category.
- Each poster **must be** the original work (including concept, layout, slogan and any visual images) of a single person.
- Posters **must be** 11X17 inches in size. If pastels, chalk or charcoal are used the poster must be laminated or covered with clear plastic.
- Each poster must be submitted with a Knights of Columbus Substance Abuse Awareness Poster Contest entry form – **make sure your council number is included**. The name and age of the contestant **must be** printed on the back of the poster in case they get separated.
- All entries become the property of the Ontario Knights of Columbus Council. **Posters will not be returned.**

JUDGING

Judging teams should be composed of students, Knights, teachers, administrators, substance abuse counselors or law enforcement officials. In keeping with the theme of giving young people the opportunity to develop their own solutions to the challenges they face, it's particularly important to involve young people in all phases of the judging process. A 100-point scoring system will be used to determine the winners.

Slogan – 30 Points:	How clearly is the theme presented?
Artistic Merit – 30 Points:	How well do the visuals convey the message?
Overall Impact – 40 Points:	How effective was the poster in capturing your attention and causing you to reflect on the topic?

SUGGESTED TIMETABLE

Local – Councils should download or order their materials late August to be ready to present the contest in September. Posters must be completed by the end of December, and the council judging is to take place in January

Council to District – by February 1

District to Regional (if applicable) and/or State by March 1

Regional to State – by March 15

State -Declares winners at the Ontario State Convention (April)

AWARDS

The following are **suggestions** for prizes to be awarded at the various levels of the Ontario Knights of Columbus Substance Abuse Awareness Poster Contest. Councils, and Districts must order the Official Winner's and Participant certificates— Monetary awards at the Council Contest level are encouraged in the form cash,/cheque, scholarships, gift certificates, or savings bonds.

Council – Winner Certificate + \$25-\$50 for the first place entry in each age group/theme combination (8-10 drugs, 8-10 alcohol, 11-13 drugs & 11-13 alcohol 14-17 drugs, 14-17 alcohol). **Ensure that Participation Certificates are given to ALL participants**

District – A Medallion, provided by the State Office, for the first place entry in each age group and theme..

Regional – A Plaque provided by the State Office for the first place entry in each age group and theme

Ontario State winners in each category will receive a **Framed Portrait** of their poster engraved with their name and sponsoring council information and a monetary prize.



SAMPLE PUBLICITY LETTER

The success of a local council's participation in the Ontario Knights of Columbus Substance Abuse Awareness Poster Contest will depend on the support it receives from local schools and the community. Before promoting the program in a school, permission and support must be obtained from the board of education, headmaster or principal. Also, you should advertise your Contest through local media sources. Shown below is the suggested wording for a letter promoting the Ontario Knights of Columbus Substance Abuse Awareness Poster Contest and a press release announcing the event. This letter and announcement should be immediately followed up with a phone call to answer questions and provide additional information.

Sample Promotion Letter

(Reprint on Council letterhead signed by Grand Knight.)

Dear _____:

Over the past several years, many fraternal organizations, businesses, schools, churches, synagogues and individuals have donated their time and money to the fight against the ever-present epidemic of substance abuse. One way to rectify this worldwide problem is through the spread of information. Increasing public awareness concerning the dangers of drugs and alcohol through the cooperation of individuals and organizations has garnered significant results.

For years, the Ontario the Knights of Columbus has been active in the fight against all forms of substance abuse. To further our efforts, the Ontario State Office sponsors the Knights of Columbus Substance Abuse Awareness Poster Contest. The purpose of this Contest is twofold: to promote local awareness among young people of the major societal problems of alcohol and drug abuse and to generate ideas for Ontario Knights of Columbus substance abuse awareness posters and literature.

The Ontario Knights of Columbus Substance Abuse Awareness Poster Contest is open to all boys and girls ages 8 through 17. The Contest is conducted at the local level with winning entries progressing through district/regional and state levels of competition. The winning entries at the Ontario level will serve as the basis for a series of substance abuse awareness posters, with creative credit going to their artists, to be distributed throughout the regions in which the Ontario Knights of Columbus organization is present.

The Ontario Knights of Columbus is part of an international, Catholic; family, fraternal service organization with over 1.9 million members in 15,000 local Councils. Last year, Knights donated more than 75 million volunteer hours and \$177.5 million to charitable and benevolent causes, sponsoring projects to benefit the Catholic Church, Councils, communities, Culture of Life, families, and youth.

Attached you will find a promotional poster and detailed information on the Contest. A Council representative will contact you in the next few days to discuss your school's participation in the Ontario Knights of Columbus Substance Abuse Awareness Poster Contest.

Thank you for your assistance.

