



# WAKE UP!



## Wake up! Getting Pacific Island youth involved in non-communicable disease prevention and control

The Pacific Community (SPC) is calling for youth aged 18 to 30 to enter a new graphic design contest. Those selected will receive training in illustration and work with professional to produce comics related to non-communicable diseases (NCDs).

### Background

NCDs – diabetes, cardiovascular disease, chronic respiratory disease and cancer – are a major health, social and economic development challenge for Pacific Island countries and territories. These diseases, which are highly prevalent in the region, drain government resources and have a negative impact on quality of life. Typically observed in adults, NCDs are now being increasingly diagnosed in young people. Tobacco, harmful use of alcohol, poor diets (such as diets rich in sugar, salt, fats, processed foods, and low in fruit and vegetables) combined with lack of physical exercise, are the leading risk factors for NCDs. Currently, young people have little opportunity to express themselves on these issues. The *Wake up!* project engages youth and empowers them to use their own language and get creative about ways to craft messages that contribute to addressing NCDs.

In 2017, *Wake up!* worked with youth groups to produce original videos and in 2018 murals (graffiti art) were created. *Wake up!* believes that young people have the power to inspire younger generations to become more involved in health promotion and NCD prevention activities. NCDs are preventable and young people can take charge of their future and become healthy adults.

For more info on NCDs, visit: <https://www.spc.int/updates/blog/2018/08/wake-up-2018-street-art>

### Who can apply?

Youth aged 18 to 30 from one of the SPC's 22 member countries and territories can enter. Young people who want to take part have to form teams of no more than three. Each team needs to be accompanied by a mentor (professional illustrator) who will supervise the team throughout the project. (If needed, SPC can help teams find an artist to be their mentor. There is no age specification for the mentor as long as they are over 18).

### How to apply

To enter the contest, each team must complete the entry form and email it, along with the documents listed below, to the organiser at: [Health-Enquiries@spc.int](mailto:Health-Enquiries@spc.int) by **31/05/2019**.

Only completed applications sent to the above email address will be considered. They must include all of the following items:

- A completed entry form (see below)
- A high-quality photo of a drawing/sketch that team members have done themselves on the theme of non-communicable diseases. (The sketches can represent the diseases themselves, the consequences of the diseases, or the risk factors – for example, tobacco use, poor diets, lack of exercise, harmful use of alcohol – or, even more broadly, the living environments that make people more likely to develop NCDs).
- A support letter from your country's Ministry of Health authority (contact SPC to obtain the name/contact details of persons in your Ministry of Health.)

### Selection criteria

A panel composed of health professionals, visual communication experts and artists will examine the photos of the sketches and select successful teams based on the following criteria:

- The sketch's relevance to the theme: the panel will examine how your proposed art idea addresses the issue of NCDs (whether it is the diseases themselves, the risk factors or the broader environment). It is important to keep in mind that the purpose of these pieces of artwork is to critically engage the public to raise awareness about NCDs and their associated risk factors in an innovative way.
- Originality of the work.
- Quality of the artistic expression/design.

### Successful proposals

The successful teams will be announced on 30 June 2019 at the latest.

Successful applicants must be available to participate in a training workshop in Noumea, New Caledonia, in August 2019. Across three days, youth will learn about NCDs and illustration. Then, they will take this knowledge home and create comics with support from professional mentors.

The cost of transport and accommodations for each successful team will be covered by SPC.





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## Wake up! Entry form



Complete and email to [health-enquiries@spc.int](mailto:health-enquiries@spc.int) by 31/05/2019

### 1. Information about team members

#### Team member no. 1

Family name: \_\_\_\_\_

First name: \_\_\_\_\_

Age: \_\_\_\_\_

Country or territory of residence: \_\_\_\_\_

#### Supervising illustrator

Family name: \_\_\_\_\_

First name: \_\_\_\_\_

Age: \_\_\_\_\_

Country or territory of residence: \_\_\_\_\_

#### Team member no. 2

Family name: \_\_\_\_\_

First name: \_\_\_\_\_

Age: \_\_\_\_\_

Country or territory of residence: \_\_\_\_\_

Artistic references (provide a detailed list of the artist's published work, including links to websites where possible).

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### Team member no. 3

Family name: \_\_\_\_\_

First name: \_\_\_\_\_

Age: \_\_\_\_\_

Country or territory of residence: \_\_\_\_\_

### 2. Information about the sketch submitted to the contest

Explain how and why you chose this drawing on the theme of NCDs. What inspired you? What message are you trying to convey?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. Motivation

Explain why you want to take part in this contest.

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### 4. Additional information for the organisers

Add any other information you consider relevant to your application.

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