

TFK Week 2017 Instagram Contest*



February 12-18, 2017

1. Capture

Share your story! Take a picture or video showcasing how or why you are tobacco-free. Show us a tobacco-free world from your perspective!

2. Post

Follow us on Instagram at TFKWeek2017, post your picture or video and **make sure your account is public** so we can see it!

3. Tag

Tag @TFKWeek2017 and use **#mytakeontobacco**.

Contest Rules

1. **Only one entry per person.** Individuals submitting a photo must tag the account, @TFKWeek2017 and use **#mytakeontobacco**. Entries submitted without tagging the account and using the designated hashtag will not be included in the contest.
2. By posting your photo/video to Instagram you are giving the Department of Health permission to access and showcase your entry on the Smoking Stinks webpage, TFK Week 2017 account and other community events.
3. **Add your school** as the Instagram location so we know where the entries are coming from.
4. Entries can be videos or photos discussing or showcasing how or why you're tobacco-free. Entries will be judged on creativity and expression.

Ideas:

- Post a photo with a caption of why you're tobacco-free.
 - Capture an anti-tobacco activity.
 - Submit a tobacco-free statement video with your friends.
5. Individuals or groups who do not have Instagram accounts can still participate in the contest. Below are alternative options to submit contest entries. All emailed entries must include an entry form with signed parental permission. These entries will be posted by the receiving staff.
 - a. Utilize the provided Instagram sign to take pictures with and submit via email to hdltl@aacounty.org (for elementary schools only).
 - b. Take pictures or videos of youth/students' art, activities etc., and send via email to hdltl@aacounty.org (for all schools).
 6. Please make sure all entries are relevant to the contest and **do not contain any inappropriate content**. Entries that are not appropriate will not be considered for the contest.
 7. Entries must be submitted to Instagram or via email by **Friday, February 24, 2017**. Exceptions will be made for groups that cannot hold TFK Week from February 12-18. Winners will be announced Monday, March 6, 2017.
 8. All individuals who submit entries via email must fill out the attached form that provides contact information and permission for AACDOH to use the photo or video on the TFK Week Instagram account, Smoking Stinks webpage or at a community event.

Categories

1. Best Photo
2. Best Video
3. Best Caption
4. Best Design

TOBACCO-FREE KIDS WEEK IS FEBRUARY 12-18.

Check out TFK Week webpages at: www.SmokingStinks.org.

Questions? Please contact hdltl@aacounty.org or 410-222-7979

Sponsored by Smoking Stinks, a Learn To Live program of the Anne Arundel County Department of Health.

*Participation in the TFK Week Instagram Contest is voluntary. Check your organization or location guidelines for participating in social media activities.



Instagram Contest Entry Form for Email Submission

This entry form must be filled in and included with each contest entry. Please print clearly. A parent or guardian **must** sign the entry form if there is no parent permission on file for use of photos.

Full Name: _____ Age: _____ Grade: _____

School/Group's Name: _____

Group's Contact Person Name and Phone: _____

Title of entry: _____

Does this student have parent permission on file to use their photo/ video/artwork?

- Yes
 No

If you checked no, please have a parent/ guardian sign for permission to use the photo/ video/artwork.

Only the first name and first letter of the last name, school name and grade or age will appear.

For example: Joshua H. Crofton Woods Elementary, 3rd grade.

Parent/ Guardian Signature: _____

- The Department of Health may display my child's name and Instagram contest entry on the Smoking Stinks website, at a community event or on the TFK Week 2017 Instagram account.

(Check if you give permission).

- The Department of Health may put a reporter in touch with me if the reporter wants to photograph or interview my child (Check if you give permission).

Parent/ Guardian Phone: _____

Parent/ Guardian Email: _____

For additional information about the Instagram contest, go online to www.SmokingStinks.org and click on Instagram contest. Throughout TFK Week, follow the hashtag [mytakeontobacco](#) on Instagram, and view our Instagram account, [TFK Week 2017](#) for pictures and entries.



