



## Poster, essay, or T-shirt design campaign

Every person, no matter his or her age, can help prevent child abuse.

The poster, essay, or T-shirt design campaign is a valuable tool to help children understand there are ways they can stay safe. Children can create posters, develop T-shirt designs or write essays that describe or portray the role models in their lives. These posters and essays may be displayed to raise awareness. T-shirts are more expensive to produce, but can be sold to cover the costs and can serve as their own wearable posters. Matching t-shirts can tie a community or group of supporters closer.

### Project implementation

1. Develop a theme for your poster, T-shirt design, or essay campaign that focuses on positive role models or children and families. Some suggestions include:
  - Everyday heroes: Children can draw or write about positive adults in their lives.
  - Building stronger relationships: Children can draw or write about ways they can strengthen their family relationships.
  - Little things: Children can draw or write about little things positive role models have done for them.
2. Set an age limit for the contest. For example, children from kindergarten to 12th grade may submit posters or essays. Advertise the contest in schools or youth groups.
3. Posters and designs are a visual representation of a child's answer to the contest theme.
  - Suggest that posters and designs be drawn on standard-size paper such as letter or legal size.
  - Ask that a brief statement of what the drawing is about accompany the entry.
4. Essays are a written answer to the contest theme.
  - You may want to create a phrase to open the essay (such as, "To be a blue ribbon community...")
  - Set a maximum length for essays. For example, 250 words or less.
  - Ask that essays be printed legibly.
5. Include directions for how to submit posters, T-shirt designs and essays and a submission deadline. You may want to include the following information:
  - Posters, T-shirt designs and essays will not be returned.
  - A permission slip. To be shared publicly, posters, T-shirt designs and essays should be accompanied by a signed parent permission slip allowing them to be quoted or reprinted.
  - Let people know that if a poster, T-shirt design or essay is selected for display, children will be identified only by their first name and age.
6. You may want to send a certificate of participation and blue ribbon pin, bookmark, sticker or awareness wristband to children who submit essays, T-shirt designs or posters.
7. Announce the winner of the contest at an event and in a press release. Offer T-shirts for sale immediately or at future Blue Ribbon month events.
  - T-shirts should be relatively inexpensive—prices usually cover production costs.
  - Offer order slips when announcing the contest and again after the winner is announced. Give the winning child a gift solicited from local businesses (examples include gift certificates, savings bonds) and of course, a free T-shirt.