



Safe Messaging MEDIA – Suicide Prevention and Behavioral Health Awareness – Video

Event Specifications

SCOPE OF CONTEST

This contest is designed to work in tandem with the Directing Change Student Film Contest (<https://directingchange.org>). We highly encourage students to submit their films to this contest, which offers several categories for exploring important mental health topics.

If at any point during the creation of your video you experience an emotional crisis, are thinking about suicide, or are concerned about a friend, please immediately call 988 or visit the 988 Lifeline website at <https://988lifeline.org/>. This service is available 24 hours a day to offer support. Ensure that everyone involved in your project is aware of these resources.

NUMBER OF COMPETITORS

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

TARGET AUDIENCE

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

RULES AND PROCEDURES

1. See Rules and FAQ at www.directingchange.org. This website features a contest that is separate from **Career Skills Challenge** but the rules and FAQ will be the same. It is highly recommended you participate in the **Directing Change Contest** for a chance to win prizes but that is optional and separate from **Career Skills Challenge**. You can choose to enter any of the following Directing Change categories:
 - A. Suicide Prevention
 - B. Mental Health
 - C. Through the Lens of Culture
 - D. Substance Use
2. **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:
 - B. **For Suicide Prevention**
 - **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



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- **Suicide Is Preventable**
<https://www.suicideispreventable.org/>
Learn the warning signs of suicide and practical steps individuals can take to help someone in crisis.
- **Fresno Cares**
<https://fresnocares.org/>
A local resource offering community-specific information, services, and support related to suicide prevention and mental health.
- **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.

C. For Behavioral Health (Mental Health or Substance Use) Awareness

- **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, feel, and act, and helps determine how we handle stress, relate to others, and make choices.
 - **Substance Abuse and Mental Health Services Administration – Substance Use Prevention**
<https://www.samhsa.gov/substance-use/prevention>
3. This contest offers you a platform to showcase your creativity and convey a message of hope and support to those affected by mental health challenges. We look forward to seeing how you use your talents to promote awareness and understanding in these critical areas.
 4. Through using data, prevention science, communication, collaboration, and strategic program investments, SAMHSA envisions a future where individuals, families, and communities are healthy and thriving. Please submit your completed films to the Directing Change Student Film Contest by March 1st, following their guidelines for each category available at <https://directingchange.org/submission-categories/>.



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5. Talent and voiceovers within either entry are not restricted to students only.
6. All entries must include “Presentation Notes” including an “unlisted” video link to YouTube for each film (see form below). The notes must also describe the intent of the entry and have a brief description of the method processes used in creating the video.
7. Career Skills Challenge Submission Deadline: March 27, 2026, 4:00 pm – Each film must be uploaded as an “unlisted” video to YouTube.
8. All entries, with accompanying presentation notes and student/school information, must be in the Fresno ROP office by March 27, 2026 at 4:00pm. You can email your entry to jfranz@fcoe.org or deliver to:
Fresno ROP
ATTN: Career Skills Challenge
1318 E. Shaw Ave., Suite 420
Fresno, CA 93710
9. 2026 Directing Change Contest Submission Deadline: Midnight, March 1, 2026. You will need to fill out an Intent to Direct Form (available on their website www.directingchange.org) as soon as possible.

JUDGING CRITERIA

- Creativity, Originality, Impact
- Execution
- Technical Quality

EQUIPMENT AND MATERIALS

1. Supplied by the contestant:
 - a. Presentation notes (Including “unlisted” video link to YouTube)
2. Supplied by the Career Skills Challenge:
 - a. Projector, computer



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Suicide prevention can be an emotional topic. If at any point you are experiencing an emotional crisis, are thinking about suicide or are concerned about a friend please call 988 immediately.. This is a 24-hour hotline to offer support. Please share this information with anyone that is working with you on your project.

I have read and acknowledge the above information.

Student Name(s):

School:

- Film Category:
- 60-Second Film Suicide Prevention
 - 60-Second Film Through the Lens of Culture
 - 30-Second Film Substance Use Prevention
 - 60-Second Film Mental Health Awareness

YouTube link to unlisted Film: **required to be entered into this event**

To learn more about how to upload your film to YouTube visit the contest rules page and review the Entry Process.
www.directingchange.org

Please explain the intent of your entry; what were you hoping to convey? Additionally, in a second paragraph please explain the process involved in creating your entry.

CAREER SKILLS CHALLENGE

SCORE SHEET

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Contestant Number _____ Title _____

Evaluated	Scoring 1 (lowest) - 5 (highest)
Creativity, Originality and Impact	1 2 3 4 5 6 7 8 9 10
Adherence to Safe Messaging	1 2 3 4 5 6 7 8 9 10
Execution of Production <ul style="list-style-type: none">• Theme of production• Directions followed (intended audience, format, Presentation Notes)	1 2 3 4 5 6 7 8 9 10
Technical Quality <ul style="list-style-type: none">• Image clarity and sound quality• Voice over appropriate to audience/message (clear speech, tone, volume)	1 2 3 4 5 6 7 8 9 10
Total Points	

Judge's Comments:
