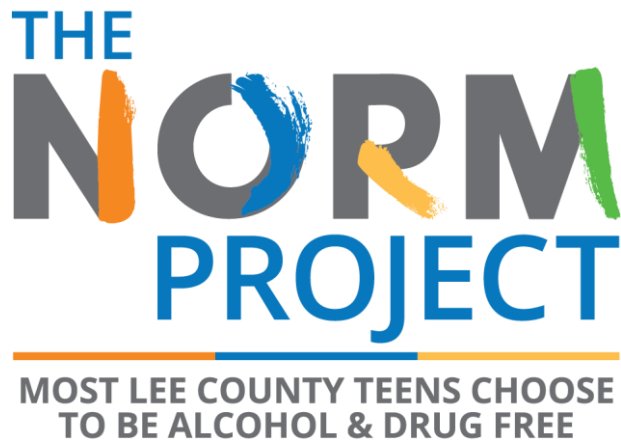


# Norm Project Student Poster Contest



## What is Social Norming?

The Norm Project is a School District of Lee County prevention initiative that seeks to correct misperceptions about teen alcohol and drug use. It uses local students' artistic talents to create posters that send the message that they are in the majority when they choose not to drink or use drugs.

All middle and high school students with the School District of Lee County are eligible to participate. Students are to design a poster with a social norming message following the guidelines below. The winning posters are available for all middle and high schools to display the following year, sharing the message that most Lee County students are alcohol and drug free!

This year, up to eight students in middle and high school are eligible to win. Winners will be announced during the 4th quarter of the school year. Each winner will receive a certificate and a gift card to Target and will have their poster professionally printed and displayed in Lee County Schools. The winners will also be honored at the October Red Ribbon Awards Ceremony.

To be considered, entries must contain a social norming message. For example, *"Most Lee County students choose not to vape."*

**Parent/Legal Guardian Consent to Participate in the Norm Project Student Poster Contest.**

**Instructions:** Parents and/or legal guardians: If you wish to allow your child to participate in the Norm Project Student Poster Contest, please complete and sign this consent form. Return the completed form to your child’s teacher. The teacher will submit the corresponding consent form with each design entry. Submissions that are not accompanied by a properly signed and completed consent form and any other necessary information or materials will not be considered.

I (We), \_\_\_\_\_  
*Full Name(s) of custodial parent(s)/legal guardian(s)*

am (are) the lawful custodial parent(s)/legal guardian(s) of:

Child’s Full Name (“Entrant”) \_\_\_\_\_

Grade Level \_\_\_\_\_ SDLC School \_\_\_\_\_

Child’s Teacher \_\_\_\_\_

The Entrant has my (our) consent and permission to items 1-4 below:

1. Enter and participate in the Norm Project Poster Contest.
2. Allow the entrant’s name and school be displayed on the poster.
3. If selected as a finalist, allow the entrant’s poster to be modified as needed, printed and displayed in The School District of Lee County schools, website, and social media.
4. Participate in any media or promotional events, including any possible winner ceremonies, and media interviews related to the contest.

Please fill out your contact information in case we have any questions regarding this written consent.

Address: \_\_\_\_\_ Phone Numbers (h) \_\_\_\_\_  
\_\_\_\_\_ (c) \_\_\_\_\_  
\_\_\_\_\_

Signature(s) \_\_\_\_\_  
*Signature(s) of custodial parent(s)/legal guardian(s)*

# Annual Norm Project Student Poster Contest Entry Guidelines

1. There is a limit of 1 entry per student or group.
2. Entries may be produced by an individual, group, class, or club.
3. Both digital and hand drawn entries will be accepted.
  - a. Digital entry specifics:
    - i. Customized size of 12" x 18" with a .25" bleed.
    - ii. Must be submitted in the original file format. (.docx, .psd, .ai, .pub, etc.)
  - b. Hand Drawn entry specifics:
    - i. Must be on an 8.5" x 11" paper.
4. Designs must use original, student-created imagery, concept or design.
  - a. 20% of design may utilize online resources / non-student derived imagery but should be customized by student to avoid copyright infringement.
  - b. Software Brushes, Symbols, Clip Art, and other pre-created resources must also be kept within the 20% maximum and should be customized by student to avoid copyright infringement.
5. The poster must have a social norming message. For example:
  - *"Most Lee County students choose not to vape."*
  - *"Most Lee County students choose not to use alcohol."*
  - *"Most Lee County students choose not to use drugs."*
  - *"Most Lee County students choose not to use tobacco."*
  - *"Most Lee County students choose not to smoke cigarettes."*
6. All entries must have information including student name, school name, grade, and teacher.
7. All entries must be submitted by **April 16, 2021** to Sara Thompson in School Counseling Services via Google Drive, email, mail, or school PONY:

Sara Thompson  
School Counseling Services  
[saraet@leeschools.net](mailto:saraet@leeschools.net)

## Originality Verification

I, \_\_\_\_\_, certify that I have read, understand, and have abided by all rules and regulations of the Norm Project Student Poster Contest. I further certify that this is my own work and idea. It utilizes no more than 20% non-student derived imagery, and all pre-created sources have been significantly customized by me.

\_\_\_\_\_  
*Student Signature*

\_\_\_\_\_  
*Date*

I, \_\_\_\_\_, certify that the above student created this entry under my supervision as a representative of the school, and is an eligible participant in the 2020 Norm Project Student Poster Contest. Furthermore, 80% of the design is entirely student conceived and created. All support materials comprise 20% or less of the design and were significantly customized by the student.

\_\_\_\_\_  
*Teacher Signature*

\_\_\_\_\_  
*Date*

# Examples of Winning Posters

