

Nevada Children's Behavioral Health Consortium



**FOR IMMEDIATE RELEASE — May 4, 2017 is National Children's Mental Health Awareness Day—
Nevada Children's Behavioral Health Consortium Announces a Statewide Youth Video Contest
Promote Mental and Emotional Health.**

The U.S. Substance Abuse and Mental Health Services Administration (SAMHSA) has designated May 4, 2017 as National Children's Mental Health Awareness Day. The most recent national studies have confirmed that between 13-20 percent of American children ages 5-18 years have experienced a behavioral health disorder within the past year; over 1 in 5 adolescents have suffered severe impairment as a result of these disorders (SAMHSA, 2013). By the time U.S. children reach adulthood, approximately one-half have experienced a behavioral health need at some point in their lives. Teenagers suffer from mental health disorders at a higher rate than any other medical condition, when children's behavioral health disorders are highly treatable and even sometimes preventable. Studies have found long delays, even decades between the onset of symptoms and the identification and treatment of the disorder, which may intensify those symptoms (Merikangas et al., 2013). In a study published in 2011, over half children and youth with mental health disorders reported that they did not receive the services they needed within the past year (Merikangas et al., 2011). Whether rich or poor, insured or uninsured, the families and their children with serious behavioral health disorders struggle to find appropriate services.

In recognition of this year's National Children's Mental Health Awareness Day, the NCBHC, in collaboration with the Clark County, Washoe County, and Rural Nevada Children's Mental Health Consortia, are hosting a Youth Video Contest entitled, "Be a FORCE for Children's Mental Health." Individuals ages 18 and younger are eligible to create a 3 minute (or less) video focusing on mental health awareness. Winners will be announced April 2017 and recognized at a public video screening. For additional information on this contest and how to enter, please visit www.cccmhc.org.

Video Contest Information

<http://www.cccmhc.org/video-contest>

National Children's Mental Health Awareness Day

www.samhsa.gov/children



**CLARK COUNTY
CHILDREN'S MENTAL HEALTH
CONSORTIUM**



**WASHOE COUNTY
CHILDREN'S MENTAL HEALTH
CONSORTIUM**



**RURAL NEVADA
CHILDREN'S MENTAL HEALTH
CONSORTIUM**



BE A FORCE FOR CHILDREN'S MENTAL HEALTH YOUTH VIDEO CONTEST



The Nevada Children's Behavioral Health Consortium (NCBHC) is hosting a youth video contest to promote Children's Mental Health Awareness Day on May 4, 2017. The purpose of this contest to encourage the youth of Nevada to express their creativity as a way to help raise awareness about mental health.

Winners will be announced April 2017. A cash prize will be awarded to each regional winner and additional prizes may be awarded! One overall winner for the state will also receive a special surprise award!

Submission Instructions

DEADLINE: FRIDAY, FEBRUARY 24, 2017 BY 11:59pm (PST)

HOW TO SUBMIT: Eligible participants may enter by submitting their video via SurveyMonkey by going to www.surveymonkey.com/r/cccmhc2017 and providing the following information:

- Full names of everyone on the submitting team.
- Complete link to the unlisted YouTube video.
- Name and contact information of the Lead Producer.
- Signed release forms uploaded as attachments.

Contest Rules

To enter the contest you must agree to these official rules. **Video submissions that do not abide by these rules will be disqualified.**

Contest Eligibility: This is a youth video contest; only videos produced by individuals ages 18 and younger are eligible. Contestants may work together in groups or submit entries as individuals, but each video must have a "lead producer," who is the main point of contact.

Contest Theme: This year's theme is "Be a FORCE for Children's Mental Health." All videos must focus on and promote positive mental health. This may include any of the following:

- Mental health awareness.
- Preventing mental illness.
- Addressing/reducing stigma around mental health.
- Stopping bullying.
- Encourage behavior changes that ends stigma, provides support, and advocates for equal care.

Time Limit: Videos must be NO LONGER than 180 seconds (3 minutes) in length. This includes any opening and end credits.

Submission Format: Entries are limited to the following file types: MOV, MPEG4, AVI, WMV. All videos must be uploaded as an unlisted video to YouTube. NCBHC may request winning videos to be provided in other formats.

Submission Language: Videos must be submitted in English or with English subtitles. Contestants may submit videos in other languages, but they must contain English subtitles so that your message can be understood by everyone.

Release Forms: A parent of every person on the submitting team has to sign a **Video Contest Release Form**. In addition, all individuals who appear (visually or voice) in the film need to sign the **Image and Voice Release Form**. These must be scanned and uploaded during the submission process.

Prizes: Regional winners will be chosen from Clark County, Washoe County, and Rural Nevada. Prizes will include cash/gift cards, and a public viewing of the winning videos. One overall winner for the state will be chosen, who will receive a special surprise award! Winners may also be eligible for additional prizes.

FOR ANY QUESTIONS REGARDING THIS CONTEST OR FOR ASSISTANCE WITH SUBMITTING YOUR VIDEO, PLEASE CONTACT: M. Amaris Knight, 702-895-1040 or M.Amaris.Knight@unlv.edu.



