

2022 Prevent Suicide PA PSA Contest for Youth Suicide Prevention School-Wide Voting Process

We are excited this year to offer another mechanism for engaging schools around voting and awareness of the positive messaging created by youth in the Commonwealth. The details below describe how to submit a school-wide vote in the PSA contest.

1. Starting Wednesday, January 26, the PSA contest finalists in each category will be displayed on the [2022 PSA website](#). At that point, we will provide a link to a survey, which will be open from Wednesday, January 26 – Friday, February 25, 2022. **Schools that would like to provide a school-wide vote may enter one vote on behalf of the entire school for each of the PSA categories** (i.e., poster, 30-second video, 60-second video, 30-second audio). All middle schools and high schools may provide one vote per category.
2. The school-wide vote must reflect the collective voice of the student population or selected group of students at the school. However, **the vote needs to be submitted by a staff person from the school on behalf of the students**. The survey will ask for the school name, district name (if applicable), and the name and contact information for the staff member submitting the vote, so that we can verify any submissions if necessary. The survey will also ask the staff member to briefly describe how the school vote was obtained (see ideas in Step #3). This will be a quick process.
3. Here are some ideas on how to collect the student vote, which may be acquired by polling the entire student population at a designated school or by identifying a select group of students to vote on behalf of the student body:
 - a. Create a separate school survey where students cast their votes. The PSA in each category with the highest number of student votes could then be submitted by a designated staff member via the PSA contest survey link that we send out.
 - b. Have teachers poll their classes and submit the results to the designated staff member to rank order and submit the highest ranked submissions to the PSA contest survey.
 - c. A mental health awareness club (e.g., Aevium club) or other student club in the school engages the students to acquire votes as part of a school-wide suicide prevention awareness activity.
 - d. A mental health or other student club votes at a meeting to decide the highest voted PSAs to submit via the PSA contest survey.
 - e. Other – schools may utilize any other creative approach! The objective is to expose students to positive and hopeful suicide prevention messages and to engage them in the voting process. But the most important mission of this entire contest is to expose as many students as possible to the wonderfully supportive and encouraging messages of their peers, many of which provide valuable resources.
4. All votes from the school-wide PSA contest survey will be tallied and rank ordered. This rank order will be averaged with the public voting and the PSA Advisory Board voting.
5. In the event of a tie when the rank orders are averaged, the PSA Advisory Board voting determines the winning submissions. We use this process to minimize the clear advantage for larger schools during the public voting period.

For full PSA contest information, visit <http://psa.preventsuicidepa.org/2022psa/>. Any questions can be sent to julia.mead@jefferson.edu.