



2013 Behavioral Health Communications Promotions Campaign

Public Service Announcement (PSA) Contest

What a Difference Student Awareness Makes

Presenters:

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OVERVIEW

Through a Cooperative Agreement with the Substance Abuse and Mental Health Services Administration's (SAMHSA) Center for Substance Abuse Treatment, (CSAT) and Center for Mental Health Services, (CMHS) Morehouse School of Medicine established the Historically Black Colleges and Universities Center for Excellence in Behavioral Health (HBCU-CFE), funded as Grant No. TI023447.

The Goals of the HBCU-CFE

- Promote student behavioral health to positively impact student retention
- Expand campus service capacity, including the provision of culturally appropriate behavioral health resources
- Facilitate best practices dissemination and behavioral health workforce development

PURPOSE

Introduce the HBCU-CFE
2013 Behavioral Health Communications Promotions Campaign
Public Service Announcement (PSA) Contest

What Is Behavioral Health?

Behavioral health refers to individuals at risk of, or suffering from, mental, behavioral, addictive disorders



Know the Facts about Behavioral Health

- Depression, co-occurring depression and anxiety and symptoms of eating disorders are all associated with lower academic performance.
- African American college students (18-25 years old) have some of the highest unmet behavioral health treatment needs and the lowest rates for seeking help!
- Too often students do not know how and where to **ACCESS SERVICE!**

Resources and Services

National Resources

- www.storiesthatheal.samhsa.gov
- www.whatadifference.samhsa.gov
- www.abovetheinfluence.com/the-ads/pdfs/I-Do-Me.pdf
- www.staystrongfoundation.org
- www.samhsa.gov
- www.NAMI.org
- www.drugfree.org

HBCU CFE Previous Years' PSAs
www.hbcucfe.net/media.html



National Services

- www.activeminds.org
- www.MentalHealthScreening.org
- www.Academyhealth.org



WANTED!

HBCU Students - Campuses.....

Produce an effective PSA that will demonstrate behavioral health awareness on your campus!



WE CAN'T AFFORD TO KEEP THE SECRET

JOIN YOUR PEERS TO POSITIVELY PROMOTE
BEHAVIORAL HEALTH ON YOUR CAMPUS!

GIVE A VOICE TO THE MESSAGE!



Students Promote Positive Change



Create a Behavioral Health Public
Service Announcement (PSA)

Raise Awareness On Your Campus!

SAY YES AND ADDRESS.....
Behavioral Health Issues on Your
Campus and in Your Community



National HBCU Behavioral Health Awareness Day

February 21st 2013

The purpose of this day is to educate and
**raise awareness on behavioral health
issues** impacting the HBCU community

During this National Campaign
Peer leaders throughout the nation are supported
and encouraged to play a vital role in raising
awareness and understanding about behavioral
health.

1. Providing information of local resources
2. Disseminating information (PSA, brochures, posters, news articles, wallet cards, help line info and more)
3. Serving as a support system/peer leader

THINGS YOU MUST DO...

- ✓ Complete and submit the HBCU Behavioral Health Communications Promotion Campaign application

HBCU website www.hbcucfe.net

- ✓ Develop communication message pertaining to **Behavioral Health Awareness** (address the issues and needs on your campus)
- ✓ Secure written consent for any content contained in the PSA that that entrant(s) did not create, e.g. images and music
- ✓ Submit your Public Service Announcement!
- ✓ Create a buzz on your campus to encourage faculty, staff and students to VOTE!
- ✓ Be creative!
- ✓ Contact the HBCU-CFE if you have questions

Follow the Guidelines

Audio and video:

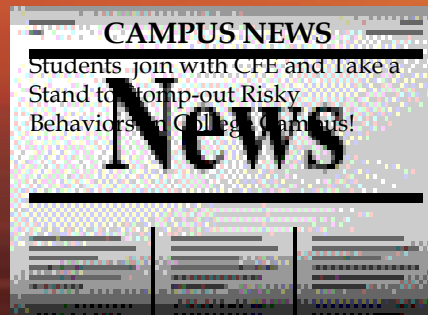
- WAV, and MP3
- Audio and video entries must be only 30-seconds
- 1 megabytes (MB) long

(Entries longer than 30-seconds will be disqualified)



Print

- Limit to one page
- Compress large file
- PDF Document



Schools can submit entries in multiple categories and there is no limit to the number of submissions per category or per institution. By submitting an entry, the contestant(s) give HBCU-CFE and SAMHSA the right to publish the PSA in part or in whole in any medium. Entrants must be cognizant of their institution policies and obtain the proper clearance prior to submission.

Remember the Rules

- Originality
- Publicity
- Intellectual Property
- Judging/Voting
- Deadlines





Deadline

for Submitting your entry!

February 7th , 2013

5:00 pm (Eastern Standard Time)

VOTING for the WINNER!

On-line voting will be open to the public
via a voting link on the HBCU-CFE website(s)

Create a Buzz and ENCOURAGE everyone on your campus to vote!



Voting will start on February 13th, 2013
and end on February 17th, 2013

The Winner(s)!

The winner and two honorable mentions will be determined by the following judging criteria:

- Innovative use of Materials
- Persuasion beliefs, attitudes and behaviors
- Attention Grabbing Message
- On-line votes

The Award!

The winners will be recognized nationally

- National HBCU Behavioral Health Awareness Day
- Posted on the HBCU-Center for Excellence website and Facebook, You-Tube and Twitter sites
- A plaque to acknowledge Achievement and Service

Honorable Mention presented to the 2nd and 3rd place winners

- Certificates of participation
- Recognition at the National HBCU Behavioral Health Awareness Day Webcast, February 21st , 2013

2012 PSA Contest Winners

1st Place - Texas Southern University

You Can't Ignore It

2nd Place - Texas Southern University

Real People, Real Problems & Real Solutions

3rd Place - Grambling State University

W.A.T.C.H. My Shoes

<http://www.youtube.com/user/HBCUCFE/videos>

Questions and Answers...



For more information

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