



## **FIGHT THE FIZZ!**

**A Media Counter-Advertising  
Contest from the Healthy  
CUNY Initiative**

**Get paid \$500 for your  
work!**



Sugar-sweetened soda contributes to rising rates of obesity, diabetes and other life-threatening chronic diseases. Soda companies profit by targeting children and young people for their unhealthy products. Counter-advertising against the tobacco industry helped convince many young people not to start or quit smoking, saving thousands of lives.

The Campaign for Healthy CUNY invites you to design similar campaigns to educate the CUNY community about the harmful health effects of soda and help end Big Soda's targeting of young soda drinkers. Winning videos, posters, music, photographs, spoken word or other submissions will be used in a Spring 2012 Healthy CUNY Campaign to reduce sweetened soda drinking among CUNY students, faculty and staff and build support for policies to reduce promotion of unhealthy sweetened beverages.

***Don't let Big Soda sweet-talk you into boosting their profits by putting you at risk of premature illness and death!***

For more information and to submit entries, visit <http://nml.cuny.edu/fightthefizz/> or contact [fightthefizz@gmail.com](mailto:fightthefizz@gmail.com)

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**The Healthy CUNY Initiative (HCI)** is a campaign designed by CUNY students, faculty and staff to make CUNY the healthiest urban university in the United States by 2016—five years from now. HCI seeks to ensure that students leave CUNY healthier and better able to protect their future health than when they entered. Acknowledging the strong connection between educational achievement and health, HCI seeks to reduce the physical, psychological and family-related health barriers that block academic success and graduation. It also works to create campus environments and policies that make healthy choices easy choices. Currently HCI is working to implement CUNY's new Tobacco Free Campus policy and to promote tobacco cessation, to make healthy affordable food more available and unhealthy food less available on CUNY campuses and encourage use of CUNY mental health services.

## Some facts about soda and NYC

- 48% of NYC young people 18-24 years drink one or more sugar-sweetened beverages (including soda, iced tea, sports drinks) per day, and almost 20% drink two or more sugar-sweetened sodas per day.
- The US food and beverage industry spends \$1.6 billion on marketing to children and adolescents. Each day the soda industry spends \$1.3 million -- \$492 million a year -- on marketing to youth, almost all directed specifically to adolescents.
- More than half of adult New Yorkers are overweight or obese, as are nearly half of all elementary school children.
- For the first time in more than a century, the current generation of children in the United States may have shorter life expectancies than their parents, primarily as a result of rising rates of obesity and diabetes.

## CUNY Fights the Fizz Contest Rules

**Eligibility:** All students enrolled in a CUNY college in Fall 2011 are eligible to enter. Team entries are welcome. Each contestant can submit a maximum of 3 entries.

**Art Form Rules:** *All submissions must be original work completed by a CUNY student.*

**Video, Audio, Spoken Word and Performance Art:** Entries must not exceed 3 minutes. For music/spoken word entries, please include lyrics as well as video clip.

**Visual Arts:** (poster, drawing, advertisements, photographs): Submit electronic images as .jpg or other common format.

*Note: Entries must not include any copyrighted material (or material produced by a third party, such as pictures or music) other than the entrant's own work unless permission has been granted by the author, in which case documentation of that permission must be included with the entry form. All submissions shall be treated as being free of restrictions and limitations on their use, reproduction, and publication. Selected works will be displayed by the Healthy CUNY Initiative.*

**How to Submit:** Upload submissions through the Submission Form at: <http://nml.cuny.edu/fighthefizz/> or email [fighthefizz@gmail.com](mailto:fighthefizz@gmail.com). Please include the following with your submission: Name, age, email address, phone number, CUNY campus, CUNY program and degree, and home zip code. Contact Healthy CUNY at [fighthefizz@gmail.com](mailto:fighthefizz@gmail.com) if you have questions about submissions, eligibility or art form rules.

**Judging:** A panel of public health professionals, media experts, and artists will judge all entries on originality, messaging, creativity and impact. Contestants are encouraged to consult suggested resources posted on the website.

**Winners:** The winners will be announced in February 2012, and entries will be used as part of a CUNY-wide campaign to combat the soda industry. **Two winners will be selected. Each will be paid \$500 for their work.**

**Submission Deadline:** All entries are due no later than **5pm, December 15, 2011.**

**For Inspiration:** Visit <http://nml.cuny.edu/fighthefizz/> for resources and inspiration, such as our inspiration, the California-based **Why Soda Sucks** campaign, created by New America Media and YO! Youth Outlook. See their websites for your own inspiration. <http://whysodasucks.tumblr.com/> | <http://www.youtube.com/user/whysodasucks>  
<http://www.whysodasucks.com/winners/>

**Adbusters: Soft Drink, Softer Belly** - "Pepsi's new ads aren't fooling anybody."  
[http://www.adbusters.org/blogs/adbusters\\_blog/soft\\_drink\\_softer\\_belly.html](http://www.adbusters.org/blogs/adbusters_blog/soft_drink_softer_belly.html)