



“MY VOICE MATTERS” YOUTH VIDEO CONTEST



DEADLINE: FRIDAY, FEBRUARY 14, 2025 BY 11:59 PM (PST)

The CCCMHC Annual Youth Contest promotes youth mental health. This year we want youth to submit a video representing the theme “My Voice Matters.” Unleash your creativity and make your story heard through voice, movement, or any creative style!

Winners will be announced March 2025. 1st, 2nd, and 3rd place winners will be recognized in May 2025 during Mental Health Acceptance Month and will be featured on the CCCMHC website.

SUBMISSION INSTRUCTIONS

Eligible participants may submit their entries at cccmhc.org and will be asked to provide the following information:

- Full names of the participant
- