

## 2018 Prevent Suicide PA Public Service Awareness Contest for Youth Suicide Prevention Rules for Submission

**All students submitting entries for the PSA contest MUST follow the rules below or their entry will not be accepted. There are no exceptions.**

1. High school students must have at least one faculty mentor to supervise PSAs, such as teachers, SAP coordinators, guidance counselors, school nurses, or administrators. High school-aged youth who are in non-traditional educational environments, or local youth groups, may also submit, provided they have similar mentorship.
2. Each school may only submit **one entry per category**. If you have multiple entries, have the students, teachers, and/or school choose one to submit for each category. Any school who submits more than one entry in a given category will have all submissions in that category excluded from the contest.
3. If students are working in a group, please select one student to be the representative of the group. You only need to fill in one application with this student's name and information. There is space on the application to enter the other key students in the group.
4. General Messaging Guidelines
  - a. Provide factual information about mental health and suicide using reliable resources
  - b. Promote hope and recovery
  - c. Use images that show the whole person, including strength and resiliency
  - d. Make sure you include resources (See section 5.a.ii. "Help-Seeking Behavior")
  - e. Please refer to the following websites for guidelines on effective and safe messaging:
    - i. All entries must follow media guidelines for suicide <http://reportingonsuicide.org/>
    - ii. The National Action Alliance for Suicide Prevention has compiled a comprehensive and interactive site to guide you towards safe messaging. Please review: <http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/safety> and <http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/narrative>
  - f. It is okay to talk about feelings, and it's ok to use the word suicide, **HOWEVER**:
    - i. Do not display any images/video, etc., that explicitly show self-harm behaviors (for example, no guns, knives, etc., or allusions to such.) Entries showing youth engaging in suicidal behavior (for example, swallowing pills) will be excluded.
    - ii. No explicit discussion of specific suicidal behaviors will be accepted.
    - iii. Don't sensationalize or romanticize suicide
    - iv. Do not use images of individuals holding their heads. These images have been categorized as "head-clutchers". These images promote a negative stereotype of someone who is in distress. Keep in mind that someone who is hurting does not look depressed all the time. For more information on this, please visit: <https://www.time-to-change.org.uk/media-centre/responsible-reporting/using-images/get-picture-campaign>
5. Content of Messaging
  - a. You are welcome to submit entries without a particular focus, however here are some options for ways to gear your submission.
    - i. Messages of Hope: Avoid messages of, "don't worry, everything will be ok". Rather focus on messages that will resonate with someone who is hurting, in a way that acknowledges their distress and offers positive support.
    - ii. Help-Seeking Behavior
      1. Be sure to refer youth who are struggling to resources that can help. Please include **one of the following resources**
        - a. **PreventSuicidePA Website** ([www.preventsuicidepa.org](http://www.preventsuicidepa.org))

- b. **National Suicide Prevention Lifeline phone number** [1-800-273-TALK(8255)], **or National Suicide Prevention Lifeline website\*** (<https://suicidepreventionlifeline.org/>). We realize that there are a number of local crisis call centers across Pennsylvania that do an excellent job. However, this national number rings locally based on where the call originates. The PSA audience spans across multiple regions. National numbers ensure that callers are routed to a center that can access the resources the caller may need.
  - c. **Crisis Text Line** – text “PA” to 741741 ([www.crisistextline.org](http://www.crisistextline.org))  
Crisis Text Line is free, 24/7 support for those in crisis and is staffed by trained Crisis Counselors.
  - d. **Youth Suicide Prevention Warning Signs website** <http://www.youthsuicidewarningsigns.org> – Experts in Pennsylvania, along with others across the country, have played a significant role in the development and dissemination of these new warning signs for youth. We are asking that any entry focused on raising awareness about warning signs direct viewers to this web page. In addition, messages about help-seeking should follow the recommendations associated with the youth suicide warning signs website. Information on how youth can help youth when they are concerned can be found at <http://www.youthsuicidewarningsigns.org/youth> . Information for how parents and teachers can help can be found at <http://www.youthsuicidewarningsigns.org/gatekeepers>
- iii. **National Suicide Prevention Lifeline #BeThe1To Campaign\*** Lifeline is looking for videos that illustrate all or one of the five #BeThe1To steps in action. This can include short scripted conversations that illustrate what one of the five steps would look like when acted out between someone in crisis and an individual taking action to help him/her. These conversations can be between friends, family, or between a student and a trusted adult. End cards can include the Lifeline and bethe1to.com. Learn more about each of the five steps here: <http://www.bethe1to.com/bethe1to-steps-evidence>

## 6. Video/Audio Submissions

- a. Entries should be of high audio and/or high-definition video quality so that they may be broadcasted on TV or radio. Applicants may wish to check local TV or radio stations for guidelines. Please be sure that your final submission is in mp4 (video) or mp3 (audio) format. Also videos should adhere to 16:9 proportions.
- b. Please follow all copyright rules regarding music and images.
- c. Do not include school and/or student's names in the video and audio
- d. Submissions should be exactly 30 or 60 seconds in length, depending on the submission category. **DO NOT** have any introductory images, such as the name of the video, or concluding credits at the end of the video. If you wish to submit a second version including this information with your entry, you may do so, but please note which file is the final submission.

