

# **JAMAICA MOVES**

## **POSTER COMPETITION**



FOR **PRIMARY & HIGH SCHOOL**



## Background

The Jamaica Moves programme is a comprehensive health promotion campaign that seeks to create a vibrant sustainable behaviour change model to tackle the risk factors for Non Communicable diseases which include diabetes, high blood pressure and some cancers. Two major risk factors, which contribute significantly to the current increasing level of obesity amongst our children and adolescents, are unhealthy eating and physical inactivity.

Through the Jamaica Moves Campaign, there are continued messages and initiatives that support healthy eating, increased participation in daily physical activity and age appropriate health checks in different settings such as the school, workplaces and community.

The Jamaica Moves in Schools programme has been designed to engage the school population in healthy lifestyle practices through a variety of fun, interactive and creative strategies. However, the importance of such a programme and the way in which it is promoted can be best expressed by students and their teachers.

To this end, the Ministry of Health and Wellness in collaboration with Ministry of Education Youth and Information will facilitate the execution of an incentive-based activity in the form of a Jamaica Moves Poster competition under the theme 'What does Jamaica Moves mean to you?' The competition will be conducted among High and Primary schools drawn from all fourteen parishes and will focus primarily on building awareness around the Jamaica Moves Programme.

## Competition Overview

The competition will involve the development of a poster that expresses students' interpretation of Jamaica Moves in Schools. The poster should include a symbolic representation of Jamaica Moves in School.

This will be done in three (3) phases over a three month period from November 2019 to January 2020.

**Phase 1 (December 2019 - January 13, 2020): Information about the competition will be sent out to schools via Bulletins and Electronic Package sent through the Ministry of Education Youth and Information, Advertisements in the Children's Own, Youth link, Gleaner and Observer .**

**Phase 2 (January 13 - February 10): Submission of entry form from participating schools.**

**Phase 3 (February 1 - March 9): Development and submission of posters. The grand finale and Presentations of winners. The occasion will also serve as an interactive forum for the promotion of Health and Wellness and to foster the exposure to healthy lifestyle resources from the various entities/ organizations expected to participate in the event.**

## Eligibility

- The competition is open to students in High and Primary and Junior High schools (both public and private institutions).
- Schools must satisfy all requirements of the competition, with no more than three (3) entries per school.
- Only group entries are allowed.
- Each entry should include 3 students and a teacher involvement.

## Judging/Selection Criteria

- The judging will be based on the rubric and criteria outlined.
- An online voting system will determine the winner (entry with the most likes).
- Only entries which most appropriately depicts the competition's theme and adheres to the established guidelines will automatically move on to the online voting round.
- If there becomes a tie in likes/voting, Judges will comprise of representatives from the Ministry of Health & Wellness, Regional Health Authorities, Ministry of Education Youth and Information and Market Me.



## Proposed Rubric for Judging

CRITERIA	COMPONENTS	MAXIMUM SCORE	SCORE GIVEN
Content	<ul style="list-style-type: none"><li>• Benefits of health highlighted</li><li>• Accurate, clear and concise messages</li><li>• Informative</li><li>• Logical sequence</li><li>• Appropriate imagery (drawing, painting, etc)</li></ul>	35	
Craftsmanship & Originality	<ul style="list-style-type: none"><li>• Creativity</li><li>• Novelty</li><li>• Uniqueness of concept</li></ul>	30	
Design & Composition	<ul style="list-style-type: none"><li>• Use of colours, shapes and space</li><li>• Size of images and text</li><li>• Legibility of handwriting</li><li>• Images quality (clear/sharp)</li><li>• Neatness</li></ul>	20	
Cultural appropriateness	<ul style="list-style-type: none"><li>• Reflections age-appropriate message and language</li><li>• Depicts images localized to Jamaica</li><li>• Does not use stereotypical images (no stereo-typing people or groups)</li></ul>	15	
<b>Total marks</b>		<b>100</b>	



## Entry Details and Deadlines

- Interested schools are required to complete the attached application form, which should be signed by the principal or his/ her designate.
- The completed **entry form** should be submitted between **January 13, 2020** and **February 10, 2020**.
- Poster entries** should be submitted by **March 9, 2020** to one of the following options:
  - » Nearest MOHW regional office
  - » Jamaica Moves Campaign at 13 West Kings House Road, Unit 10

## Posters

- Size: 18" x 24"
- Properly labeled posters with the name of school, students' names and grades
- Competition ends March 9th 2020.**

## Note

The grand finals will be held at a venue to be determined.



### SCHOOL (PRIMARY & HIGH SCHOOL)

*Grants to execute a wellness project at the school*

1st Place	<b>100,000 Grant</b>
2nd Place	<b>75,000 Grant</b>
3rd Place	<b>50,000 Grant</b>

### STUDENT

*We commit to prizes below the threshold of JMD \$50,000.00, in addition to:*

1st Place	2nd Place	3rd Place
<b>Dinner with Team and Parents with the Minister of Health &amp; Wellness</b> <b>Feature on winning team and school</b> <b>Jamaica Moves Branded Shirts</b> <b>Activity Trackers</b> <b>Gift Vouchers</b> <b>Winning poster displayed in Print and Online Mediums</b>	<b>Jamaica Moves Branded Shirts</b> <b>Activity Trackers</b> <b>Gift Vouchers</b> <b>Winning poster displayed in Print and Online Mediums</b>	<b>Jamaica Moves Branded Shirts</b> <b>Activity Trackers</b> <b>Gift Vouchers</b> <b>Winning poster displayed in Print and Online Mediums</b>

# Entry Form

School: \_\_\_\_\_

\_\_\_\_\_

Team Leader/ Teacher: \_\_\_\_\_

\_\_\_\_\_

## Team Members and Responsibilities

NAME	CLASS	ROLE		
		Research	Messaging	Creativity/Execution

Title of Poster: \_\_\_\_\_

\_\_\_\_\_

Theme: \_\_\_\_\_

\_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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