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MEMORANDUM

To: Ald. DiAndre Jackson
From: Christopher Hillard, Legislative & Fiscal Services Specialist-Lead
Date: 6/23/2026
Subject: Anti-Nicotine Design Scholarship Contest Outline.

This memo outlines the anti-nicotine design scholarship contest proposed by the Milwaukee Youth Council. JUUL Settlement funds will be used to provide the scholarships.

Purpose: The purpose of this contest is to solicit designs from Milwaukee youth that warn about the dangers of nicotine use among young people. Winning designers will receive a scholarship, and their designs will be displayed on digital and physical billboards as part of the Youth Council's anti-nicotine initiative. The first contest will be run by the 2026-2027 Youth Council.

Participation: Currently, the Youth Council plans to open the contest to Milwaukee residents in 11th and 12th grade who attend school in the city of Milwaukee. Two winners will be selected from each grade level.

Selection Process and Criteria: Designs will be submitted to the City Clerk's Office, which will present the designs to the Youth Council. Designs should adhere to the theme of youth nicotine use cessation and reduction, focusing on the negative consequences of nicotine use and communicating the theme in a clear, impactful way. AI may not be used to create any submissions. The final selection process will be determined by the Youth Council. Winning designs may be selected by the Youth Council, members of the Common Council, volunteer experts in the field of youth nicotine use, or public voting on selected finalists.

Awards and Funding: The current proposal would use \$20,000 in JUUL Settlement funds to support 2 contests over the course of the next 2 school years (2026-2027 and 2027-2028), with an additional \$4,000 available as seed money for a third contest. Prizes would be four, \$2,000 scholarships, 2 for each grade category (11th grade, 12th grade).

Please let me know if you need any additional information.

Christopher Hillard
LRB 181568
6/23/2026