



CONCERNED BUSINESSMEN'S
ASSOCIATION OF TAMPA BAY
1255 CLEVELAND STREET
SUITE 400
855-878-1103

THC Education Contest Rules for SCHOOLS

February 29, 2016

Dear Tampa Bay Schools:

You are invited to participate in the THC Education Day Contest for SCHOOLS sponsored by the Concerned Businessmen's Association (CBA) of Tampa Bay. CBA of Tampa Bay is a 501(c)(3) non-profit public betterment organization. The message you, as a school, send to others is an important one. Marijuana is not a harmless drug and there's a lot to know about the THC content of today's marijuana, marijuana concentrates, and edibles. It's all about the THC! This contest is a great opportunity for schools to put their best foot forward with the adoption of an effective Drug Education program that includes researching the harmful effects of THC on youth.

Please read the enclosed guidelines outlining specifications and rules for the school contest. All documentation and requirements for the contest are spelled out below. No documentation will be returned.

All entries for participating schools MUST BE RECEIVED by Sunday, January 15, 2017.

Submissions can be emailed to PJClouden@gmail.com or mailed to:

Concerned Businessmen's Association of Tampa Bay
1255 Cleveland Street
Suite 400
Clearwater, FL 33755

We invite all Elementary, Middle Schools, High Schools and Youth Groups¹ in Pasco, Pinellas, and Hillsborough Counties (both private schools and public schools) to participate in this contest.

THE MOST EFFECTIVE THC EDUCATION PROGRAM SCHOOL CONTEST

1. Elementary Schools will compete against Elementary Schools.
2. Middle Schools will compete against Middle Schools.
3. High Schools will compete against High Schools.
4. Youth groups will compete against Youth Groups.
5. Each of these four groups will be competing for their own \$5,000 cash prize.
6. Each participating school or group will provide their physical address. They will be sent the Contest Rules, a set of *Truth About Drugs* curriculum, and the THC Fact Sheet.
7. Judging of the contest will be a point system up to 100 points. The school will need to put together a program that educates students on the harmful effects of THC on youth will be worth up to 75 points. It will be judged based on the effectiveness of the program which means it helps students decide to stay away from THC products.

¹ Youth Groups must have been in existence for at least one full year prior to February 29, 2016. They must consist of at least 20 members. Their group purpose must be clearly lawful and promote social purposes and activities.

8. An additional 25 points can be earned based on the utilization of a drug education program that covers a wide array of drugs (in addition to THC). Many existing programs do not yet have THC information included—for instance the *Truth About Drugs* curriculum does not address THC directly so the THC education would have to be researched and added to the program.
9. Each school must submit a minimum of 20 minutes of video showing THC and Drug education happening in the school.
10. There must be evidence of the program's effectiveness over time. This is done by creating a questionnaire that would be done BEFORE and AFTER the drug education. The questionnaire must include questions that ask about the student's current (BEFORE) ideas about drugs and what their attitudes are towards them. Then an AFTER questionnaire that asks about their new ideas, or how their ideas have changed about drugs and what their new attitudes are towards drugs. It must also inquire about what the student has learned about THC through the drug education program. (Sample questionnaires are included.)
11. There must be documentation of the percentage of students in the school who have attended and completed the drug education program.
12. There must be testimonials from students (teachers and parents testimonials are welcome as well). These are actual written (or they can be videoed) testimonials describing how the school's drug education program has in some way impacted the student to decide to stay away from drugs. Any written or videoed testimonials become the property of CBA of Tampa Bay. They must be accompanied by a release form stating that it is okay to publish. (Sample release form included.) These testimonials could be used in promotional materials and on social media to show the effectiveness of this contest and encourage others to implement drug education programs.
13. All documentation of the school's submission must be sent by US Mail to:

Concerned Businessmen's Association of Tampa Bay
1255 Cleveland Street
Suite 400
Clearwater, FL 33755

The documentation must be received at the above address by Sunday, January 15, 2017.

14. The Elementary, Middle School, High School and Youth Group winners will be chosen by a group of independent judges made up of members of the community including City Officials, Business People, and Law Enforcement. There will be representatives from each county—Pinellas, Pasco and Hillsborough.
15. The winners will be announced in a press release later in January, 2017. All winning school principals will be notified by the CBA of Tampa Bay prior to the press release announcement in writing by email and by mailed letter.
16. Winners will be presented with their \$5,000 checks at a luncheon at a location to be announced later in January, 2017. Save the date!