

# COMPETITION DETAILS

Secondary pupils across Wales are invited to design a campaign poster for Year 5 or 6 pupils.

The poster should help younger pupils spot pressure linked to smoking, vaping or nicotine pouches. Pupils should choose one pressure, show what it hides and leave younger pupils with one clear message. Winning posters, messages or design ideas will be featured as part of the official Nicofiends campaign in 2027. Winners will receive a small prize bundle, certificate and voucher.

## HOW TO SEND ENTRIES

Upload online: [ash.wales/nicofiends](https://ash.wales/nicofiends)

**Send a file or batch:** Email your entry, WeTransfer link or shared folder link to [communications@ashwales.org.uk](mailto:communications@ashwales.org.uk)

**Post paper entries:** Postal entries are welcome. Please email [communications@ashwales.org.uk](mailto:communications@ashwales.org.uk) to request the postal address.

## WHAT CAN BE ENTERED?

- hand drawn posters
- paintings or mixed media artwork
- digital poster designs
- Canva, PowerPoint or tablet designs
- photos or scans of paper entries
- PDF, JPG or PNG files

## FOR EACH ENTRY, PLEASE INCLUDE:

- pupil's first name
- age or year group
- school, group or setting name
- poster title, if used
- contact email for updates

For paper entries, write details on the back of the poster.

For digital entries, include details in the file name or upload form.

Example file name: SchoolName Year8 FirstName PosterTitle



## DEADLINE

- Please submit entries by Friday 4<sup>th</sup> December 2026
- Questions? Email [communications@ashwales.org.uk](mailto:communications@ashwales.org.uk)

# BUILD YOUR CAMPAIGN POSTER

**TOPIC**  Smoking  Vaping  Nicotine Pouches

## PRESSURE

What is trying to influence them? Examples: fitting in, stress, boredom, flavours, packaging, social media, "everyone's doing it", "just try it".

## WHAT'S LEFT OUT?

What does it hide? Examples: cost, feeling hooked, rules and consequences, pressure, feeling trapped, health impact.

## CLEAR MESSAGE

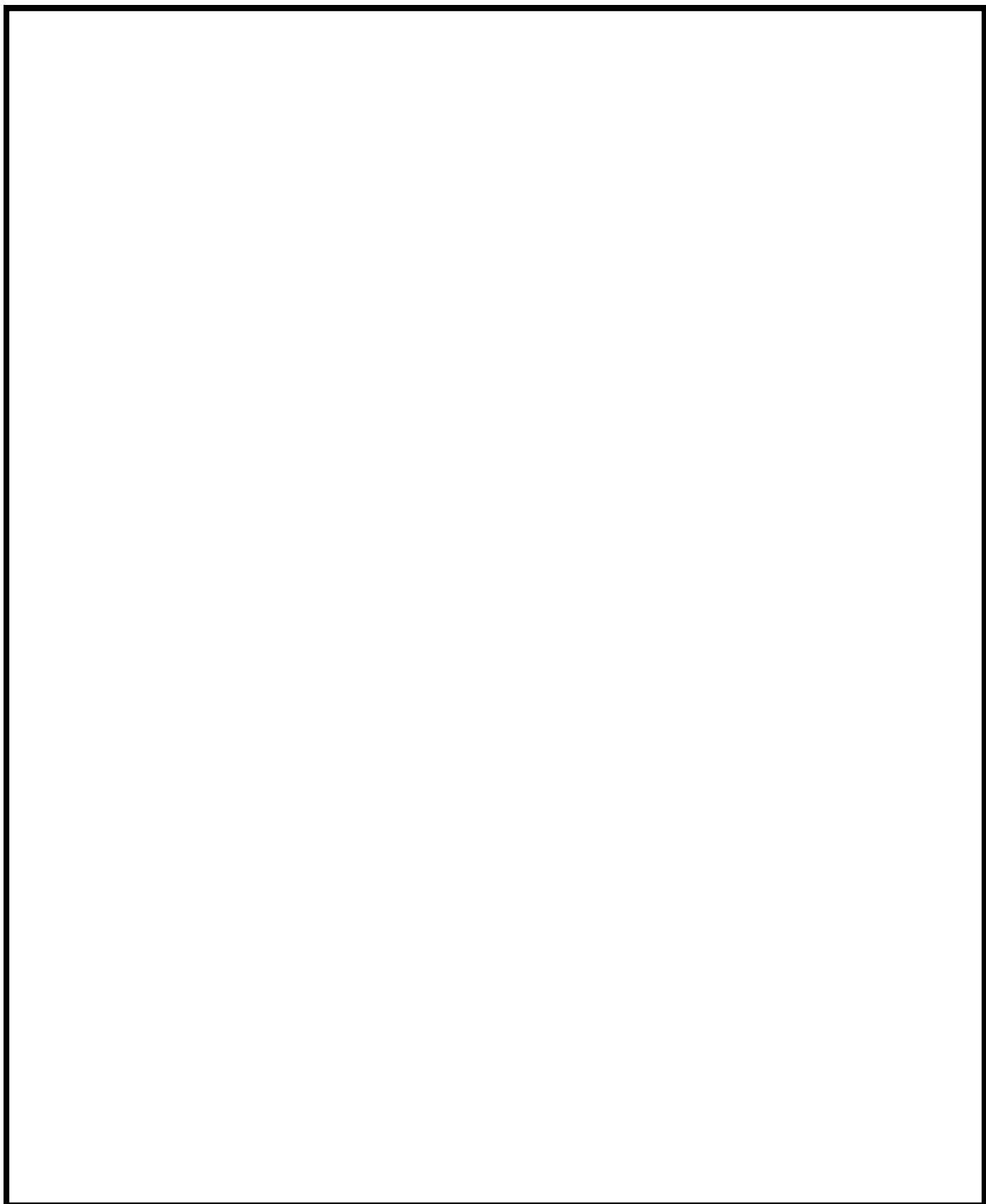
What should Year 5 or 6 remember?

Check your poster:

- Is the message clear in five seconds?
- Is it about smoking, vaping or nicotine pouches?
- Would a Year 5 or 6 pupil understand it?
- Does it show one clear pressure?
- Does it show what gets left out?
- Does it avoid blaming or shaming?
- Does it use influence for good?



# CREATE YOUR CAMPAIGN POSTER



**FIRST NAME**

**SCHOOL/YOUTH CLUB**

**YEAR/AGE**