

2026 Health Messaging Student Competition:

*Promoting Social Justice and
Behavior Change to Advance
Public Health for All*

Guidelines:

- **1-4 students per submission**
- **Health communication product**
- **9 slides discussing health communication campaign**

Submissions are due March 31st by 5pm

Finalist Awards:

1st place: \$1000

2nd place: \$750

3rd place: \$500

The winning teams will be asked to deliver a ten-minute presentation (guided by their slides) at an Award Ceremony in April.

Finalists will be submitted to a multi-school competition (Columbia, Syracuse, Johns Hopkins) and will have the chance to win additional prizes. These students will be invited to an online award ceremony in May.

Health communication product

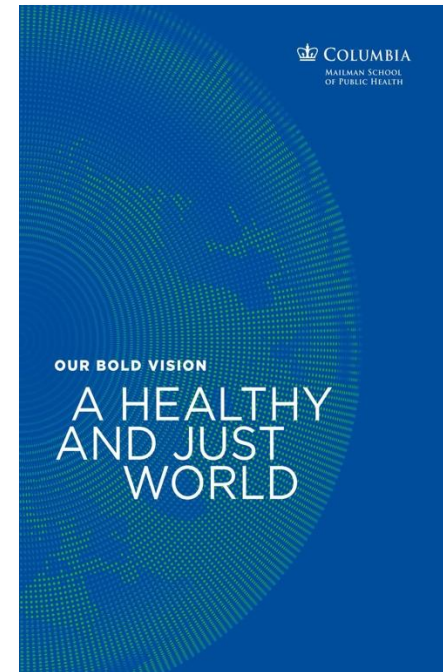
Examples:

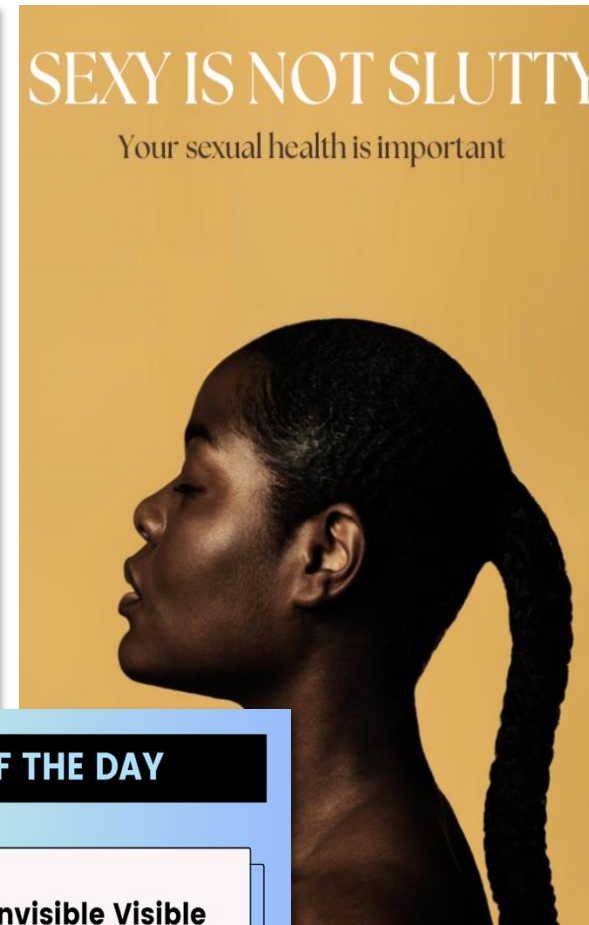
- Video
- GIS mapping
- Game/activity
- Website
- Data visualizations
- Social media posts (TikTok, FB, IG)
- Podcast
- Posters
- Website
- Comic strip
- Brochure

Health Messaging Competition: Issues

Public Health Issues:

