

# KNIGHTS OF COLUMBUS

## Substance Abuse Awareness Poster Contest



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# RULES AND REGULATIONS



Here's a little information about the  
**Substance Abuse Awareness Poster Contest.**

## TOPICS/CATEGORIES

Entries in the Knights of Columbus Substance Abuse Awareness Poster Contest must fall under one of these topics: **Alcohol Awareness and Abuse & Drug Awareness and Abuse**

Each poster must include a slogan reflecting either of the topics and an original visual image. Posters may only be entered under one topic.

## ELIGIBILITY

The Knights of Columbus Substance Abuse Awareness Poster Contest is open to all young people between the ages of 8 and 14.

## AGE GROUPS

Contest entrants compete in one of two age groups – **ages 8 through 11, and ages 12 through 14.** (Note: Some school systems may have different age brackets for their elementary and middle schools. In some area, it may be appropriate to group students by grade rather than age. Sponsoring councils should use their own judgment in deciding how to group participants. Each local, regional and state competition many have up to four winning entries, one from each age category.)

## CONTEST LEVELS

Council Level: **Knights of Columbus Substance Abuse Awareness Poster Contest kits, which contain all the materials needed to participate in the contest, can be ordered from the Department of Fraternal Services by calling (203) 752-4270.** If there are multiple schools participating, ask each school to conduct a preliminary judging. The winning entries (one for each topic in each age group) along with the accompanying entry forms for each poster, should be collected by the council from a school representative to be judged along with the winners from other schools for the council contest.

**Columbian Squires circles should work with their sponsoring councils in conducting contests.** Winning posters and entry forms are then given to the district deputy or his appointee for the district competition. Winners at the local level are automatically entered in the next level of competition, either district or regional level, and the winners from that level will have their posters entered in the state level of competition. Winning entries at the state level, along with their entry forms, should automatically be submitted to the Knights of Columbus Supreme Council office in New Haven, Conn., where they will be entered in the international competition with winners from contests in other jurisdictions.

## AUTHORITY

The Knights of Columbus Substance Abuse Awareness Poster Contest will be under the authority of the state deputy and state youth director. Local competition is under the authority of the grand knight, program director or council youth director. Any questions about this program should be directed to the appropriate local or state official or to the Supreme Council Department of Fraternal Services, 1 Columbus Plaza, New Haven, CT 06510-3326. Telephone (203) 752-4270.

## RULES

- Posters must reflect either the theme of **Alcohol Awareness and Abuse or Drug Awareness and Abuse**.
- Each poster should be the original work (including concept, layout, slogan and any visual images) of a single person.
- Posters must be 11X17 inches in size. If pastels, chalk or charcoal are used the poster must be laminated or covered with clear plastic. Posters may be in color or black and white.
- Each poster must be submitted with a Knights of Columbus Substance Abuse Awareness Poster Contest entry form. The name and age of the person entering the poster should be included on the back of the poster.
- All entries become the property of the Knights of Columbus Supreme Council. Posters will not be returned.

## JUDGING

Judging should be done by teams composed of young people, Knights, teachers, administrators, students, substance abuse counselors and law enforcement officials. In keeping with the theme of giving young people the opportunity to develop their own solutions to the challenges they face, it's particularly important to involve young people in all phases of the judging process.

A 100-point scoring system will be used to determine the winners.

**30 Points: Slogan** – How clearly is the theme presented?

**30 Points: Visuals** – How well do the visuals convey the message?

**40 Points: Overall impact** – How effective was the poster in capturing your attention and causing you to reflect on the topic?

## TIMETABLE

MARCH						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

31  
Entries Due

**Local:** Councils should begin promoting the contest at the start of the school year so that students can work on posters during the fall months. Council judging should take place in January. **District/regional** and **state competition** should take place in February or early March. The **deadline** for receipt of state-level winning entries at the Supreme Council office **for the international competition is March 31**. International winners will be announced in May.

# AWARDS

The following are suggestions for prizes to be awarded at the various levels of the Knights of Columbus Substance Abuse Awareness Poster Contest. They are not mandatory. Local councils, districts and state councils can design their own awards (such as scholarships, gift certificates, savings bonds, plaques, certificates, trophies, etc.) for the contest.

**Council Level:** \$25 to \$50 prize for the winning entry of each age group and theme. Councils should also work with individual schools to develop awards for the best entries in that school.

**District Level:** \$25 to \$50 prize for the winning entry of each age group and theme.

**State Level:** \$50 to \$100 prize for the winning entry of each age group and theme.

**International Level:** \$250 for the top prize for the winning entry of each age group and theme; \$100 to the two runners-up of each age group and theme. The top winners will also receive a framed letter of congratulations from the supreme knight and developmental credit on posters designed for distribution throughout the Order.



# SAMPLE PUBLICITY LETTER

The success of a local council's participation in the Knights of Columbus Substance Abuse Awareness Poster Contest will depend on the support it receives from local public, private and parochial schools and the community. Before promoting the program in a school, permission and support must be obtained from the board of education, headmaster or principal. Also, you will need to advertise your contest through local media sources. Shown below is the suggested wording for a letter promoting the Knights of Columbus Substance Abuse Awareness Poster Contest and a press release announcing the event. This letter and announcement should be immediately followed up with a phone call to answer questions and provide additional information.

