

2018 Poster & Video Contest



The **Governor's Youth Action Award** was established in 2015 to encourage Iowa youth to explore the benefits of healthy lifestyles, through physical activity, nutrition and community engagement. Governor Reynolds, in conjunction with Live Healthy Iowa Kids, Midwest Dairy Council, Iowa State University Extension and Outreach 4-H Youth Development, and the Healthiest State Initiative, are pleased to recognize the outstanding achievement of Iowa youth through poster and video submissions.

Contest Overview

For youth in grades 4-12. Design a poster or video that showcases how youth can be an integral part of improving our communities through healthy living. Select at least one of the categories below to feature as the subject of how you would propose improving wellbeing in Iowa.

What about healthy living is important to you? What would you do in your school or community to help youth and adults learn how to live a healthier life through food, exercise, or mental wellbeing?

Add your own creative spin to showcase your knowledge of healthy living and what it means to you, so that your awareness can help spread mindfulness to your fellow Iowans.

Eat Well

Explain what a healthy, balanced diet looks like.

- What are your favorite fruits and vegetables and how do you like them prepared?
- What steps can you take to educate others about healthy food choices?
- What are fun ways youth can get involved with food?

Move More

Showcase the importance of movement for good health.

- How would you encourage others to be physically active for the recommended 60 minutes a day?
- What is your favorite form of physical activity?
- What are barriers in your community that prevent an active lifestyle?

Feel Better

Exhibit how emotional and mental wellbeing is an important pillar for wellness.

- How can you speak out against bullying in school?
- How do we break down barriers for talking about mental health in our community?
- What are ways we can be more in tune with how we express ourselves and how we feel?

Recommended Resources

- www.ChooseMyPlate.gov
 - www.iowahealthieststate.com/resources/individuals/5210/resources/
 - www.fueluptoplay60.com/tools
 - <https://spendsmart.extension.iastate.edu/>
- Additional resource links can be found at <http://bit.ly/GovernorsYouthActionAward>



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Guidelines for Submission



Poster

- Posters should be on 11x17 cardstock
- The following mediums may be used:
 - Markers, crayons, colored pencils
 - Digital
- Poster entries can be submitted by mail or email (photo of the poster). The entry form must accompany the entry.
- If an email entry is selected for recognition, the original poster will be requested.

Video

- Videos can be created by an individual or group (up to 5 youth). If a group, determine a group leader to list as the main contact on the contest entry form.
- Videos should be no more than two minutes in length.
- If utilizing music in your video, please be sure to obtain copyright permission.
- To submit your video, upload the file to YouTube and obtain a link. Copy and enter the link on the contest entry form. Submit the form via email.

Tips:

- Choose a category that sparks your enthusiasm.
- Be creative! Use your unique abilities to share your message.
- Consider your audience. How can you inspire them to take action?
- Connect with credible resources to learn more about your topic. Don't forget to check out the resource links at <http://bit.ly/GovernorsYouthActionAward>.

Contest Details

- Judging will be based on creativity, content accuracy and audience appeal.
- Submissions must be received by June 15, 2018. Winners will be announced on July 2, 2018.
- All entries will become property of Live Healthy Iowa Kids and partners.

Recognition

- The top entries in each category will be invited to attend an award ceremony during the 2018 Iowa State Fair with Governor Reynolds.
- Winners will receive a certificate of recognition signed by Governor Reynolds.
- Selected entries will be on display in the 4-H Building at the Iowa State Fair.

For more information:

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