- Environmental justice
- Racism
- Maternal health
- Food justice/Food insecurity
- Street vendor health and labor rights
- Harm reduction
- Stigma associated with drug use and/or carrying naloxone
- Body positivity
- Housing
- Reproductive health and justice
- Ethnic genocide
- Gender-based violence
- Microaggressions
- Mental health equity (Asian Americans, Indigenous Communities)



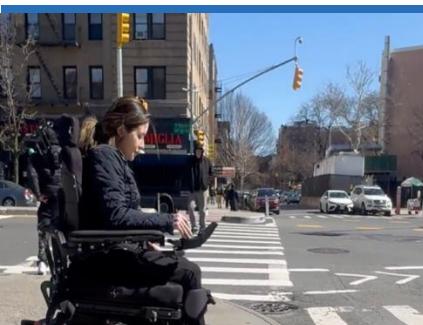


TIP OF THE DAY

Make the Invisible Visible

Simply saying "that's a stereotype" or "that's a microaggression" can effectively call attention to the perpetrator.

Source: [Reader's Digest](#)



 **HIGH PREVALENCE OF OBESITY AMONG INDIVIDUALS FROM THE MENA REGION**

 **STIGMATIZATION OF OBESITY IMPACTING MENTAL HEALTH AND HEALTHCARE SEEKING BEHAVIOURS**

MARCH 2024 ISSUE 1

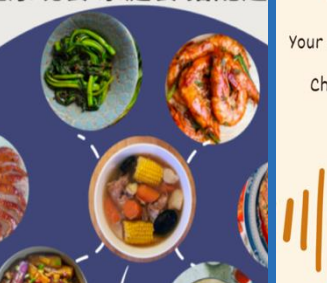
H.E.A.L.



Be a Bridge builder & help a family HEAL.

HEALTH EMPOWERMENT AND ASSISTANCE

Any Dinner & Family Meal
健康晚餐 家庭餐 搭配建



CAN YOU HEAR ME NOW? IF NOT, TURN DOWN THE SOUND!

Your volume levels now can affect how you hear in the future.
Check out @heycanyouhearmenow on Instagram, TikTok, and YouTube



CAER Collective
Columbia Alliance for Environmental Resilience




Information for Providers

GUIDELINES
Prevalence

- 12% of US adults have diabetes, and 38% have prediabetes
- Out of the people with diabetes, 23% are **unaware of their condition**
- Only 19% of patients with prediabetes were told they had prediabetes

Asian American adults are among the racial/ethnic groups with higher prevalence of diabetes

- Those who identify as Indian or Filipino have higher prevalence than those who identify as Korean, Japanese, or Chinese

COMMUNICATING WITH PATIENTS
Recommendations

- Offer Translation Services or Support from Medically Trained Community Member

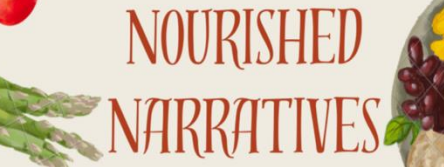
Provide Action
Work with patients to understand their needs and physical or limits.

EVERY HUE SPARKLES!
LET EVERY STAR SHINE!



EVERY HUE SPARKLES!

NOURISHED NARRATIVES



Slide 1: Title slide [include name(s) & department(s)]

Slide 2: Goal of the health communications message and call to action (e.g. reduce stigma among a particular population)

Slide 3: Information about target population: geographic location, demographics, and other relevant characteristics

Slide 4: Epidemiologic, social, behavioral, and/or theoretical justification (details about the public health issue)

Slide 5: Rationale for the use of the proposed health communication channel (e.g. why a data visualization, podcast, digital story/video, social media, poster?)

Slide 6: Storytelling: The story/narrative that you are telling with your public health message

Slide 7: Proposed dissemination plan (e.g. placement of ads, campaign promotions)

Slide 8: Societal Impact: Why you feel your health communication message will be effective; How does it advance public health for all?

