



## HBCU BEHAVIORAL HEALTH COMMUNICATION PROMOTION CAMPAIGN 2017 - 2018

### Who We Are:

The Historically Black Colleges and Universities Center for Excellence (HBCU-CFE) in *Behavioral Health* at Morehouse School of Medicine (MSM) is funded 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), grant number TI-080315.

The Goals of 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

**February 20, 2018** is the **Annual National HBCU Behavioral Health Awareness Day**. 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 play a vital role in raising awareness and understanding about behavioral health physiological challenges as well in promoting help seeking behaviors.

### The Facts about Behavioral Health:

- \*Behavioral health refers to individuals at risk of, or suffering from, mental, behavioral, or addictive disorders.
- College students (18-25 years old) are a demographic cohort with some of the highest unmet behavioral health treatment needs and the lowest rates of help seeking behaviors.
- Depression, co-occurring depression, anxiety and symptoms of eating disorders are all associated with lower academic performance.
- Often students do not know how and where to access services.

\* Sources: Department of Health and Human Services. Healthy People 2010. Chapter 18 – Conference Ed. Mental Health and Mental Disorders. Referenced on the SAMHSA Website. Terminology of Mental Disorders. [www.mentalhealth.samhsa.gov/features/hp2010/terminology.asp](http://www.mentalhealth.samhsa.gov/features/hp2010/terminology.asp). [www.who.int/substance\\_abuse/terminology/who\\_lexicon/en/index.html](http://www.who.int/substance_abuse/terminology/who_lexicon/en/index.html).



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### Public Service Announcement (PSA) Submission Requirements and Rules

#### Contest Purpose:

To utilize the creative talents of HBCU students to produce an informative and educational communication campaign to disseminate information and raise awareness about behavioral health; to include signs and symptoms, its impact on the overall well-being of students and associated impacts on academic performance, and encourage help seeking behaviors on college campuses and in communities. The campaign should emphasize positive behaviors, benefits of peer support and provide referral and or resource information. We hope you joined us for additional Technical Assistance during our **Webinar Thursday, November 7, 2017 at 2:00PM EST** (the presentation is available on our website at [www.hbcucfe.net](http://www.hbcucfe.net)).

A successful media campaign will:

- Capture the viewer's attention
- Present a clear and comprehensive message
- Inspire and motivate the viewer into action
- Inform the viewer
- Give a voice to individuals with behavioral health issues
- Convince the viewer that they can make a difference
- Encourage the viewer to promote positive behaviors of self and others

#### Getting Started:

Students may want to preview existing campaigns and materials for ideas about what might work on their campus. Also, national behavioral health organization sites are listed below.

Examples of Media Campaigns

[www.hbcucfe.net/media.html](http://www.hbcucfe.net/media.html)

[www.storiesthatheal.samhsa.gov](http://www.storiesthatheal.samhsa.gov)

[www.whatadifference.samhsa.gov](http://www.whatadifference.samhsa.gov)

[www.abovetheinfluence.com/the-ads/pdfs/I-Do-Me.pdf](http://www.abovetheinfluence.com/the-ads/pdfs/I-Do-Me.pdf)

National Resources:

[www.samhsa.gov](http://www.samhsa.gov)

[www.activeminds.org](http://www.activeminds.org)

[www.NAMI.org](http://www.NAMI.org)

[www.health.org](http://www.health.org)

[www.HealthyMinds.org](http://www.HealthyMinds.org)

[www.drugfree.org](http://www.drugfree.org)

[www.Activeminds.org](http://www.Activeminds.org)



## HBCU BEHAVIORAL HEALTH COMMUNICATION PROMOTION CAMPAIGN 2017 - 2018

### Things You Must Do – (Entry Criteria):

- 1.) Complete the HBCU Behavioral Health Communication Promotion Campaign application (attached at the end of this document and on the HBCU website [www.hbcucfe.net](http://www.hbcucfe.net)).
- 2.) Develop communication message pertaining to **Behavioral Health Awareness** (promotion, prevention, treatment and/or recovery of mental health and substance abuse issues).
- 3.) Secure written consent for any content contained in the PSA that that entrant(s) did not create, e.g. images and music (entries will be disqualified without proper consent).

### Contest Rules & Submission Agreement

**Originality-** Each submission must be an original creation. All video and audio media should be no longer than 30 seconds. Print material should be only 1 page and legible.

**Publicity-** Submission of entries acknowledges the right of the HBCU-CFE and SAMHSA to use them for publication and exhibition. By submitting an entry you accept responsibility for securing all appropriate releases (i.e. talent, writers, producers, and institution approval).

**Intellectual Property-**All entries become the property of the HBCU-CFE and cannot be returned. The HBCU-CFE reserves the right to reproduce and publish all contest entries. We respect and acknowledge the intellectual copyright of the entering HBCUs creative work and fully protect those rights.

