

## Requirements of the Competition

Leicester has high numbers of teenage pregnancies. You are invited to produce a campaign to encourage young people in Leicester to use a condom every time they have sex to prevent themselves or their partner from becoming pregnant.

- The campaign can be produced using any type of media that you think would be seen/heard by as many under 19s in Leicester as possible, e.g. video, website, posters, radio advert
- The campaign must be relevant and appealing to under 19s in Leicester
- The entry must be based on research you have carried out with local young people to gather their views on teenage pregnancy, condom use and STIs
- The campaign must be accompanied by the official entry form. Incomplete entries will not be considered.
- Your entry must include a detailed explanation of the why you have chosen this campaign and this media.
- The campaign must demonstrate why it is important to use a condom and show the disadvantages of becoming a teenage parent.
- The entry must include details of how the campaign would be distributed to young people, e.g. locations for posters, where video will be seen, radio stations to be used.

Entrants will find it useful to visit [www.hey-babe.co.uk](http://www.hey-babe.co.uk) to read information about contraception and watch all the videos that have been produced for the teenage pregnancy campaign.

The following criteria will be taken into account when judging the entries:

- Strength of message
- Use of relevant media
- Extent of research undertaken
- Appeal to young people

The judging panel will consist of:

- The Marketing Manager for NHS Leicester City
- Teenage Pregnancy Co-ordinator for Leicester City
- A young person from Leicester City