Slide 9: Citations

Finalists will be chosen using the following seven categories: (each scored 1-5)

1. Effective messaging
2. Creativity/innovation
3. Design/aesthetics
4. Public health impact and relevance
5. Potential for dissemination
6. Adherence to the project guidelines
7. Potential to promote healthy behaviors and/or enhance social justice

- **Registration:** To register for the competition, please email the names of your group members to Olivia Cull, ohc2103@cumc.columbia.edu, **before January 21st**
- **Submissions (material and slides) due:** March 31st by 5pm; Please email to Azure Nowara, aen2129@cumc.columbia.edu.

Health Messaging Competition: Student Winners, 2023

Reducing Stigma Around Carrying Naloxone Among Students in NYC Public Universities

Have No Doubt, Carry
NALOXONE About!

Opioid Overdose Statistics

Just 2 milligrams
of fentanyl can
cause an overdose
or death



Gracie Bagdon (SMS),
Katherine Kennedy (PopFam)
Allyson Ty (PopFam) and
Michelle Zhao (SMS)

Let's Talk about Destigmatizing South Asian American Mental Health



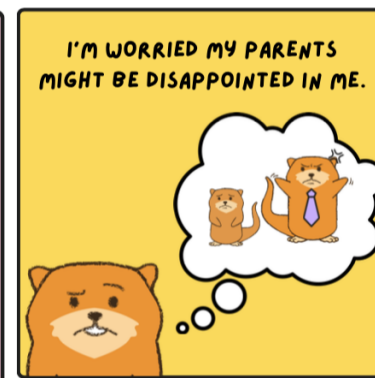
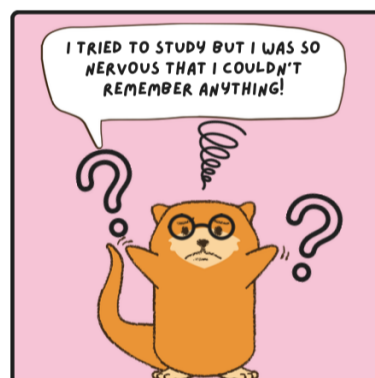
Charul Narain (HPM),
Shree Baphna (HPM) and
Sakthi Senthivelan (SMS)

Health Messaging Competition: Student Winners, 2023



Kat Morgan (EHS)

Addressing Asian American Mental Health Through Storytelling



Xin Rui Ong (HPM), Colette Kirkpatrick (SMS)
and Riki Eijima (SMS)

Health Messaging Competition: Student Winners, 2024



Health Messaging for Justice

Desire Dialogues:

A get to know you game for new sexual partners

Created by Madison Moore,
Department of Population and
Family Health



Congratulations,
Madison Moore!



