

2017 WFA ACHIEVEMENT AWARDS PROGRAM

Innovations & Management Excellence

FORM FOR DIVISIONS 13 – 27

FAIR NAME: _____

CLASS: _____ (Example: Small Fair = Class 1)

DIVISION: _____

a) What was the goal? Define the challenge/ problem/target audience and explain what you were trying to accomplish.

b) How did you achieve the goal? What steps were taken to solve the problem or accomplish the goal? Who was involved in the project? Include any working relationships with other agencies/groups.

c) What were the results? Include tangible and quantifiable benefits such as financial, public or media awareness and attendance. Use percentages when applicable.

San Diego County Fair Awareness Gallery



“What if I don’t get into college?”

“How am I going to pay for this?”

“I think my parents are going to get a divorce!”

“It’s ok, it’s just weed.”

“I have 4 hours of homework AND I have practice AND I have to work today.”

“I was told not to tell.”

“I don’t know how I got home last night!”



BODY IMAGE - thoughts from a teen-

1. I feel bad about my body because I have to wear a t-shirt when I swim.
2. If I starve myself, will I be able to wear a backless dress?
3. I hate summer because I can’t fit into cute bikinis.
4. I wish I could be as confident as her... I can’t wear summer clothes because I’ll be called anorexic.
5. I wish I had a flat stomach.
6. Anorexia is so high fashion.
7. I have to take about 50 selfies before I find one decent enough to post.
8. I suck in my stomach every time a picture is taken of me.
9. I never want to starve myself ever again. I’m glad I read that article.
10. It is impossible to have perfect skin like that.
11. If I was thinner, I would be so pretty.
12. I suck in my stomach every time a picture is taken of me.
13. I wear baggy clothing to hide my fat rolls.

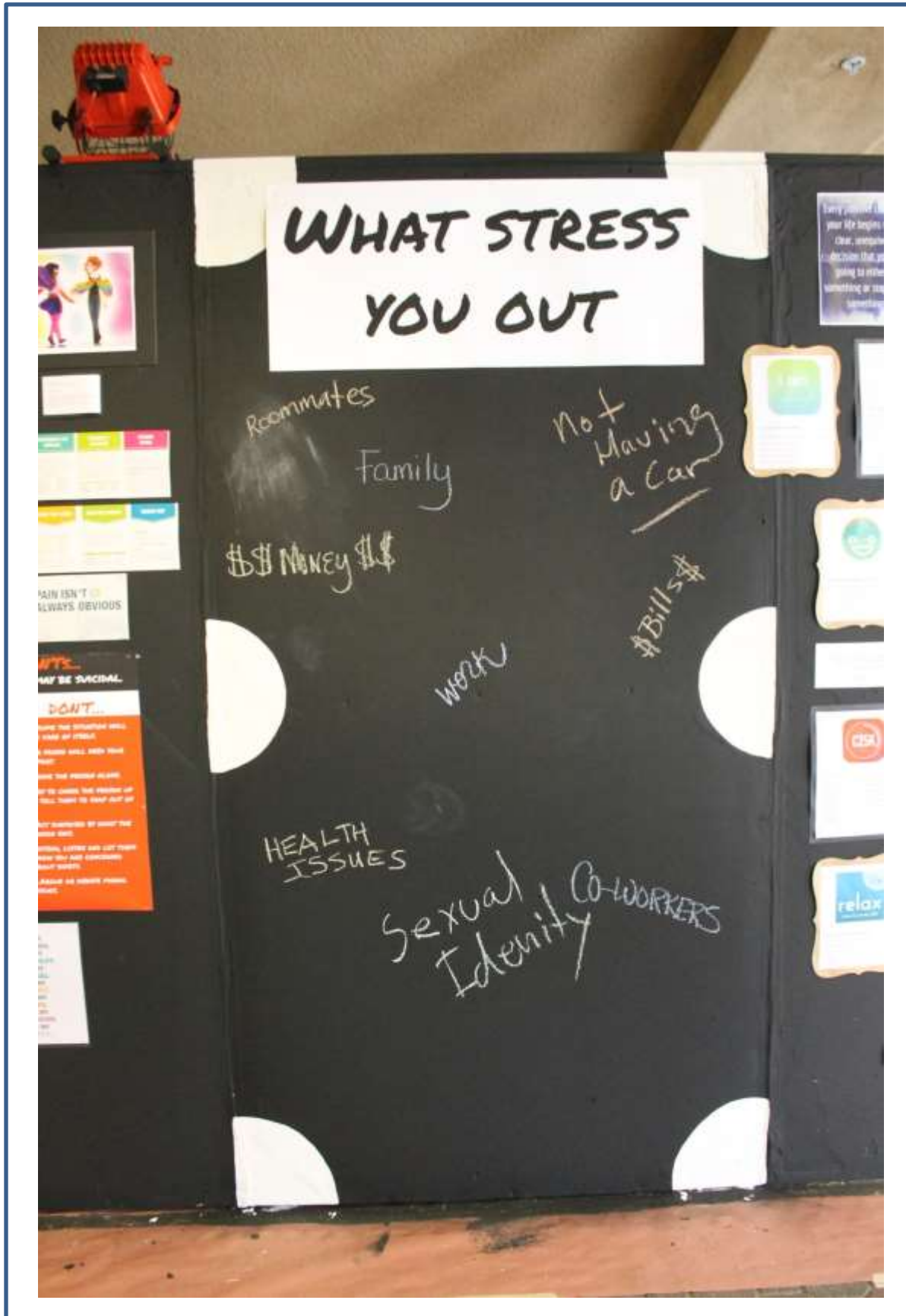




The "party scene" room



The Stress Wall





PDF Entry Information

Exhibitor Name: Patricia Wallace

WEN: C52D3E

Division: Section 2 - Innovation & Managemen

Class: 16 New Wellness Program

Title:

Description:

Notes:

