

# #BeThe1To PREVENT SUICIDE

2020 Suicide Prevention  
Public Awareness Contest For  
Youth in Broward County

Create a unique message of hope!  
See attachments for details.  
Enter by March 2020

NATIONAL  
SUICIDE  
PREVENTION  
LIFELINE™  
I-800-273-TALK  
[www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org)



H O P E

## 2020 Broward County Suicide Prevention Public Service Awareness Contest for Youth 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. This contest is open to all middle and high school students residing in Broward County.
2. Broward middle and high school students must have at least one adult to oversee the PSAs, such as teachers, club sponsors, school counselors, school nurses, or administrators. Middle and high school-aged youth who are in non-traditional educational environments, or local youth groups, may also submit, provided they have similar oversight.
3. You only need to complete one application per group. Please list all student names participating in the project.
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, sound of gunshot, or graphic visuals 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. **FLORIDA SUICIDE Prevention** <http://floridasuicideprevention.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 Florida 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. **2-1-1 Broward (954-537-0211)** or dial **2-1-1** or text **TXT211**.
- d. **Crisis Text Line** – text “FL” 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.
- e. **Youth Suicide Prevention Warning Signs website**  
<http://www.youthsuicidewarningsigns.org> – Experts in Florida, 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 (1080p) 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. You may submit your audio or video via Google drive. For instructions on doing so, please visit <https://youtu.be/cCZj5ojxRAA>

- 8. 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.

9. Voting Process

- i. Broward County Comprehensive School Health Advisory Committee (BCCSHAC) Suicide Prevention Subcommittee 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. Winners will be determined by a student-led focus group and committee members as needed.

10. 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 [browardsuicidepreventionpsa@gmail.com](mailto:browardsuicidepreventionpsa@gmail.com)

11. Contest Timeline

- a. Announce PSA via Special Presentation School Board of Broward County September 17, 2019 at 1:40 pm
- b. Friday, January 10, 2020: All submissions due
- c. Wednesday, January 22 – Wednesday, January 29, 2020: Committee voting to determine finalists
- d. March 2020: Winners Announced
- e. Spring 2020: Winners honored

\*Please note that submissions which feature 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.