



You Matter to Klamath;

SUICIDE AWARENESS COALITION

2021 - 3RD ANNUAL YOUTH SUICIDE PREVENTION VIDEO CONTEST

1st Place

\$500

2nd Place

\$300

3rd Place

\$200

4th Place

\$100

ALL ENTRIES RECEIVE A \$25 DUTCH BROS GIFT CARD!

YOU CAN BE THE ONE TO SAVE A LIFE

Create an original suicide prevention video to support your peers and show that **it's okay to not be okay**. Submissions should offer hope, raise awareness about youth suicide, and include prevention resources. All Klamath County students grades 7-12 are eligible to win.

See full contest rules and Safe Messaging Guidelines on the back.
Submissions must be received or postmarked by December 31, 2021.
Contact You Matter to Klamath: YouMatter@KBBH.org, 541.883.1030

2021 prizes sponsored by **Alky Angels Sunrise Chapter** and **Citizens for Safe Schools**.



Search *umatter2klamath* on Instagram and You Matter to Klamath on YouTube to watch the winning videos from 2019 and 2020.



#Umatter2klamath;



CONTEST RULES

- All participants must complete a Safe Messaging training. Contact YouMatter@KBBH.org to sign up.
- The contest is open to students in grades 7-12 who are residents of Klamath County.
- Parents, teachers, or advisors may provide direction, but not engage in the creation of the video.
- The video must be a minimum of 60 seconds and no longer than five minutes. Submissions can be emailed as a link (Google Drive, YouTube, Vimeo, etc.) to YouMatter@KBBH.org, or delivered or mailed on a flash drive to You Matter to Klamath, 2210 N Eldorado Ave, Klamath Falls, Oregon. Submissions must be emailed, delivered, or postmarked by December 31, 2021.
- The video must focus on suicide prevention including at least one of the following topics: youth mental health, warning signs of suicide, or what to do if someone you know is experiencing suicidal thoughts.
- The video must follow Safe Messaging Guidelines (see below) and include resources for help including the National Suicide Prevention Lifeline/800-273-8255 and the Crisis Text Line/Text 741741.
- Resources and statistics must be accurate and current.
- The video must encourage viewers to prevent suicide with a theme that is hopeful and encouraging.
- Recipient(s) of the cash award will be responsible for payment of any applicable state and/or federal taxes.
- Photo/video release forms must be signed by each individual who appears in the video. If an individual is under 18, a parent/legal guardian must sign the form. Email YouMatter@KBBH.org to request the form.
- Each submission must be clearly labeled with the video title, entrant name(s), school(s), mailing address(es), and main contact's e-mail address and telephone number.
- The video may not include trademarks, logos, brand names, or copyrighted materials/audio/music.
- By submitting a video, all candidates agree to allow their video and name(s) to be used for suicide prevention efforts by You Matter to Klamath. Candidate(s) acknowledge that their submission is original and rights, licenses, permissions, and consents necessary to submit the video have been received. The winning video will be shared with local media, agencies, and schools for use in suicide prevention.
- The winner will be selected by members of the Coalition and notified through mail, telephone, and/or email.

SAFE MESSAGING GUIDELINES

Safe messaging means presenting suicide prevention information in a manner that does not encourage suicidal behavior. Research has shown that improper reporting on suicide can contribute to additional suicides and suicide attempts. Help keep your peers safe by strictly adhering to the following guidelines:

PLEASE DON'T ...

- Depict, document, or dramatize suicidal behavior (seeking or attempting to die by suicide.)
- Depict suicide means including display of guns, pills, razors, etc.
- Romanticize or glorify the topic or a specific victim.
- Share names of victims without written permission from their immediate family.
- Include personal testimonials from suicidal individuals.
- Quote a suicide note or describe the method used.
- Include photos of grieving family, friends, memorials, or funerals.
- Use terms that can be uncomfortable or offensive to survivors of suicide loss including, "successful, committed, completed, or chose to kill himself/herself."

PLEASE DO ...

- Include a referral number for 24/7 crisis intervention services: National Suicide Prevention Lifeline/ 1-800-273-TALK(8255), Crisis Text Line/"HOME" to 741741, and Klamath Basin Behavioral Health/ 541.883.1030.
- Use sensitive terms that are easier for survivors of suicide loss to hear including, "took his/her own life, died by suicide, or self-inflicted injury."
- Offer support, hope, and encouragement.