

# Take a Breath: Teen Voices on Tobacco, Cannabis & Vaping

## Poster Contest – Frequently Asked Questions: *Supporting Adults*

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### Q: What is the Take a Breath: Teen Voices on Tobacco, Cannabis & Vaping Poster Contest?

**A:** We are looking for original artwork that shares a message about the impact of youth smoking/tobacco, cannabis and vaping, inspired by one of the following themes:

- The importance of ceremonial tobacco for Indigenous traditions, and how it differs from everyday (commercial) tobacco use (*must identify as Indigenous to submit entry to this theme*)
- Important facts about smoking tobacco, cannabis and/or vaping products
- Tobacco and vaping companies' strategies to promote use
- Impact of smoking tobacco or cannabis and/or vaping on my life
- Environmental impact of smoking/tobacco and vaping

### Q: Why is this important?

**A:** Youth know better than adults about youth smoking tobacco, cannabis and vaping use. It is important to hear youth voices and views on how tobacco, cannabis and/or vaping impacts them and their friends, family, school and community.

Youth vaping has increased over the past five years. Vaping and smoking rates in the Interior Health region are higher than the provincial average. According to the McCreary Centre Society's Understanding Tobacco Use and Vaping Among BC Youth report:

- Youth were more likely to have vaped in the past month than to have ever tried smoking tobacco (27 per cent vs. 19 per cent).
- Rural-based youth were more likely than those from urban areas to have vaped (33 per cent vs. 27 per cent). However, unlike tobacco use, where youth in the Interior were as likely to have smoked as those in the Northern and Vancouver Island regions, youth in the Interior were the most likely to have vaped.
- In the month before taking the survey, 6 per cent of youth had both vaped and smoked cigarettes; 21 per cent had vaped and not smoked cigarettes; and 1 per cent had smoked cigarettes and not vaped.
- Among youth who smoked tobacco in the past month, around half had been smoking for at least two years, including 19 per cent who had first smoked at least four years earlier.
- 25 per cent of BC youth have reported experimenting with cannabis use.
- Youth who use cannabis regularly are also more likely to smoke tobacco and vape.

The increase in youth nicotine use is concerning.

### Q: What does it mean to be a supporting adult?

**A:** Supporting adults are adult influencers in youth lives. Supporting adults can include teachers, parents, family members, coaches, counsellors, or mentors. We encourage supporting adults to use this contest as a venue to initiate conversations with youth about the impacts of smoking/tobacco, cannabis and vaping through the creation of original artwork, by youth for youth. Young people know more than anyone about how their friends use tobacco, cannabis and/or vapour products, so their messages will help their peers make informed decisions about smoking/tobacco, cannabis and vaping.

### Q: Who is eligible to participate?

**A:** Youth in Grades 8-12 who live in the [Interior Health region](#) are eligible to submit an original piece of artwork in a poster format.

**All entries must be submitted by 11:59 p.m. PST on Dec. 15, 2023.**

**Q: What type of artwork can be submitted?**

**A:** All art submitted must be original and created by the person making the submission. Artists may submit one entry per contest theme. Artwork must be a poster submission; drawn, painted, or digital illustration, or infographic. Each entry shall be no more than one page in length, between 8.5 x 11 and 11 x 17 inches in size. Digital submissions should be a PDF Print Quality version.

**Q: How can artwork be submitted?**

**A:** Artwork along with an entry form can be submitted in two ways:

**Original artwork can be mailed to:**

Interior Health – Population Health  
Tobacco and Vapour Reduction  
1440 14th Ave.  
Vernon, B.C. V1B 2T1

**Digital entries can be emailed to:**

[tobaccoandvape@interiorhealth.ca](mailto:tobaccoandvape@interiorhealth.ca)

**Q: How will the posters be judged?**

**A:** Each poster submitted will be evaluated by a panel of peer judges who will evaluate poster submissions on the following criteria: 1) Scientific Content; 2) Impact & Persuasiveness; 3) Creativity; and 4) Presentation.

**Q: When will the winners be announced?**

**A:** Winners will be announced during the week of Jan. 14, 2024. All winners will be notified by the phone number and/or email provided on the entry form. Schools will also be notified of winners. Interior Health may announce winners in a news release, on their website, and on social media.

**Q: What are the prizes for the winners?**

**A:** A winning poster will be chosen for each of the five themes. The successful artist will be awarded \$150 in the form of an appropriate gift card of the winner's choosing.

**Q: How will the winning artwork be used by Interior Health?**

**A:** The winning posters will be professionally printed and the successful artists will receive a copy. Youth retain the copyright to their work but agree that it may be used by Interior Health in the promotion of national, regional, and local smoking/tobacco, cannabis and vaping awareness campaigns, and be featured in schools, community settings, and on Interior Health's social media platforms, website, and hospitals and health-care centres.

**Q: Where can I find more information? What if I have additional questions?**

**A: For more information, visit: [interiorhealth.ca/takeabreath](https://interiorhealth.ca/takeabreath)**