

Health Initiative Logo Contest

Residents!! Use your creativity to design a logo for the Healthy Montcalm Initiative and win \$100!

“Healthy Montcalm”

The “Healthy Montcalm” Initiative is a collaborative effort comprised of staff from multiple agencies throughout Montcalm County with the effort being led by staff from Carson City Hospital, MMDHD, the Montcalm Area Health Center, Montcalm Community College, the Montcalm Human Services Coalition, Sheridan Community Hospital, and Spectrum Health United Memorial. According to a recent county health ranking report, Montcalm County ranked 37th (out of 82) for length and quality of life in the State of Michigan, but only 68th (out of 82) for factors that influence health outcomes, like health behaviors, access to clinical care, social and economic stressors, and the health of the physical environment. All of these factors have an impact on the overall health of Montcalm County’s citizens. The community assessment process will involve the collection and analysis of state and local data, along with the results of local community health surveys. This will allow barriers to healthy living to be identified and addressed. Our vision for the future is that, “Montcalm County is an empowered community where people are engaged in leading healthy, active lives.” This is your chance to create a design that will be seen by the whole community in local newspapers and maybe even on a billboard! There will be a display of all resident submissions inside the health department, and the designer of the winning logo will receive a gift card for \$100, as well as publicity in local media for their accomplishment.

The theme for the Healthy Montcalm Initiative is “*Building a Healthy Tomorrow.*” Please read the rules and requirements thoroughly and GOOD LUCK!

LOGO CONTEST Rules and Requirements:

- The contest is open to **any resident** of Montcalm County. If you have any questions please contact the Mid-Michigan District Health Department at 989-831-5237 ext. 3601 or e-mail rpope@mmdhd.org for clarification.
- All submissions must contain a primary graphic that is a visual/artistic representation of the theme “Building a Healthy Tomorrow.”
- The text “Building a Healthy Tomorrow” may be included, but is not required.
- The design should focus more on a visual representation of this theme as it relates to improving healthcare service to the community.
- The design should incorporate the text “Healthy Montcalm”.
- Designers may refer to the health department website for background information on the initiative, at www.mmdhd.org.
- All submissions must be in a digital format (300 dpi) or provided in hard-copy format on no larger than an 8.5 x 11 piece of paper, and legible enough to be scanned for electronic use.
- One submission per resident.
- The final design may or may not be used on all promotional materials for the initiative events and promotions, and for any other means that the committee members deem necessary.

There is no submission form to fill out. If your design is chosen as the winner, you will be asked to sign a copyright consent form for use of your design. **All submissions are due no later than 5 p.m. on Friday, September 30, 2011.** E-mail to rpope@mmdhd.org or “snail mail” to Mid-Michigan District Health Department, Attn: Logo Contest, 615 N. State Street, Suite 1, Stanton, MI 48888. Include with your submission your full name, home mailing address, phone number, and e-mail address. We look forward to seeing your creative design!