



Poster & Video Contest

CONTEST GUIDELINES

1. Research mental health and substance use disorder.

- <https://www.samhsa.gov/disorders>
- <https://www.nami.org/Learn-More>
- <https://www.samhsa.gov/prevention>
- <https://www.drugabuse.gov/drugs-abuse/opioids>
- <https://www.drugabuse.gov/related-topics/trends-statistics>
- <https://www.drugabuse.gov/related-topics/mental-health>

2. Select a statistic to include in your submission.

- Community beliefs and norms are key barriers that can keep people from getting treatment for their mental health illnesses. ¹
- 1 in 5 Americans live with a mental illness, but nearly two-thirds do not seek treatment. ²
- Addiction is a brain disorder that changes brain functioning involved with reward, stress, and self-control. ³
- More than half of prescription opioid users got their last painkillers from a friend or relative, don't share medications. ⁴
- We all have mental health, but 1 in five of us experience a mental illness. ⁵
- "I know the 5 signs of emotional suffering, do you?" AND/OR "I know the 5 healthy habits of emotional wellbeing, do you?" (Visit www.changedirection.org/ to learn more about the 5 signs and habits) ⁶
- 20% of youth ages 13-18 live with a mental health condition, impacting their ability to live, laugh and learn. ⁷

3. Use the following information and suggestions to help create your poster or video.

POSTER

- Poster should be made digitally or scanned into a digital file if created by hand.
- Poster should be .doc, .ppt, .pdf, or .jpg file.

VIDEO

- Video should be no more than two minutes in length.
- Video should be uploaded to YouTube and link emailed to submit.

- Up to 2 submissions in total are permitted per individual (1 poster & 1 video or 2 posters or 2 videos).
- Original working files (ex; .AI, .PSD, .MOV, .FLV) may be requested of the winners, at the judge's discretion.
- Feel free to research and incorporate other already established initiatives such as *The Campaign to Change Direction*. The logo for *Count It, Lock It, Drop It* **AND/OR** *It Starts with You* **MUST** be included in your submission. (Logos can be found on contest website or requested by emailing EastBayContest@gmail.com).
- You **MUST** include the Regional Coalition logo **AND** BHDDH Logo in your submission. (Logos can be found on contest website or requested by emailing EastBayContest@gmail.com).

4. A panel of judges will select the winners.

Submissions will be scored based on creativity, technical quality, persuasiveness of the message and overall presentation. All decisions of the judges are final. You may download a copy of the judging rubric from the contest website Rlprevention.org/East-Bay or request a copy by emailing EastBayContest@gmail.com.

Statistic Sources:

1. US Dept. HHS Mental Health - Stigma Reduction Packet
2. namisa.org/fight-stigma.html
3. europepmc.org/articles/PMC3462342
4. samhsa.gov/data/sites/default/files/NSDUH-FFR1-2016/NSDUH-FFR1-2016.pdf
5. nami.org/NAMI/media/NAMI-Media/Infographics/GeneralMHFacts.pdf
6. ChangeDirection.org
7. nami.org/NAMI/media/NAMI-Media/Infographics/Children-MH-Facts-NAMI.pdf