Sample Promotion Letter  
(Reprint on council letterhead signed by grand knight.)

Dear \_\_\_\_\_:

Over the past decade, many fraternal organizations, businesses, schools, churches, synagogues and individuals have donated their time and money to the fight against the ever present epidemic of substance abuse. One way to rectify this worldwide problem is through the spread of information. Increasing public awareness concerning the dangers of drugs and alcohol through the cooperation of individuals and organizations has garnered significant results.

For years, the Knights of Columbus has been active in the fight against all forms of substance abuse. To further our efforts, the Supreme Council office sponsors the Knights of Columbus Substance Abuse Awareness Poster Contest. The purpose of this contest is twofold: to promote local awareness among young people of the major societal problems of alcohol and drug abuse and to generate ideas for Knights of Columbus anti-substance abuse posters and literature.

The Knights of Columbus Substance Abuse Awareness Poster Contest is open to all boys and girls ages 8 through 14. The contest is conducted at the local level with winning entries progressing through district/regional and state levels of competition to the international level. The winning entries at the international level will serve as the basis for a series of anti-substance abuse posters, with creative credit going to their artists, to be distributed throughout the countries in which the Knights of Columbus is present.

The Knights of Columbus is an international, Catholic, family, fraternal service organization with nearly 1.7 million members in nearly 12,000 local councils. Last year, Knights donated more than 60 million volunteer hours and \$128 million to charitable and benevolent causes, sponsoring projects to benefit the Catholic Church, councils, communities, families and youth.

Attached you will find a promotional poster and detailed information on the contest. A council representative will contact you in the next few days to discuss your school's participation in the Knights of Columbus Substance Abuse Awareness Poster Contest.

Thank you for your assistance.

# TIPS ON CONDUCTING..

- **Conducting a Knights of Columbus Substance Abuse Awareness Poster Contest** is an excellent way to get the young people of your community involved in addressing issues that directly affect them. It is fun and easy to conduct because of the opportunity to witness the creativity and optimism of the young people in your community. Easy because you can tap into existing structures like schools, CYO's, Squires circles, etc., to do a lot of preliminary work. It can also provide excellent local, and potentially international, publicity for the council.



DON'T LET YOUR LIFE GO UP IN SMOKE!!

- **The first step is to organize your contest.** The council's youth activities director, in consultation with the grand knight, should select a team that will administer the contest. This team will be involved in all phases of the contest: organization, publicity, judging, prizes, etc. Columbian Squires circles should work with their sponsoring councils in conducting contests. The council should be "ready to go" at the start of the school year, so that the participants can get right to work. A suggested time frame would be for the students to complete work on their posters during the first half of the school year, with the judging at the local level to take place during January. District judging should take place during February, with state winners chosen in early March. Entries for the international level of competition must be received at the Supreme Council office by March 31. International winners would be announced prior to the close of the school year.
- Once the team is in place, **the next step is to contact all schools, both public and private, in your community to publicize your contest.** Solicit the support of the teachers and administrators; ask them to encourage their students to participate. Teachers, school administrators and most importantly young people can serve as judges, as can substance abuse counselors, law enforcement officials and K of C officials. Each entry should be the work of an individual student. Schools can use the contest as a project for art, health or contemporary issues classes.

IF YOU WANT TO SURVIVE  
DON'T DRINK AND DRIVE!

1. Organize
2. Contact
3. Conduct
4. Display Prom
5. B

# ..... A POSTER CONTEST


- **If there are multiple schools participating, consider conducting preliminary judging.** In this way, the people in the community that you ask to serve as judges, which should include young people, will not be overburdened with a volume of posters, and the judging process will proceed more quickly.
- **Display promotional materials prominently.** The posters included in the Poster Contest Packet should be displayed in any school from which students would participate, as well as youth centers, church halls, libraries, Boys & Girls Clubs, skating rinks, shopping centers, YMCA & YWCA buildings, and the council home. On the poster, indicate the name of the council contact person and a telephone number to call for additional information. Supplement these posters with newspaper ads, radio and TV spots and other publicity. Additional posters are available free of charge from the Supreme Council office.
- **Build public interest in the contest.** Use the sample press release to announce your contest to local newspapers and through radio announcements. Placing the promotional posters in prominent places around town will also accomplish this.
- **Outline the criteria for your judges to use in rating the entries.** The goal of this program is to create/increase awareness among young people of the problems of alcohol and drug abuse, while encouraging them to speak to other youngsters "in their own language" to address these vital issues. Meet with your judges in advance of the judging process so that all are "on the same page" regarding what to look for in a winning entry.
- **Recognize everyone participating** by presenting participation certificates to all who submit entries, and council champion certificates to your council's winners. Encourage each school to develop some type of recognition for the winning entries in that particular school.



