

## 2022 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 team members, school 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 building may only submit **one entry in each of the following categories**. Please review the Submission Guidelines for each contest category on page 3.
  - a. 30 Second Video PSA
  - b. 60 Second Video PSA
  - c. 15 Second or 30 Second Audio PSA
  - d. PSA Poster

**\*\*If you have multiple entries per category, 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 students in the group.
4. General Messaging Guidelines
  - a. Provide accurate 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 is okay 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. Do not 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>

- g. We are not able to accept any submissions that have political messages. This includes any videos or images with political signs, stickers, etc., in the background.

## 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. NEW THIS YEAR- IMPORTANT PLEASE READ

- a. Over the last few years, the country has been working towards a nationwide calling code for suicide prevention and mental health crisis assistance. This is being rolled out across the country in phases. Starting July 2022, Pennsylvania will start using the 988 calling number (similar to calling 911 for other emergencies). 988 will replace the National Suicide Prevention Lifeline at that time. It is important that people in Pennsylvania still use 1-800-273-TALK (8255), the National Suicide Prevention Lifeline, prior to July 2022. **Therefore, if you choose to include the National Suicide Prevention Lifeline as a resource in your PSA, we are asking that you please submit two versions.** One version should use the National Suicide Prevention Lifeline [1-800-273-8255 (TALK)] and the other version should use 988. All other content should be exactly the same in both versions of your submission. See below for information about language around these resources.
- 2. Be sure to refer youth who are struggling to resources that can help. Please include **one of the following resources:**
  - a. **Prevent Suicide PA Website** ([www.preventsuicidepa.org](http://www.preventsuicidepa.org))
  - b. **National Suicide Prevention and Mental Health Crisis Number**
    - i. Please include two submissions when using this resource as indicated above. Submissions should be identical with the exception of the phone number (i.e., 1-800-273-TALK (8255) in one version and 988 in the other version).
    - ii. **National Suicide Prevention Lifeline** 1-800-273-TALK (8255), or <https://suicidepreventionlifeline.org/>
      - 1. Please be sure to use the full name, **National Suicide Prevention Lifeline (not hotline, not just lifeline...)**
      - 2. 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 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>

- e. **Trevor Lifeline** – 1-866-488-7386 (<https://www.thetrevorproject.org/get-help-now/>)

The TrevorLifeline is a crisis intervention and suicide prevention phone service available 27/7/365.

- b. We encourage submissions that reflect diversity (i.e. race, ethnicity, sexual orientation, gender identity and expression, disability, geographical location, or other form of cultural identity), including any submissions that help or educate others on your own cultural background or experience with regard to mental health and suicide prevention.

#### 6. 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 [julia.mead@jefferson.edu](mailto:julia.mead@jefferson.edu).

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.

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### Submission Guidelines

As a reminder, listed below are the contest categories,

- 30 Second Video
- 60 Second Video
- 15 or 30 Second Audio
- Poster

### Video Submissions

- a. Entries should be of high video quality so that they may be broadcasted. Applicants may wish to check local TV station for guidelines. Please be sure that your final submission is in mp4 (video) format.
- b. Videos must adhere to 16:9 proportions
- c. Please follow all copyright rules regarding music and images
- d. Do not include school and/or student's names in video
- e. 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.

Guidelines continued on next page

### **Audio Submissions**

- a. Entries should be of high audio quality so that they may be broadcasted. Please be sure that your final submission is in mp3 (audio) format.
- b. Please follow all copyright rules regarding music and images.
- c. Do not include school and/or student's names
- d. Audio submissions must be either 15 or 30 seconds in length.

### **Poster Submissions**

- a. All posters need to be computer generated, submitted in, jpg, .tif, .png, .pdf, etc., and need to be print ready (300 DPI or higher). Poster images need to be 18.125" X 24.125" and at least 300 DPI. Please also include the original file format, for example, .psd, .ai, etc.
  - i. **Hard copies of hand-drawn posters will not be accepted. However**, it is fully acceptable to hand draw an image and then **SCAN** them into the proper file formats. The scanned image needs to be a high print quality and dimensions must be 18.125" X 24.125" and at least 300 DPI. We encourage students with great artistic abilities to partner with students with strong digital media abilities!
- b. Please allow a margin of 2" within the poster dimensions for all text.