

# 2026 Health Messaging Student Competition:

*Promoting Positive  
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 31<sup>st</sup> by 5pm**

# Finalist Awards:

1<sup>st</sup> place: \$1000

2<sup>nd</sup> place: \$750

3<sup>rd</sup> 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 also be entered into a multi-school, “Lerner Centers Health Messaging Student Competition,” in which their submissions will be judged alongside finalist submissions from Syracuse University and CUIMC School of Nursing. Students will be invited to an online award ceremony in May and will have the chance to win additional monetary prizes.

# Health communication product

## Examples:

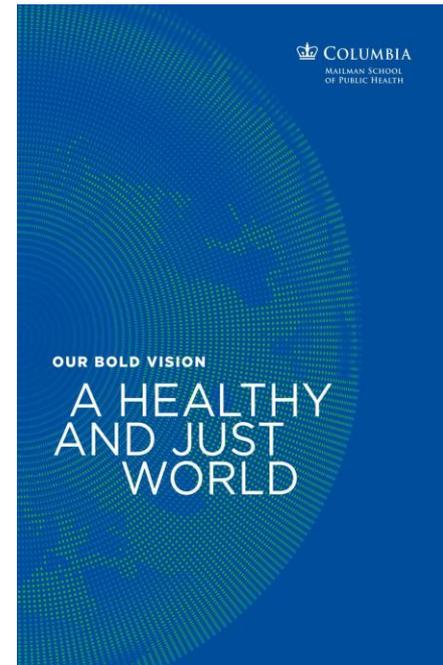
- Video
- Education/workshop materials
- Digital story
- GIS mapping
- Game/activity
- Magazine
- Data visualizations
- Social media posts (TikTok, FB, IG)
- Podcast
- Poster
- Website
- Comic strip
- Brochure

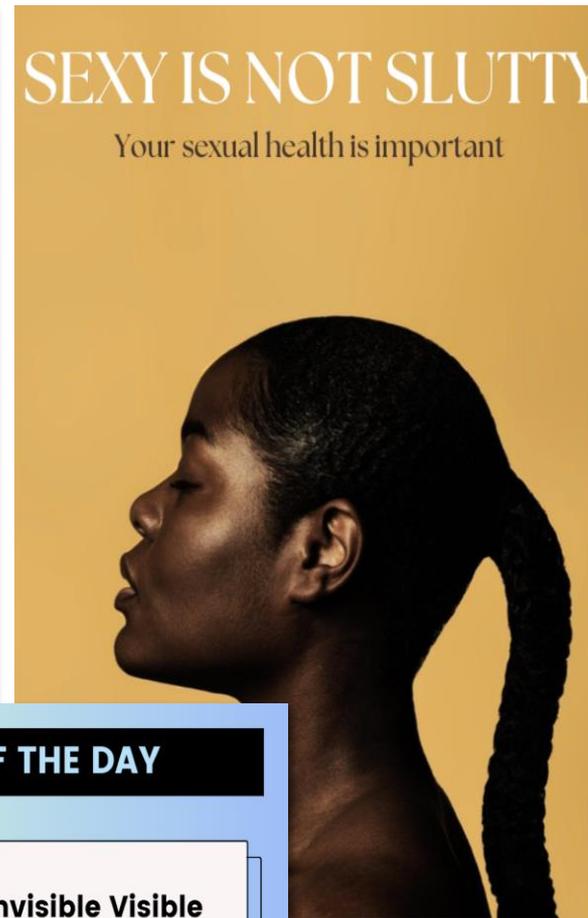
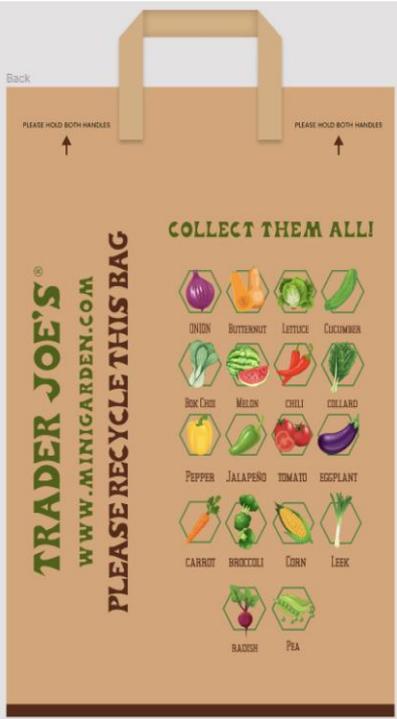
# Health Messaging Competition: Issues

## Public Health Issues:

- Nutrition and Food Security
- Maternal Health
- Tobacco Cessation
- Sleep
- Disease Prevention
- Mental Health
- Reproductive Health
- Environmental Health
- Social Determinants of Health
- Injury Prevention

AND MORE!





