

2016 Wellness Poster Contest Guidelines

Overview: The Office of School Wellness Programs invites all students to submit a poster design that promotes wellness in our schools. The designs should focus on the benefits of eating nutritious food, being physically fit, and getting an adequate amount of sleep. Schools play an important role in promoting wellness for everyone in our school communities.

Winning poster designs will be displayed in schools citywide, on the DOE Web site, and in other documents used to increase awareness of School Wellness. There will be one winner and three runners-up selected from each of the following three grade-level categories: elementary (K-5), middle (6-8), and high (9-12).

Deadline Extended: All submissions must be received by **Friday, March 11, 2016**.

Eligibility: All current New York City public school students in grades K-12 may participate.

Awards:

- Winners from each grade level will receive \$500 worth of wellness materials for their schools.
- Runners-up will each receive \$250 worth of wellness materials for their schools.
- Designs from both winners and runners-up will be featured on the DOE website, school posters, and in the 2016–2017 calendars.

Guidelines:

Theme: This contest allows students to send a message about the importance of eating nutritious food, getting at least 60 minutes of physical activity every day, and getting the recommended amount of daily sleep. Designs should highlight what students feel is most important about staying healthy for life, and must include at least two out of these three important wellness components.

Target Audience: School Wellness is important for all members of our school communities, including staff, students, and families. Poster designs should reflect diversity of ethnicity, gender, and age.

Design Specifications:

- Each poster must be an 8.5" x 11" original design.
- Each submission should be a scanned color copy of the student work. **Each student should retain the original piece of art/design should it be selected as a winning design.** Submissions should be mailed to the address listed in the guidelines on the following page.
- Designs can be in any medium, including computer-generated. However, we strongly recommend that students create strong, simple, and colorful designs that will deliver the most visual impact for their message. Designs using only pencil/pen or clip art may not be suitable for reproduction on our website, posters, and calendars.
- Students cannot use previously copyrighted images or text. Many New York City icons are already copyrighted, including most identifiable buildings in the Manhattan skyline, major bridges, the Statue of Liberty, "I ♥ NY," etc.

- Designs should be inclusive and appropriate for all ethnicities, ages, genders and boroughs. In particular, students should try to avoid creating a design that relies heavily on a recognizable building, school name/number, or image specific to a particular borough or neighborhood. Such images can be incorporated into a design, but overall it should feel inclusive to all City residents.
- If students wish to incorporate photos of human faces in their designs (as opposed to cartoons or representational figures), they should include more than a single individual. Any group of faces should be diverse and reflect all New Yorkers.

Criteria for Judging: Winning designs will be selected based upon their artistic merit, originality, and creativity in incorporating wellness themes into both textual and design elements.

How to Submit Entries:

- Attach a label on the back of each printed submission which includes:
 - school DBN
 - student name
 - student grade level
 - student e-mail address (if student has one)
 - name of coordinating teacher
 - teacher's DOE e-mail address (@schools.nyc.gov)
 - teacher's cell phone number
 - dated student and teacher signatures accompanied by the statement, *"I testify to the originality of this artwork and agree to its use by the Department of Education."*
- **Entries must be received by mail by Friday, March 11, 2016.** Send submissions to:
ATTN: Wellness Poster Contest
Department of Education
Office of School Wellness Programs
335 Adams Street, Room 502
New York, NY 11201

Key Dates and Contact Information:

Deadline extended: Entries must be received at 335 Adams Street by **Friday, March 11, 2016**. Winners and their teachers will be notified by March 28. In addition, an awards ceremony will be held in June. Winners and runners-up will be given further details about the awards ceremony when they are notified in March. Materials featuring the selected designs will be distributed to all public schools.

Contact: E-mail wellness@schools.nyc.gov if you have questions or need more information.