



# Safe Messaging MEDIA – Suicide Prevention and Behavioral Health Awareness - Poster

## Event Specifications

### SCOPE OF CONTEST

Participants are invited to design a printed poster that aims to either prevent suicide or bring awareness to behavioral health (Mental Health or Substance Use) support. The minimum submission size is 11"x17", but [24"x36" is preferred to create](#) greater visual impact.

### TARGET AUDIENCE

The poster should be designed for young people aged 14-25 years.

### NUMBER OF COMPETITORS

The competition is a team (up to three members) or individual event, limited to 30 entries.  
*Fresno ROP reserves the right to modify enrollment due to limited spaces available.*

### RULES AND PROCEDURES

#### 1. Approved Reference Materials

- A. To ensure accuracy, sensitivity, and alignment with best practices in suicide prevention and mental health awareness, students must draw inspiration and factual information from one or more of the following trusted resources:
  - i. **For Suicide Prevention**
    - a. **988 Suicide & Crisis Lifeline**  
<https://988lifeline.org/learn>  
Understanding the issues concerning suicide and mental health is an important way to take part in suicide prevention, help others in crisis, and change the conversation around suicide.
    - b. **Suicide Is Preventable**  
<https://www.suicideispreventable.org/>  
Learn the warning signs of suicide and practical steps individuals can take to help someone in crisis.
    - c. **Fresno Cares**  
<https://fresnocares.org/>  
A local resource offering community-specific information, services, and support related to suicide prevention and mental health.
    - d. **Substance Abuse and Mental Health Services Administration**  
<https://www.samhsa.gov/mental-health/suicidal-behavior>  
SAMHSA leads public health and service delivery efforts that treat mental illness, especially serious mental illness, prevent substance abuse and addiction, and provide treatments and supports to foster recovery while ensuring access and better outcomes for all.
  - ii. **For Behavioral Health (Mental Health or Substance Use) Awareness**
    - a. **Substance Abuse and Mental Health Services Administration – What is Mental Health?**  
<https://www.samhsa.gov/mental-health/what-is-mental-health>  
Mental health includes our emotional, psychological, and social well-being. It affects how we think,



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feel, and act, and helps determine how we handle stress, relate to others, and make choices.

- b. Substance Abuse and Mental Health Services Administration – Substance Use Prevention**  
<https://www.samhsa.gov/substance-use/prevention>

Through using data, prevention science, communication, collaboration, and strategic program investments, SAMHSA envisions a future where individuals, families, and communities are healthy and thriving.

### **B. Required Crisis Support Information**

- i. Each poster must clearly reference immediate help for a mental health crisis by including “Call or Text 988” on your poster.
- ii. This requirement is critical to ensure that all entries communicate how individuals can access immediate, life-saving support.

### **C. Poster Size & Format**

- i. Minimum size: 11” x 17”
- ii. Preferred size: 24” x 36”
- iii. Posters should be full-bleed whenever possible, with no white margins showing, to maximize visual impact.

### **D. Identification Information**

- i. The back of the poster must clearly include:
  - a. Student name(s)
  - b. School name
  - c. Title of the poster

### **E. Presentation Notes (Required)**

- i. All entries must include Presentation Notes (see form provided). These notes must include:
  - a. The intent or message of the poster
  - b. A brief description of the creative process, methods, or techniques used to create the work

### **F. Attachment of Presentation Notes**

- i. Presentation Notes must be securely taped to the back of the poster.

### **G. Submission Deadline & Delivery**

- i. All entries — including the poster, Presentation Notes, and student/school identification — must be received by:
  - a. Deadline: March 27, 2026  
Time: No later than 4:00 p.m.
  - b. Submission Location:  
Fresno ROP  
Attn: Career Skills Challenge  
1318 E. Shaw Ave., Suite 420  
Fresno, CA 93710



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### **JUDGING CRITERIA**

- Creativity, Originality, Impact
- Safe and Clear Messaging
- Execution
- Technical Quality

### **EQUIPMENT AND MATERIALS**

1. Supplied by the contestant:
  - a. 11"x17", but a preferred size of 24"x36" is encouraged to make a greater visual impact (with no white margins showing)
  - b. Presentation notes taped to the back of the entry
2. Supplied by the Career Skills Challenge:
  - a. Room to display entries



# CAREER SKILLS CHALLENGE

## SCORE SHEET

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### Safe Messaging MEDIA – Suicide Prevention and Behavioral Health Awareness - Poster

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Contestant Number \_\_\_\_\_ Title \_\_\_\_\_

Evaluated	Scoring 1 (lowest) - 10 (highest)
<b>Creativity, Originality and Impact</b> <ul style="list-style-type: none"><li>Connects with and appropriate to the audience</li><li>Memorable and easily recalled</li><li>Original concept</li></ul>	1 2 3 4 5 6 7 8 9 10
<b>Safe and Clear Messaging</b> <ul style="list-style-type: none"><li>Theme of production, clear message, simple</li></ul>	1 2 3 4 5 6 7 8 9 10
<b>Execution of Production</b> <ul style="list-style-type: none"><li>Theme of production, simple</li><li>Directions followed (intended audience, Presentation notes)</li><li>Colors, size, style</li><li>Neatness, spelling</li></ul>	1 2 3 4 5 6 7 8 9 10
<b>Technical Quality</b> <ul style="list-style-type: none"><li>Print clarity</li></ul>	1 2 3 4 5 6 7 8 9 10
<b>Total Points</b>	

Judge's Comments:

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