**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](#)



MARCH 2024 ISSUE 1

# H.E.A.L.

Be a bridge builder & help a family HEAL.

HEALTH EMPOWERMENT AND ASSISTANCE

## Healthy 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

**EVERY HUE SPARKLES! LET EVERY STAR SHINE!**

...SIDE TOO ...BECOME ...

...OUTDOORS AND ...'S WARMTH - ...OWS ...R TO

**SO DA**

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

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

**HABITS AND PERCEPTION WEIGHT**

## CAER Collective

Columbia Alliance for Environmental Resilience

Prevalence

### GUIDELINES

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 Actio

Work with p understand and physical or limits.

## 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, video, social media, poster?)

**Slide 6:** Storytelling: What story/narrative are you telling with your public health message? How does your message promote behavior change?

**Slide 7:** Proposed dissemination plan (e.g. audience, placement, campaign promotion)

**Slide 8:** Societal Impact: Why you feel your health communication message will be efficacious? How does it advance public health for all? How does your message enhance advocacy?

**Slide 9:** Citations

# Additional Information

Note: You may include additional slides (e.g. to spread out text/include other important info), but please make sure that your presentation includes, and centers around, the 9 prescribed slides. This is the information that the judges are expecting to see.

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

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

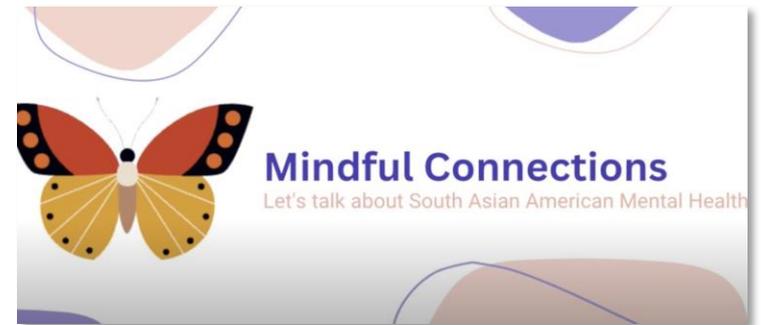
### Opioid Overdose Statistics

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



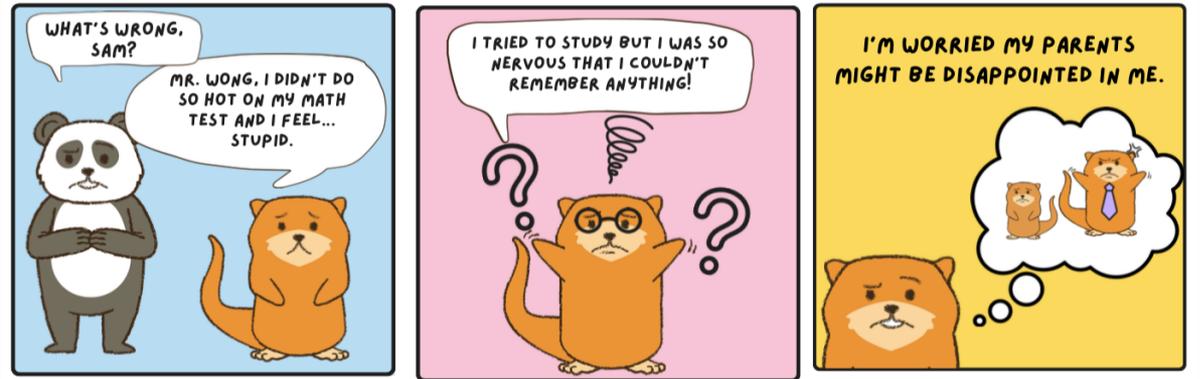
Charul Narain (HPM),  
Shree Baphna (HPM) and  
Sakthi Senthivelan (SMS)

# 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: francorama

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## Health Messaging Competition: Student Winners, 2024



## Health Messaging Competition: Student Winners, 2024

# Health, Happiness and Life:

*A Guide for Expectant  
Black Mothers in NYC*



**Congratulations,  
Jazmyne Bullock, Courtney George,  
Ugomma Korie & Megan Spinella!**



## 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!**