

## MENTAL HEALTH AWARENESS & SUICIDE PREVENTION PSA

(SPONSORED BY: LOCAL OUTREACH TO SURVIVORS OF SUICIDE LOSS)

Create a public service announcement (PSA) that brings vital attention to mental health awareness and suicide prevention. Student filmmakers are challenged to reduce stigma, promote supportive conversations, and educate their peers and community on how to navigate mental health struggles safely and effectively.

Submissions should thoughtfully address one or more of the following core themes:

- **Risk Factors & Warning Signs:** Recognizing early behavioral or emotional changes that indicate someone might be struggling.
- **Protective Factors:** Highlighting coping mechanisms, positive connections, and environments that foster resilience.
- **Finding Hope:** Sharing realistic, compelling stories or perspectives centered around recovery, support systems, and personal strength.

**Maximum Length:** 90-Seconds

### REQUIRED Resource Information:

To ensure the PSA serves as an actionable tool for viewers, entries must clearly feature and display the following crisis support resources:

- **988 Suicide & Crisis Lifeline:** Available to call or text 24 hours a day, 7 days a week.
- **Tulare County Mobile Crisis Response Team:** Local 24-hour crisis line at 1-800-320-1616.

**Category: Mental Health Awareness & Suicide Prevention PSA (Max 100 Points)**

**Submissions:** Public Service Announcements (PSAs) aligned with evidence-based safe messaging guidelines, focusing on suicide prevention, warning signs, finding hope, and help-seeking behaviors.

**Length:** Must not exceed 90 seconds

**Focus:** Positive and educational tone, safe storytelling, accurate resource integration, strict copyright adherence, and 100% student talent.

| Criteria                                                   | Points | Scoring Focus & Key Indicators                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Safe Messaging &amp; Core Suicide Prevention Impact</b> | 0 – 35 | <ul style="list-style-type: none"><li>• Communicates a hopeful message focused on reasons for living, supportive actions, and how to help someone.</li><li>• Accurately highlights warning signs (e.g., changes in behavior, withdrawal, or hopelessness) and encourages direct conversation ("Are you thinking about suicide?").</li><li>• Avoids disqualifying or harmful elements: strictly <b>no portrayals of suicide deaths, attempts, or lethal means/weapons</b>, and avoids oversimplifying the causes of suicide or using statistics that make suicide seem common.</li></ul> |
| <b>Resource Integration &amp; Action-Oriented Steps</b>    | 0 – 20 | <ul style="list-style-type: none"><li>• Prominently features required crisis resources, including the <b>988 Suicide &amp; Crisis Lifeline</b> (call/text 24/7) and the local <b>Tulare County Mobile Crisis Response Team (1-800-320-1616)</b>.</li><li>• Empowers the audience with clear steps: breaking a secret to tell a trusted adult, encouraging help-seeking, and showing that recovery and support work.</li></ul>                                                                                                                                                           |

| Criteria                                               | Points | Scoring Focus & Key Indicators                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Creativity, Storytelling &amp; Talent</b>           | 0 – 20 | <ul style="list-style-type: none"> <li>• Creatively and respectfully tells an engaging, educational story that reduces stigma and builds empathy.</li> <li>• On-camera student talent displays poise, emotional sincerity, and natural delivery appropriate for a sensitive public health topic.</li> <li>• Complies fully with the student-only performance rule (no adult or professional actors).</li> </ul> |
| <b>Technical Quality: Visuals &amp; Cinematography</b> | 0 – 10 | <ul style="list-style-type: none"> <li>• Clean camera framing, steady shots, proper exposure, and intentional visual composition.</li> <li>• High-quality B-roll, expressive framing, and thoughtful visual metaphors that reinforce a safe, supportive tone without relying on graphic imagery.</li> </ul>                                                                                                     |
| <b>Technical Quality: Audio &amp; Sound Design</b>     | 0 – 10 | <ul style="list-style-type: none"> <li>• High voice clarity during dialogue, voiceovers, and on-camera speaking segments.</li> <li>• Balanced audio mix where background music or natural sound never drowns out dialogue or vital crisis resource information.</li> </ul>                                                                                                                                      |
| <b>Ethics, Tone &amp; Compliance</b>                   | 0 – 5  | <ul style="list-style-type: none"> <li>• Maintains a respectful, hopeful, and appropriate tone that honors survivors of suicide loss.</li> <li>• Complies with copyright standards (royalty-free music/fair use) and proper student media guidelines.</li> </ul>                                                                                                                                                |

#### Standard Evaluation Guidelines (For Festival Judges)

- **90 – 100 Points (Exemplary):** Broadcast-quality production with flawless audio and visual execution; strictly adheres to safe messaging guidelines; features powerful, hopeful storytelling and precise resource integration with zero rule violations.

- **75 – 89 Points (Accomplished):** Clear, well-executed PSA with an effective and hopeful message; accurate resource integration; minor technical flaws (e.g., slight background noise or minor lighting inconsistencies) that do not detract from the core message.
- **60 – 74 Points (Developing):** Functional effort, but narrative structure is weak, pacing drags, or emotional tone feels unpolished. Resource display may feel rushed or secondary.
- **Below 60 Points (Limited):** Significant technical flaws, failure to include required crisis resources, or **critical safe messaging violations** (such as depicting suicide attempts, methods, weapons, or using statistics that frame suicide as common/inevitable), resulting in immediate point deductions or disqualification.