## PRESS RELEASE

All young people ages 8 through 14 are invited to participate in the (year) Knights of Columbus Substance Abuse Awareness Poster Contest. Students are encouraged to develop an original poster and slogan idea designed to discourage their peers from experimenting with drugs and alcohol. The Knights of Columbus Substance Abuse Awareness Poster Contest will be an annual competition with winning entries progressing to local, district, state and international levels of competition.

There will be a division for youngsters ages 8 to 11 and a division for youngsters ages 12 to 14. All contestants will be recognized for their participation. For entry forms of additional information contact your school principal or (name and telephone number of K of C contact person). The Knights of Columbus is an international Catholic family fraternal service organization with nearly 1.7 million members in over 12,000 local councils. Last year, Knights and their families donated 55 million volunteer hours and \$111 million to charitable and benevolent causes, sponsoring projects to benefit their Church, councils, communities, families and young people.



Sample Press  
Release

# KNIGHTS OF COLUMBUS

## SUBSTANCE ABUSE AWARENESS POSTER CONTEST PARTICIPATION FORM

PLEASE INDICATE THE NUMBER OF PARTICIPANTS IN YOUR COUNCIL CONTEST

AGE GROUPS	8	9	10	11	12	13	14	TOTALS
ALCOHOL ABUSE								
DRUG ABUSE								
TOTALS								



CONTEST PARTICIPATION REPORT FORM: Immediately following the local council contest, the grand knights should complete and submit this Substance Abuse Awareness Poster Contest Participation Form (#4001) to the Supreme Council Department of Fraternal Services. This form provides the Supreme Council office with valuable participation statistics as well as feedback about the program in general.

### PERSONAL COMMENTS OR OBSERVATIONS CONCERNING THE KNIGHTS OF COLUMBUS SUBSTANCE ABUSE AWARENESS POSTER CONTEST:

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SIGNED: \_\_\_\_\_  
Grand Knight

COUNCIL NUMBER: \_\_\_\_\_

CITY/TOWN: \_\_\_\_\_

STATE/PROVIDENCE: \_\_\_\_\_

**FORWARD TO:** Supreme Council Department of Fraternal Services

**COPY TO:** Council File

# KNIGHTS OF COLUMBUS SUBSTANCE ABUSE AWARENESS POSTER CONTEST INTERNATIONAL WINNERS CREATIVE CREDITS

## DRUG AWARENESS

### 8 — 11 YEAR OLD DIVISION

**First Place** - Danielle Bartels  
Council 975 - Alliance, Nebraska

**Second Place** - Melissa Fredette  
Council 6736 - Port Elgin, Ontario

**Third Place** - Ana Clara Rocha  
Council 3962 - Ramsey, New Jersey

### 12— 14 YEAR OLD DIVISION

**First Place** - Alicia Domangue  
Council 10612 - Houma, Louisiana

**Second Place** - Francesca Nichols  
Council 6038 - Concord, California

**Third Place** - Ludovic Noel  
Council 12215 - Bathurst, New Brunswick

## ALCOHOL AWARENESS

### 8 — 11 YEAR OLD DIVISION

**First Place** - Veronik Cousineau  
Council 1917 - Cochrance, Ontario

**Second Place** - Claire Yan  
Council 3962 - Ramsey, New Jersey

**Third Place** - Laura Van Oeffelen  
Council 3798 - Paw Paw, Michigan

### 12— 14 YEAR OLD DIVISION

**First Place** - Elizabeth Bieker  
Council 1336 - Falls City, Nebraska

**Second Place** - Samantha Boutilier  
Council 1531 - Pembroke, Ontario

**Third Place** - Tony Malcombe  
Council 3150 - Cut off, Louisiana



Don't go too high  
you'll DIE!



DEATH



Vous n'êtes pas vous-mêmes avec  
la boisson ...



**DON'T BE A POT HEAD!**



**Say No To Drugs**

**Don't Drink & Drive...**



Winning poster designs will be placed throughout Substance Abuse Awareness Poster Contest promotional and instructional materials.



# SUBSTANCE ABUSE AWARENESS PROGRAM MATERIALS

## KNIGHTS OF COLUMBUS SUBSTANCE ABUSE AWARENESS POSTER CONTEST KIT ORDER FORM

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Name

Title

Council No.

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Street Address

Phone

Email

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City

State/Province

Zip/Postal Code

## CONTEST KIT CONTENTS

75 — Participant Entry Form/Judging Sheet, #4000

1 — Substance Abuse Awareness Poster Contest Report Form, #4001

10 — Council Winner Certificate, #4015

75 — Participant Certificate, #4016

1 — Substance Abuse Awareness Program Guide, #4112

5 — Substance Abuse Awareness Posters, #4357-A and #4357-B

### CLIP AND MAIL FORM TO SUPREME COUNCIL:

*Department of Fraternal Services, 1 Columbus Plaza, New Haven, CT 06510 - 3326*

or *Go to the "Guides & Program Materials" section of the "For Officer's" area of the Knights of Columbus website [www.kofc.org](http://www.kofc.org) to order a kit online.*



For More Information Contact the Department of Fraternal Services at (203)752-4016 or write us at:

Department of Fraternal Services  
1 Columbus Plaza  
New Haven, CT 06510

Have your council  
participate **TODAY!**

