



October 24, 2017

Dear Pennsylvania School Personnel:

You may notice a change in the contest title, or the logo that accompanies this letter. Recently, the Pennsylvania Youth Suicide Prevention Initiative and the Adult/Older Adult Suicide Prevention Coalition have merged and together are now **Prevent Suicide PA**. While this merger means that we now have a new and growing resource that helps prevent suicide in Pennsylvania across the lifespan, our PSA contest remains focused on youth suicide prevention.

With this growth comes new opportunities for students to be part of suicide prevention efforts across the Commonwealth. In our Poster category, we are asking students to submit their images to be used in both print and social media. In our 30 & 60 Second Video category we are offering the option to create videos specific to the National Suicide Prevention Lifeline's #Bethe1to campaign. And, we are introducing a new category where students can submit Snapchat filters. These images will be used during awareness events throughout the state, and as always, will be made available to schools via our website, [www.preventsuicidepa.org](http://www.preventsuicidepa.org).

Many of you have been focusing on suicide prevention in your school districts lately as a result of the recent Act 71 of 2014 legislation. We have seen over the past five years how students have used this PSA contest to learn more about youth suicide prevention in their planning process, as well as educate their peers through their exceptional work. With national and local rates continuing to slowly rise, more youth than ever are talking about suicide, and we hope that your school will join us in the *prevention* conversation.

We are seeking your support to disseminate information about this important step to reducing lives lost to youth suicide in your schools. Please share the information with your administrators and then spread the word to students to get involved! The attached flyer contains details about the PSA contest and information on locating the official rules and an entry form. There are a few important details that have direct relevance to your staff:

- **Each school may only submit one entry per category.** We encourage you to consider a local challenge within your school to help identify the best submission per category.
- **Each submission must be reviewed by a mentor at the school.** This may be a teacher, guidance counselor, school nurse, school administrator, or SAP team coordinator. We simply ask the mentors to provide some guidance on appropriateness of content (there are national media guidelines with links in the official rules), and then sign off on the application once the final product is approved.
- All submissions must be **received by Friday, January 12, 2018** to be considered for the statewide contest.
- **Students and the broader public will vote for the winning submission** in each category. Voting will happen online from January 29 –February 14, via the Prevent Suicide PA website.

All of the details about the contest, including official rules, a downloadable pdf of the flyer, the application form, as well as help with guiding the students in their messaging, are available on our website, [www.preventsuicidepa.org](http://www.preventsuicidepa.org). You may also view previous winners by visiting our main page, <http://psa.preventsuicidepa.org>.

We are excited to receive a record number of submissions this year and are eager to see how Pennsylvanian youth use their creativity to once again develop exceptional and powerful messages to help reduce youth suicide in the Commonwealth.

Should you have any questions, please do not hesitate to contact Rose Milani at 215-503-6456 or [rose.milani@jefferson.edu](mailto:rose.milani@jefferson.edu).

Sincerely,

A handwritten signature in blue ink, appearing to read "Matthew B. Wintersteen".

Matthew B. Wintersteen, Ph.D.  
PSA Contest Chair, Prevent Suicide PA  
Associate Professor, Department of Psychiatry & Human  
Behavior Thomas Jefferson University  
Philadelphia, PA

A handwritten signature in black ink, appearing to read "Susan Harral".

Susan Harral  
Executive Director, Prevent Suicide PA