



City of Port Moody

Report/Recommendation to Council

Date: October 1, 2019
Submitted by: Councillor Amy Lubik
Subject: Participation and Support for *Vaping: Get the Facts Poster* Contest

Purpose

To propose that Port Moody take part in the *Vaping: Get the Facts Poster* contest with School District No. 43 and Tri-Cities Community Partners.

Recommended Resolution(s)

THAT Port Moody partner with Fraser Health, SD43, and other community partners to participate in their *Vaping: Get the Facts Poster* contest, including:

- **Having a representative from the City be on the project's Selection Committee to inform the contest rules and help select the winning poster(s);**
- **Sharing information about the contest (i.e. through social media or displaying the contest advertisement as recommended by communications); and**
- **Displaying the winning poster(s) at the Rec Centre, City Hall or City-owned places where children/youth congregate;**

as recommended in the report dated October 1, 2019 from Councillor Amy Lubik regarding participation and Support for *Vaping: Get the Facts Poster* Contest.

Background

The prevalence of vaping amongst youth is a growing public health concern in the Tri-Cities. The 2018 Adolescent Health Survey found 20% of youth surveyed in School District No. 43 (SD43) had used a vape pen/vape stick with nicotine in the past month and 18% had used a vape pen/vape stick without nicotine, while only 6% had used cigarettes in the past month. In addition, the number of students who have been suspended from school for vaping has increased significantly in the last few years.

There are common misconceptions and unknowns around the impact of vaping on the health of youth and young adults. Although the current long-term health effects of using vaping products are unknown, the "toxic chemicals in the aerosol lead to short-term respiratory and cardiovascular health effects, any may cause cancer." Using vaping products that contain nicotine can lead to nicotine dependence and can alter brain development in children and youth. As the use of vaping products continues to escalate, it is important to raise awareness about the

harmful effects of vaping so children, youth, parents, educators, and service providers can make informed decisions and help reduce the prevalence of vaping in our community.

In September 2019, the Port Moody representative on the Tri-Cities Healthy Communities Partnership (HCP) received the following request from our Community Health Specialist regarding *Vaping: Get the Facts Poster* contest: Project Proposal to School District #43 and Tri-Cities Community Partners by Councillor Bonita Zarrillo (Coquitlam), Diana Dickin, Healthy Schools Public Nurse (Fraser Health), and Richelle Foulkes, Community Health Specialist (Fraser Health):

I am hoping Port Moody would be interested in partnering with us for this project. Participation would include:

- having a representative from the City (perhaps the HCP rep) be on the project's Selection Committee to inform contest rules and help select the winning poster(s). This would include attending ~2 meetings (one in Oct/Nov to review project; one in Feb/March to select a winning poster), and attending a poster launch event (aiming for April 2020);
- sharing information about the contest (i.e. through social media or displaying the contest advertisement); and
- displaying the winning poster(s) at the rec centre, city hall, or city-owned places where children/youth congregate. The final poster would include the City's logo, along with FHA, SD43, City of Coquitlam, and BC Lung Association logos.

Taking part in this initiative would take very little effort on Port Moody's part, but may make a difference in the awareness of vaping related health issues in youth and other community members in our community.

Discussion

Purpose of Vaping Poster Contest

The purpose of the vaping poster contest is to raise awareness and educate children, youth, parents, educators, and service providers on the harmful effects of vaping products. Children and youth in the Tri-Cities will have the opportunity to develop an original poster advertising the negative health effects of vaping. These creative posters will contain messaging and/or images that target and resonate with children and youth and be posted throughout schools and the community. Through raising awareness and public education, children, youth, caregivers, and educators will be able to make informed decisions around using vaping products.

Project Overview

Project lead organizations, including the City of Coquitlam, Fraser Health Authority (FHA), and SD43, will circulate information on the vaping poster contest through local schools, community and recreation centres, local service organizations, and through social media (See **Attachment 1** Appendix A for sample promotion poster). Children and youth will be encouraged to design an original anti-vaping poster based on content from the British Columbia Lung Association's (BC Lung) Vaping: Frequently Asked Questions (Vaping: FAQ) resource and criteria developed by a Selection Committee. Children and youth will submit a hard copy of their poster to their school office, or at Coquitlam City Hall; electronic versions can be emailed to smoke-free@fraserhealth.ca. The Selection Committee will review poster submissions and

select the winning poster(s) based on the established criteria. Selection Committee members' Communications Departments will review the posters as appropriate. The winning poster(s) will be professionally printed with the logos of Selection Committee member organizations. Finalized posters, including floor or mirror decals will be placed throughout the community and SD43. The Selection Committee will present the winner(s) of the contest with an award at a celebratory poster-launch event at a local high school (TBD).

