



News Release

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The TRUTH School Jamz Competition Awards Three Schools for Creative Anti-tobacco Activities

(Salt Lake City, UT) – Three schools have been selected as winners of The TRUTH Anti-tobacco Campaign’s 2005 School Jamz statewide competition. Provo High School, West Hills Middle School, and Matheson Jr. High will all be awarded a dance party for their efforts in educating their students and community about the dangers of tobacco. The dance parties will include radio personalities, music mixers and prizes. Because of the popularity of the contest, a second phase will begin on January 30, 2006.

“We are thrilled with the schools that participated and are excited about the anti-tobacco messages students are spreading in their schools,” said Lena Dibble, media liaison, Utah Department of Health (UDOH) Tobacco Prevention and Control Program.

The UDOH and a local radio station invited Utah’s middle, junior and high school students to enter the School Jamz Competition by creating, organizing and executing their own anti-tobacco activities. The goal of the competition was to impact the school and/or community using an anti-tobacco message.

Provo High school met the goal. The students made advertising storyboards for anti-tobacco commercials and presented them at 37 fifth-and sixth-grade classes at 10 Provo elementary schools. The high school students volunteered to teach the students about the dangers of tobacco on their own time after school.

West Hills Middle School planned and implemented a three-part anti-tobacco campaign which impacted 40 classes and more than 1,000 students. The components included creating anti-smoking posters and Powerpoint presentations which were presented and discussed at an

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assembly for each grade; creating and composing an anti-tobacco music video; and implementing an anti-tobacco advertising contest among the students' home rooms.

Matheson Jr. High participated in various activities that affected more than 500 students including a "Natural High" campaign which showed alternatives to using tobacco, a Day of the Dead, an anti-tobacco door decoration contest, and facts on their television morning announcements. During the Day of the Dead, 35 students painted their faces to represent how tobacco and secondhand smoke had silenced a loved one. Students also pledged not to talk, and carried signs about the dangers of tobacco.

"It is a great way for youth to let other youth know about the effects of tobacco. One of our goals of the competition is to work toward all students becoming tobacco free," said Dibble. "Because of the impact and response to the contest, we are announcing another phase of the competition."

The second phase will begin on January 30, 2006. Utah's middle, junior and high school students can enter the School Jamz Competition by creating, organizing and executing their own anti-tobacco activities. Teachers can use ideas provided in a new The TRUTH handbook or create their own activities. Winners will receive a School Jamz Dance Party including a dance for the entire school. The School Jamz Dance Party includes prizes, radio personalities and music mixers. Three winning entries will be chosen. The deadline for the second phase is March 27. For more information about School Jamz please visit www.youthagainsttobacco.com, e-mail TheTRUTH@utah.gov or call toll-free 1(877) 220-3466.

Each day more than 2,000 people under the age of 18 become regular smokers. That is more than 700,000 teens per year. Almost one-half of these will eventually die from a tobacco-related disease. The School Jamz competition is a good way to educate youth about the dangers of tobacco on a local level. It is an educational tool to help youth make the decision to stay tobacco free for the rest of their lives.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death, assuring access to affordable, quality health care, and promoting healthy lifestyles.