BE A FORCE FOR CHILDREN'S MENTAL HEALTH – DO's & DON'Ts



The following rules must be followed in order for your video to be judged.

DO's...

1. DO get your parent's permission if you are a minor. Each Contestant who is a minor must get permission from a parent or legal guardian before shooting a video and/or entering the contest.
2. DO protect yours and others' privacy. If you are including names in your video, say only your first name and please don't mention anyone else's name or other personal information or include them in your Video (including appearing in or contributing to the Video) without first obtaining their written permission (or if they are a minor, the written permission of their parent/guardian).
3. DO be original. Feel free to put your own spin on Mental Health Awareness and the **FORCE**. Videos must be created for the purpose of entering into this contest and cannot have been submitted previously in a promotion or contest of any kind, or previously shared with the public through Email, YouTube, Facebook, Twitter, or any other means.
4. DO use **people-first language**, which refers to people who are living with mental health challenges as part of their full-life experience, not people who are defined by their mental health challenges (i.e. Use '*He has schizophrenia*', not '*He is schizophrenic*').
5. DO be sensitive to racial, ethnic, religious, sexual orientation and gender differences; with all individuals realistically and respectfully depicted.
6. DO be careful. Take caution when creating your video. Make sure not to shoot any violent activities or dangerous stunts that put you and/or others at risk of getting hurt. For your safety and the safety of others, don't try any risky moves.
7. DO make sure your video is suitable for public presentation. Basically, if you wouldn't want your parents or pastor to see it, it's not a video you should submit! NCBHC reserves the right to make the final determination as to the suitability for public presentation.

DON'Ts...

1. DON'T show any brands or logos, famous landmarks, buildings, books, works of art etc. That means no visible/recognizable use anywhere in the video of brands on clothes, sneakers, in the background, or other things which may be subject to third party intellectual property rights, such as (for example) famous landmarks, buildings, or works of art (including movie posters).
2. DON'T include any names and/or likenesses of any person other than you in the submission without first obtaining written permission (this includes not using images/voices of famous people). You will be responsible for getting written permission from any person included in your video (or their parent/guardian).
3. DON'T be rude or use profanity. **Avoid bad language, rude gestures and other inappropriate stuff:** Videos MUST NOT include nudity, obscenity, offensive language, depictions of drugs, alcohol, tobacco products, or any harmful or illegal activity; material that is fraudulent, deceptive, racially offensive, sexually explicit, threatening, hateful, or harassing.
4. DON'T use terms such as "crazy" and "psycho" unless explicitly communicating to the audience that these terms are unacceptable.
5. DON'T use any perpetuating myths or stereotypes of people living with a mental health challenge (such as: being dangerous or violent, disabled, homeless, helpless, or being personally to blame for their condition). This will help you to produce an accurate, respectful, and mindful film.





Video Contest Consent & Release Form

This Consent and Release Form must be submitted with all videos. One form must be submitted for **each** person who **appears on camera or contributes** to the entry.

- I acknowledge that the following agencies have my permission to use the video and my image and statements (or those of my minor child) contained therein in all forms of media:
 - Nevada Children's Behavioral Health Consortium (NCBHC)
 - Clark County Children's Mental Health Consortium (CCCMHC)
 - Washoe County Children's Mental Health Consortium (WCCMHC)
 - Rural Children's Mental Health Consortium (RCMHC)

- I understand that I will not be paid for the use of the video and my image and statements.

- I grant NCBHC, CCCMHC, WCCMHC, AND RCMHC the right to use my (or my minor child's) names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.

- I understand that NCBHC, CCCMHC, WCCMHC, AND RCMHC maintain the right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, at conferences, or at any other venues.

- I certify that I have not used copyrighted, trademarked, or branded material, including music or images in my video.

By submitting this entry, I give permission for this video to be published and displayed for contest purposes. I also transfer copyright for my entry to be used in events and publications made by the Nevada Children's Behavioral Health Consortium or its designated partners. I also guarantee that this entry is an original work and does not infringe upon the intellectual property rights of another such as the unauthorized use of music, video, or logos.

Submitter's Full Name (Please Print): _____

Age: _____

Parent/Legal Guardian Full Name (Please Print): _____

Parent/Legal Guardian Signature: _____

Date: _____



Image & Voice Release Form

I hereby grant permission to the rights of my image, likeness and sound of my voice as recorded on audio or video tape without payment or any other consideration. I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse educational settings within an unrestricted geographic area.

Photographic, audio or video recordings may be used for the following purposes:

- Public viewing events to raise awareness for children's mental health
- Educational presentations or courses
- Informational presentations
- Online educational courses and toolkits
- Educational videos
- Social media posts

By signing this release I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in any public setting mentioned above.

I will be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

This release applies to photographic, audio or video recordings collected as part of the 2017 Nevada Children's Behavioral Health Consortium Video Contest for Children's Mental Health Awareness Day.

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational purposes.

Presenter's Full Name _____

Street Address/P.O. Box _____

City, State, Zip Code _____

Phone _____ Email Address _____

If this release is obtained from a presenter under the age of 19, then the information and signature of that presenter's parent or legal guardian is also required.

Parent/Legal Guardian Full Name: _____

Parent/Legal Guardian Signature _____ Date _____