## 7. Poster Submissions

- a. All posters need to be computer generated, submitted in, jpg, .tif, .gif, .pdf, etc., and need to be print ready (300 DPI or higher). Please submit two files of the same poster; one with a dimension of 24” x 36” and the other 18” x 24”. Please also submit a lo res version of the poster
  - i. Due to the high number of submissions, we can no longer convert hand-drawn images to digital images for students. Therefore, **hard copies of hand-drawn posters will not be accepted.** While we understand that may limit some students’ ability to submit a poster for this contest, our experience has been that hand-drawn posters do not fare well during the public voting phase.
  - ii. **However**, it is fully acceptable to hand draw an image and then **SCAN** them into the proper file formats. It is also possible to hand draw the graphics, scan the image, and then digitally print the message over the scanned image. As long as the submitted product is sufficiently able to go directly to the printer as is, it will be accepted. We encourage students with great artistic abilities to partner with students with strong digital media abilities!

- iii. We will be utilizing the winning and honorable mention submissions on social media. Because of this, please also submit your image in one of the following dimensions.
      1. Square Image: 1080px in width by 1080px in height
      2. Vertical Image: 1080px in width by 1350px in height
      3. Horizontal Image: 1080px in width by 566px in height
    - b. Initial poster submission and application may be sent via email as a pdf or jpeg, low resolution image, to [rose.milani@jefferson.edu](mailto:rose.milani@jefferson.edu). **However**, you will still need to submit the high-resolution 24"X36" & 18"X24" file via Dropbox, Google docs, or on a CD-ROM or thumb drive via snail mail.
    - c. It is possible that winning posters will be framed. Because of this, please allow a margin of 2" for all text.
8. Snapchat Geofilter Submissions
  - a. Please note
    - i. Each participant completely releases Snap Inc. from all claims based on, related to, or arising from the PSA contest
    - ii. This PSA contest is in no way sponsored, endorsed, administered by, or associated with, Snap Inc.
    - iii. While this contest is not sponsored by Snap Inc., all submissions must adhere to Snap Inc.'s [Terms of Service](#), [Community Guidelines](#), and [Privacy Policy](#).
  - b. When creating your filter image, please follow the following guidelines, outlined by Snapchat
    - i. Files should be 1080px wide by 1920px high, under 300KB in size, and saved as a .PNG file with a transparent background
    - ii. Do not use logos or hashtags
    - iii. No photographs.
    - iv. Don't cover up too much of the screen.
  - c. These filters will be used during awareness events, so please be creative and help to spread awareness for suicide prevention.
  - d. We have created an FAQ document for this category. See PSA [website](#) for most recent FAQs
9. Follow all of our other community and usage guidelines, including Snap Inc.'s [Terms of Service](#), [Community Guidelines](#), and [Privacy Policy](#). All submissions should follow the same file naming format: LastName,School(category).file-type. For example, Jones,MainStreetHS(30secvid).mp4.
10. You may submit your materials via snail mail to the address listed on the application, or through Dropbox or Google docs. For instructions on doing so, please email [rose.milani@jefferson.edu](mailto:rose.milani@jefferson.edu).
11. You **MUST** adhere to these submission rules and requests. If any of the above criteria are not met, we will not be able to accept your submission.
12. Voting Process
  - i. Prevent Suicide PA Board and Advisory Committee members vote on all submissions. Their votes narrow down the entries to the finalists. The remaining entries are rank ordered, based on number of votes.
  - ii. Finalists are entered into public voting. Regardless of how many votes are received, the finalists are rank ordered, based on the total number of votes they receive during the public vote.
  - iii. The rank orders from the private and public voting are averaged. The lowest average is the winner.
  - iv. In the event of a tie when the rank orders are averaged, the Prevent Suicide PA voting determines the final order.
13. Additional Information
  - a. Please reach out if you have any questions. We are willing to offer feedback on your PSA if you would like, however please keep in mind that as the date for submission approaches, we may not have the availability to offer any input. Inquiries can be sent to [rose.milani@jefferson.edu](mailto:rose.milani@jefferson.edu).

#### 14. Contest Timeline

- a. Friday, January 19, 2018: All submissions due
- b. Wednesday, January 24 – Wednesday, January 31, 2018: Private voting to determine finalists
- c. Monday, February 5 – Monday, February 19, 2018: Online public voting
- d. Wednesday, February 21, 2018: Winners Announced
- e. Spring 2018: Winners honored

\*Please note that submissions which featuring the National Suicide Prevention Lifeline number or #BeThe1To messaging will be viewed by the director of the Lifeline and may be featured on their website or in other forms of media. You do not have to be a contest winner in order for your PSA to be used; it is strictly at the discretion of those at the Lifeline.