TIPS ON CONDUCTING A POSTER CONTEST

- **Conducting an Ontario Knights of Columbus Substance Abuse Awareness Poster Contest** is a fun and easy way to get the young people of your community involved in addressing issues that directly affect them. It is fun to conduct because of the opportunity to witness the creativity and optimism of the young people in your community. It's easy because you can tap into existing structures like schools, Colombian Squires circles, etc., to do a lot of preliminary work. It can also provide excellent publicity for the council.
- **The first step is to organize your Contest.** The Council's youth activities Chairman, in consultation with the Grand Knight, should select a team that will administer the contest. This team will be involved in all phases of the Contest: organization, publicity, judging, prizes, etc. Colombian Squires circles should work with their sponsoring Councils in conducting contests. The Council should be "ready to go" at the start of the school year, so that the participants can get right to work. A suggested time frame would be for the students to complete work on their posters during October to December, with the judging at the local level to take place during January. District and/or regional judging should take place during February, with state winners chosen in early April. Ontario State winners are announced at the Ontario State Convention, with awards presented to students before the end of the school year (June).
- Once the team is in place, **the next step is to contact all schools, both public and private, in your community to publicize your Contest.** Solicit the support of the teachers and administrators; ask them to encourage their students to participate. Teachers, school administrators and most importantly young people can serve as judges, as can substance abuse counselors, law enforcement officials and K of C officials. Each entry should be the work of an individual student. Schools can use the contest as a project for art, health or contemporary issues classes.

■ **If there are multiple schools participating, consider conducting preliminary judging.** In this way, the people in the community that you ask to serve as judges, which should include young people, will not be overburdened with a volume of posters, and the judging process will proceed more quickly.

■ **Display promotional materials prominently.** Posters should be displayed in any school from which students would participate, as well as youth centers, church halls, libraries, Boys & Girls Clubs, skating rinks, shopping centers, YMCA & YWCA buildings, and the Council home. On the poster, indicate the name of the sponsoring Council, contact person, and due date.

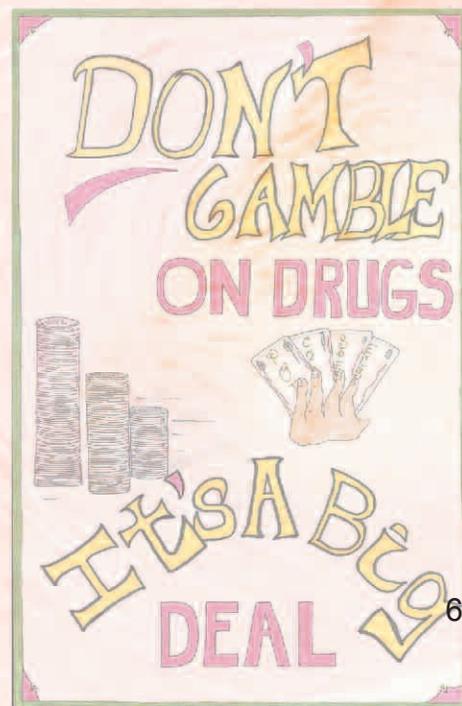


■ **Build public interest in the contest.** Use the sample press release to announce your contest to local newspapers and through radio announcements. Placing the promotional posters in prominent places around town will also accomplish this.

