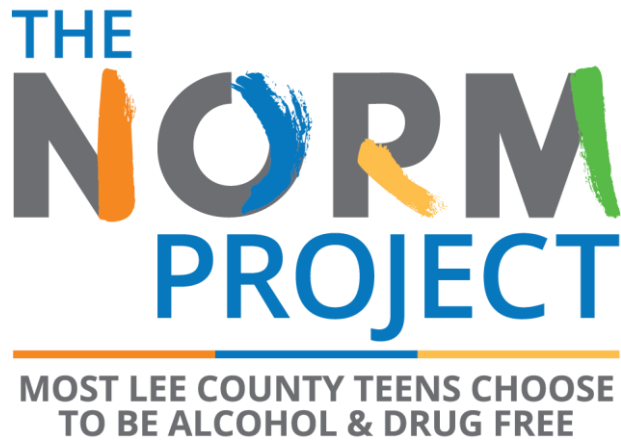


Norm Project Student Poster Contest



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 student-created posters to send the message that most youth believe it is wrong for someone their age to use alcohol, nicotine, or other drugs.

All middle and high school students with the School District of Lee County are eligible to participate. Students are to design a poster, following the guidelines below, with a social norming message. The winning posters will be displayed in middle and high schools the following school year, sharing the message that most Lee County students believe it is wrong for someone their age to use alcohol, nicotine, or other drugs!

Winners will be chosen from both middle and high school entries and 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 to be displayed in Lee County Schools.

To be considered, entries must contain a social norming message. For example, *"89% of Florida youth think it would be wrong for someone their age to vape nicotine."*

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

Parents and/or legal guardians instructions: 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 who will submit this 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 of custodial parent/legal guardian

am (are) the lawful custodial parent/legal guardian 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 _____
Signature of custodial parent/legal guardian

Annual Norm Project Student Poster Contest Entry Guidelines

1. Individual entries only and only one entry per student.
2. 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.
3. Designs must use original, student-created imagery, concept or design.
 - a. **Imagery must reflect positive behaviors, not dark or scary ones.**
 - b. 20% of design may utilize online resources / non-student derived imagery but should be customized by student to avoid copyright infringement.
 - c. 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.
4. The poster must have a social norming message. For example:
 - "84% of Florida youth think it would be wrong for someone their age to drink alcohol."
 - "95% of Florida youth think it would be wrong for someone their age to smoke cigarettes."
 - "85% of Florida youth think it would be wrong for someone their age to smoke marijuana."
 - "90% of Florida youth think it would be wrong for someone their age to vape nicotine."
 - "88% of Florida youth think it would be wrong for someone their age to vape marijuana."
5. All entries must include student name, school name, grade, and teacher.
6. All entries must be submitted by **February 14, 2025**, to Sara Thompson in School Counseling Services via Google Drive, email, mail, or school PONY:

Sara Thompson
School Counseling Services
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 2023-24 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

Poster Examples

Protect Your Brain

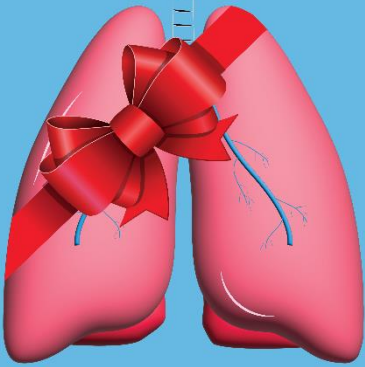


83% of Florida youth think it would be wrong for someone their age to drink alcohol regularly.

© 2021 Florida Youth Substance Abuse Survey

If you or someone you know needs help, call SAMHSA's[®] National Helpline
1-800-662-HELP (4357)
A free, confidential, 24/7, 365-days-a-year treatment referral and information service in English and Spanish
[®] Substance Abuse and Mental Health Services Administration

Every Breath Is a Gift



94% of Florida youth think it would be wrong for someone their age to smoke cigarettes regularly.

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A free, confidential, 24/7, 365-days-a-year treatment referral and information service in English and Spanish
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