



Empowered lives.
Resilient nations.



Pacific
Community
Communauté
du Pacifique

Wake up !

A new way to raise awareness about non-communicable diseases

The Pacific Community (SPC) and the United Nations Development Programme (UNDP) have announced a graphic design contest for youth aged 18 to 30 years old. Those selected will receive training in street art (graffiti/mural painting) and work with professional graffiti artists to produce their own mural paintings.

Background

Non-communicable diseases (NCDs) – diabetes, cardiovascular disease, chronic respiratory disease and cancer – are a major 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 the quality of life. Typically observed in adults, NCDs are now being increasingly diagnosed in young people. Tobacco, harmful use of alcohol, poor diets (e.g. diets rich in sugar, salt, fats and processed foods and low in fruits and vegetables) combined with lack of physical exercise, are the leading risk factors for NCDs. Young people are the prime target of the junk food, alcohol and tobacco industries through their marketing strategies and ubiquitous commercial advertisements, and have little opportunity to express themselves on these issues. The *Wake up!* project engages youth and empowers them to communicate, using their own language and creative thinking to craft messages through arts and media that contribute to addressing NCDs. In 2017 the project worked with youth groups from five countries to create original videos. *Wake up!* believes that young people have the power to inspire the younger generation 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: <http://www.spc.int/blog/wake-up-project-2018/>

Who can apply?

Youth aged 18–30 years old from one of SPC's 22 member countries and territories can enter this contest.

Young people who want to take part have to form teams of no more than four. One of the team members must be a mentor (professional or experienced artist) who will supervise the team throughout the project. (If needed, the organisers can help the young people find an artist to be their mentor.)

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 by **15/06/2018 at the very latest.**

Only completed applications sent to the above email address will be considered. And they must include all of the items listed below.

- A completed entry form
- A copy of each team member's valid passport biodata page or certified birth certificate,
- A high-quality photo of the graffiti sketch that team members have made on the theme of non-communicable diseases. (Contestants have the freedom to create their design on the diseases themselves, their consequences, or their risk factors – i.e. tobacco use, poor diets, lack of exercise, harmful use of alcohol – or on all of these; or, even more broadly, on living environments that make people more prone to develop NCDs.)
- A support letter from your country's Ministry of Health authority (If needed, contact SPC to obtain the name/contact details of the NCD focal person in your Ministry of Health.)
- An indication of a suitable place where your street art can be displayed.



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 criteria below.

- The sketch's relevance to the topic of NCDs – the panel will examine how your proposed art idea addresses the issue of NCDs (be it the diseases themselves, their risk factors or broader environment). It is important to keep in mind that the purpose of these pieces of artwork is to critically engage the public to think about NCDs and their risk factors in a new and challenging way.
- Originality of the work
- Quality of the artistic expression/ design

Successful proposals

The successful teams will be announced on 30 June 2018.

Successful applicants must be available to participate in a graffiti techniques training workshop (three days) in Noumea, New Caledonia in August or September 2018. The workshop will also provide an opportunity to refine the original concept with professional health communication specialists. The cost of transport and accommodations for each selected team will be covered by the organisers. (Note: a valid passport will be required to travel to Noumea.) At the end of the training workshop, professional materials and an appropriate location will be provided to each team so that they can produce their murals in their home country.



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Wake up ! Entry form

Must be completed and emailed to health-enquiries@spc.int no later than 15/06/2018

1. Information about team members

Youth no. 1

Family name: _____
First name: _____
Age : _____
Country or territory
of residence: _____

Youth no. 2

Family name: _____
First name: _____
Age : _____
Country or territory
of residence: _____

Youth no. 3

Family name: _____
First name: _____
Age : _____
Country or territory
of residence: _____

Supervising graffiti artist

Family name: _____
First name: _____
Age : _____
Country or territory
of residence: _____

Artistic references (provide a detailed list of the work this artist has already done and, whenever possible, include web links where his/her work can be seen).

2. Explanations about the sketch submitted to the contest

Write a few sentences to present your sketch to the panel (how/why the topic was chosen, other useful explanations, etc.)





3. Motivation

Explain why you want to take part in this contest.

4. Additional information for the organisers

Add any other information you consider relevant to your application.