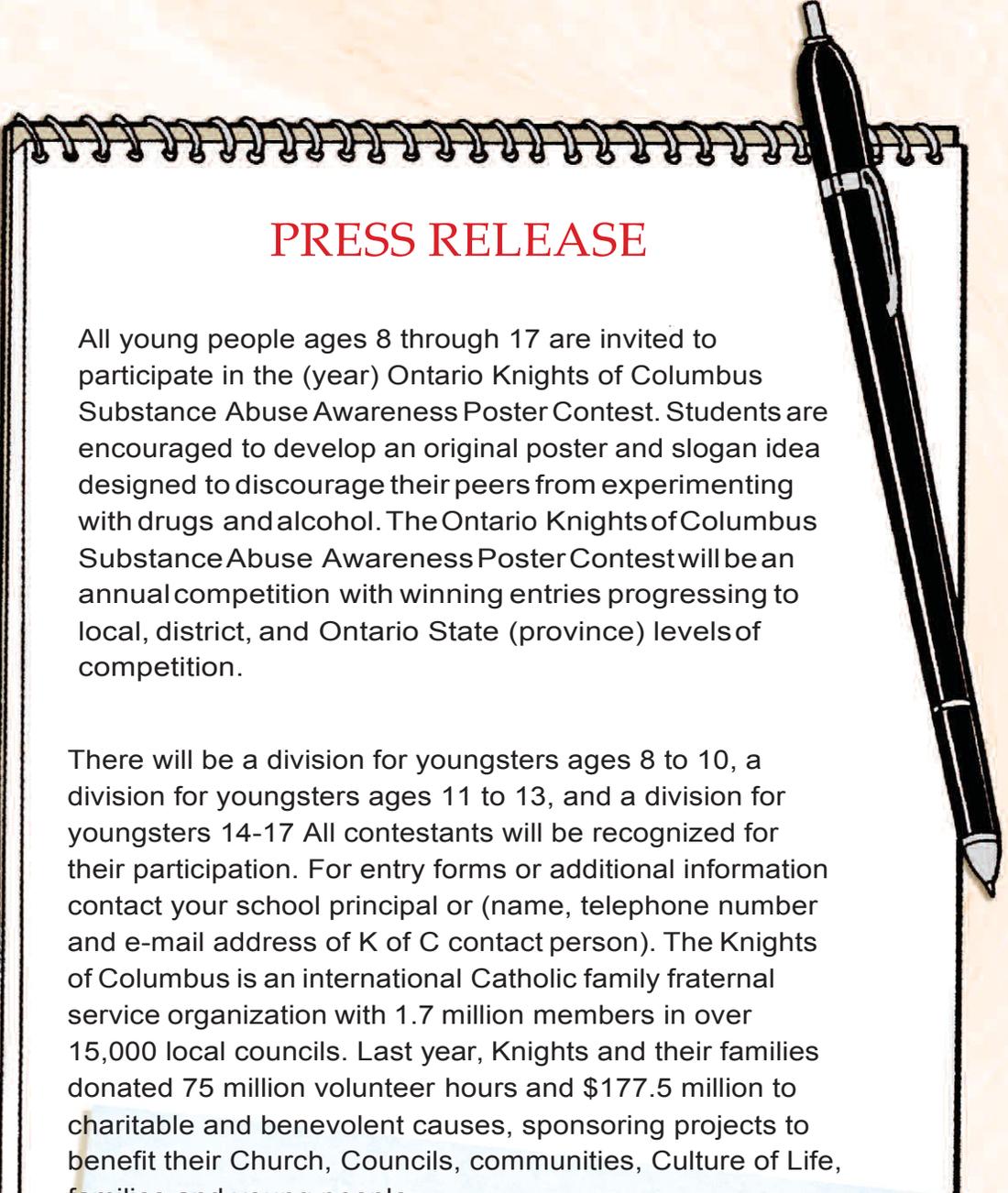
■ **Contact local M.A.D.D. chapters to ask for help promoting your contest.**

■ **Outline the criteria for your judges to use in rating the entries.** The goal of this program is to create/increase awareness among young people of the problems of alcohol and drug abuse, while encouraging them to speak to other youngsters "in their own language" to address these vital issues. Meet with your judges in advance of the judging process so that all are "on the same page" regarding what to look for in a winning entry.

■ **Recognize everyone participating** by presenting the included participation certificates to all who submit entries, and Council Champion certificates to your Council's winners. Encourage each school to develop some type of recognition for the winning entries in that particular school.



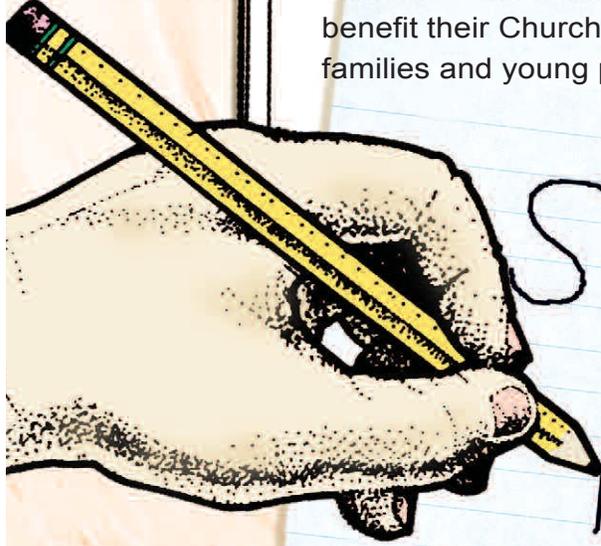
ze Your Contest.
All Schools.
Preliminary Judging.



PRESS RELEASE

All young people ages 8 through 17 are invited to participate in the (year) Ontario Knights of Columbus Substance Abuse Awareness Poster Contest. Students are encouraged to develop an original poster and slogan idea designed to discourage their peers from experimenting with drugs and alcohol. The Ontario Knights of Columbus Substance Abuse Awareness Poster Contest will be an annual competition with winning entries progressing to local, district, and Ontario State (province) levels of competition.

There will be a division for youngsters ages 8 to 10, a division for youngsters ages 11 to 13, and a division for youngsters 14-17. All contestants will be recognized for their participation. For entry forms or additional information contact your school principal or (name, telephone number and e-mail address of K of C contact person). The Knights of Columbus is an international Catholic family fraternal service organization with 1.7 million members in over 15,000 local councils. Last year, Knights and their families donated 75 million volunteer hours and \$177.5 million to charitable and benevolent causes, sponsoring projects to benefit their Church, Councils, communities, Culture of Life, families and young people.



Sample Press
Release

For more Information contact the:
Ontario State Chairman, Substance Abuse Poster Contest
Jean-Claude Legault
at (905) 419-1045, e-mail kofclegault@gmail.com