**Deadline-** The entry deadline for submission is **February 1, 2018 at 5:00 PM EST.**

**Voting -** The Voting period will start on **February 5, 2018 at 9:00 AM EST** and will end on **February 12, 2018 at 5:00 PM EST.**



## HBCU BEHAVIORAL HEALTH COMMUNICATION PROMOTION CAMPAIGN 2017 - 2018

### Guidelines:

1) By entering the competition, the entrant warrants that an entry is an original work created by the entrant and that the use of reproduction of the entry by the sponsors will not infringe the copyright or any other intellectual property of any third party.

2) **The topic must include Behavioral Health Awareness** (promotion, prevention, treatment and/or recovery of mental health and substance abuse issues). Submission must not contain material that is inappropriate (i.e., depicting negative images and/or stereotype of mental illness, or behaviors that are harmful) indecent, obscene and defamatory. Submission must also adhere to their institution guidelines.

3) Audio and video entries will only be accepted in the following formats: WMV, WMA, WAV, and MP3. Audio and video entries must be only 30-seconds and 1 megabytes (MB) long. Entries that are longer than 30-seconds will be disqualified. Print entry is limited to one page PDF. Please compress any large file prior to submission.

4) Colleges and Universities 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.

- Projects are open to individual or groups
- PSA Contest entries can be submitted beginning:
  - **November 15, 2017 until Feb. 1, 2018. THE DEADLINE TO ENTER IS 02/01/18**
- All submissions must be informative, educational and raise awareness about behavioral health issues or promote student behavioral health to positively impact student retention.



## HBCU BEHAVIORAL HEALTH COMMUNICATION PROMOTION CAMPAIGN 2017 - 2018

### Format Guidelines:

1) Print category ideas include (but are not limited to) one page magazine or newspaper advertisement, a poster, a brochure, photography, CD cover, a painting, etc. A hard copy of the print entry may be mailed to the HBCU-CFE (Attn: **Dollmesha Greene, Morehouse School of Medicine, Department of Psychiatry & Behavioral Sciences, 720 Westview Drive, SW Atlanta, GA 30310**). Print entries can also be submitted as a PDF document to [applyhbcucfe@msm.edu](mailto:applyhbcucfe@msm.edu)

2) Audio category ideas include (but are not limited to) songs, radio advertisements, sound tracks, etc. Audio submissions must be submitted in WMV, WMA, WAV, and MP3 formats. The length of the audio cannot be longer than 30-seconds. Submit your audio entry to [applyhbcucfe@msm.edu](mailto:applyhbcucfe@msm.edu)

3) Video category ideas include (but are not limited to) TV commercials, music videos, etc. Videos must be submitted in WMV, WMA, WAV, and MP3 formats. The length of the video cannot be longer than 30-seconds. Submit your video entry to [applyhbcucfe@msm.edu](mailto:applyhbcucfe@msm.edu)

Please understand that entries will not be returned.

### Judging:

1) Submission will be uploaded to the HBCU-CFE website ([www.hbcucfe.net](http://www.hbcucfe.net)). The voting period will start on **Monday, February 5, 2018 and will conclude on Monday, February 12, 2018.**

2) One Winner from each category: The winner and one honorable mention from each category will be determined by the following judging criteria: (1) Innovative Use of Materials (i.e., special effects, font, layout, sound, photographic quality, etc.); (2) Persuasion (How effectively the entry will influence beliefs, attitudes and behaviors of the target audience through powerful storytelling); (3) Attention Grabbing Message (How effectively the entry will attract the target audience's attention in socially appropriate manner); and (4) On-line votes.

3) On-line voting will be open to the public via a voting link on the HBCU-CFE website ([www.hbcucfe.net](http://www.hbcucfe.net)). Voting will start on **February 5, 2018**, and end on **February 12, 2018.**



## HBCU BEHAVIORAL HEALTH COMMUNICATION PROMOTION CAMPAIGN 2017 - 2018

### Award:

1) The winners will be recognized nationally at the **National HBCU Behavioral Health Awareness Day Webcast (BHAD), Tuesday, February 20, 2018 beginning at 10am-12pm EDT**, during the Dr. Lonnie E. Mitchell Behavioral Health Policy Academy and posted on the HBCU Center for Excellence, social media sites and the HBCU Center for Excellence website ([www.hbcucfe.net](http://www.hbcucfe.net)). The winners will also receive a plaque to acknowledge achievement.

2) Honorable mentions will receive certificates and recognition and be mentioned during the **National HBCU Behavioral Health Awareness Day Webcast**.

3) All participants will receive a certificate for participation for service.



**HBCU BEHAVIORAL HEALTH COMMUNICATION PROMOTION CAMPAIGN 2017 - 2018**

**Entry Form:**

All required instructional approvals for this submission have been obtained. (Please check to confirm)

**Contact Information**

Institution: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Team Members (Please **PRINT** the names and email of all participants):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Entry Information**

Title of Production: \_\_\_\_\_

Check Category:      ☺ Audio                      ☺ Video                      ☺ Print

Brief Summary of Production: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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Student Project Leader Signature                      Date                      Faculty/Advisor Signature                      Date  
By entering the contest entrant accepts the conditions of the Contest Rules & Submission Agreement

**Please return this form to the HBCU-CFE [applyhbcucfe@msm.edu](mailto:applyhbcucfe@msm.edu)**