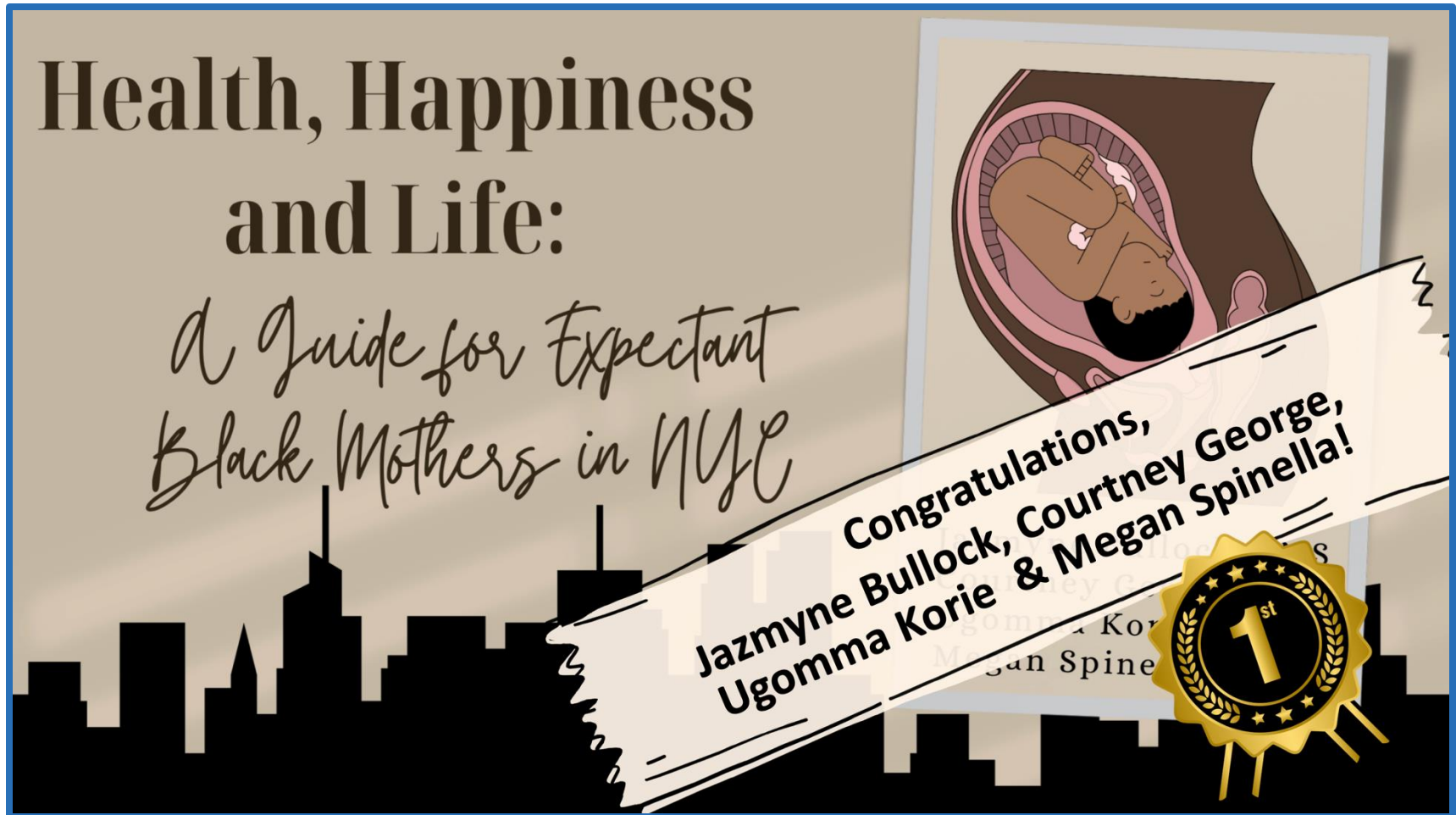
Photo credit: francoroma

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Health Messaging Competition: Student Winners, 2024



Health Messaging Competition: Student Winners, 2024



Health Messaging Competition: Student Winners, 2025

Health Messaging For Justice: Combating Misinformation

**Congratulations,
Devki Patel!**



Devki Patel (dp3313)
MPH, Sociomedical Sciences
Certificate in Health Communication

Posters can be found [here](#).

Health Messaging Competition: Student Winners, 2025

QUIT IT!

An interactive game answering questions, role-playing, and overcoming challenges related to quitting vaping and creating healthy habits

Riva Chaudri - Sociomedical Sciences Dept.



**Congratulations,
Riva Chaudri!**

Health Messaging Competition: Student Winners, 2025

HEALTH JUSTICE ON THE MOVE

By: Nae Nhae Pasahahnunwut & Erynne Jackson
Department of Epidemiology

An illustration of a person with red hair and a blue face, wearing a red shirt and blue pants, shouting into a pink megaphone. A green sign with a red prohibition symbol is visible in the background.

Congratulations,
Nae Nhae Pasahahnunwut
and Erynne Jackson!