Selection Committee

The Selection Committee will be responsible for supporting project implementation, including:

- sharing information about the poster contest;
- receiving and reviewing poster submissions, and selecting contest winners;
- finalizing winning posters for print (i.e. approval through respective communications department, include Selection Committee member organization logos);
- engaging with local organizations to display winning posters;
- making project-related decisions (e.g. contest incentives, finalizing contest rules; number of winning posters, location of celebratory event); and
- securing project funding.

Proposed membership of the Selection Committee would include representation from the following organizations:

- Fraser Health Authority;
- School District No. 43;
- City of Coquitlam; City of Port Coquitlam; City of Port Moody; and
- Youth Representatives.

Submission and Selection Process

Contest participants can choose to create an original hard copy (e.g. hand-drawn, painted) or digital poster (PDF format). Digital posters can be submitted via email to smoke-free@fraserhealth.ca. Children and youth will be asked to include their name, contact information (email and/or phone) and year of birth. Hard copies of posters can be submitted at the following locations:

- Coquitlam City Hall, Reception;
- School office; and
- Local recreation centres: [List participating locations].

FHA Project Leads will pick up poster submissions at the designated locations the week following submission deadline. FHA project leads will then review poster submissions to ensure they meet contest criteria (i.e. appropriate images, content, sizing, etc.). The Selection Committee will then select the winning poster(s). The selected poster(s) will be reviewed by FHA and Selection Committee members' Communications Departments for final approval. Finalized posters will be professionally printed and distributed throughout the community with BC Lung and Selection Committee member logos.

Contest Rules

Contest rules will be finalized by the Selection Committee. Key rules include (see **Attachment 1** Appendix B for a full list of contest details and rules):

- poster content can only use BC Lung's FAQ information and focus on the negative effects of vaping. No Google searches. Information outside of the FAQ sheet is an automatic disqualification;
- selection of the poster will be based on creative images and informative words/phrases that attract young minds. Poster can be handmade or digital (PDF format);
- must be 18 years or younger to submit a poster. Individuals or group entries are accepted; and
- the Selection Committee will select [one winner targeting elementary school aged children; one for middle school children and one for high school youth].

Celebration Event and Poster Launch

To launch the winning poster(s) and recognize the children and youth who created them, the Project Leads will organize a celebratory launch event. The event will be held at a high school that will provide catering (location TBD). Attendees of the event will include SD43, FHA, members of the Selection Committee, and contest winners and their families. Local media will be invited to attend. At the event, the Selection Committee will present the winner(s) with a prize (prize/incentive TBD by Selection Committee). Light refreshments and appetizers will be provided.

Budget

Project leads are actively seeking funding opportunities for this project.

Item	Estimated Cost
Contest Advertisement Printing and Winner Poster Printing	\$1,000 and in-kind (From External Grants)
Winner(s) Award / Project Incentive	TBD
Celebratory Event Catering	In-kind from SD43
Selection Committee Youth Representative Appreciation	TBD

Timeline

Action	Time Frame
Partner Engagement	September-October 2019
Secure Project Funding	October 2019
Selection Committee Confirmed	October 2019
Selection Committee finalizes contest details	November-December 2019
Contest Promotion (communication of project)	January 2020
Contest Applications Submission	January-February 2020
Contest Closes	February 2020
Poster Review and selection of winner(s)	March 2020
Finalize Winner Posters	March-April 2020
Celebration Event and poster distribution	April 2020

Other Option(s)

THAT the report dated October 1, 2019 from Councillor Amy Lubik regarding Participation and Support for *Vaping: Get the Facts Poster* Contest be received for information.

Financial Implications

Minimal financial implication, mainly a small amount of staff time for contest promotion.

Communications and Civic Engagement Initiatives

The communication and civic engagement component would be the promotion of the Anti-vaping contest.

Council Strategic Plan Objectives

- Achieving a healthy community
- Promoting community engagement for all ages
- Adapting to emerging challenges

Attachment(s)

1. Fraser Health Authority Vaping Contest Example Poster and Draft Rules.

Report Author

Amy Lubik
Councillor