



## Billboard Contest

The Brockton Area Prevention Collaborative and its community coalitions invites YOU to participate in a contest to design a billboard that will be displayed in your community.

The goal of the billboard is to educate the community around the topics of underage drinking prevention, underage marijuana prevention and/or resiliency.

One billboard design will be chosen and the winner will receive a prize. The billboard will be displayed in spring of 2021.

### What is the criteria for the billboard design?

- The billboard should address one of the following topics: underage drinking prevention, underage marijuana prevention or resiliency. There are some ideas to help you create an effective message for the topic you choose below.
- The billboard should include a positive message.
  - For example, a positive message around alcohol may be: “Make the right choice. For you and for them. Don’t buy alcohol for minors.”
  - *A negative message around alcohol, for example, may be: “Underage drinking kills. Don’t buy for minors.”*
- Include the coalition from your community (Bridging LIVES, BMOOPC, EB Hope, Rockland CARES, Whitman-Hanson WILL) and the Brockton Area Prevention Collaborative’s logos on the billboard design.
- The size of the billboard should be 1504px by 416px.
- You may use stock images and graphic design software tools to create the billboard:
  - Pixabay
  - Canva
  - Publisher
  - InDesign
- Submit your design by **Friday February 12, 2021** to **asandoval@hptc.org**

Ideas to help you create an effective message for the topic you choose are listed below:

- **Underage drinking prevention**
  - The earlier you experiment with alcohol, the more at risk you are to later develop an addiction. Drinking before the age of 15 makes an adolescent four times more likely to develop a problem with alcohol in the future.
  - Alcohol is the most commonly used addictive substance in the US.
  - The Social Host Law makes it illegal for an adult or minor to provide alcohol to a minor and can have consequences of up to a \$2,000 fine and/or jail time.
  - The Good Samaritan 911 Law protects those who are under the age of 21 seeking help for a friend who has had too much alcohol to drink.
  - Peer pressure with alcohol can start at an early age and continue well into adulthood. Not wanting to drink is a good enough reason not to.
- **Underage marijuana prevention**
  - In MA, you must be 21 or older to buy or use marijuana of any kind.
  - Marijuana products deliver THC to the brain and body. We have cannabinoid receptors in our brain which when activated play a critical role in normal adolescent brain development.
  - 1 in every 6 teens who uses MJ/THC become addicted due to the increase in potency.
  - After 30 days of not using marijuana, a person can experience improvement in attention and mood.
  - When consuming marijuana in the form of edibles, it can take up to 2 hours to experience the effects.
- **Resiliency**
  - Resiliency is the ability to recover from difficulties one experiences.
  - Although some people are born more resilient than others, there are ways that you can foster and build resiliency within yourself.
  - You can't change the fact that highly stressful events happen, but you can change how you interpret and respond to these events.
  - An optimistic outlook, combined with the knowledge that life can often be painful, enables you to expect that good things will happen in your life.
  - Taking care of yourself helps to keep your mind and body primed to deal with situations that require resilience.

**For questions, please contact Amanda Sandoval at**  
[asandoval@hptc.org](mailto:asandoval@hptc.org) or 508-971-2054

**Billboards must be submitted by: February 12, 2021**

**Facebook:** @BrocktonAreaPreventionCollaborative      **Instagram:** @od\_preventionist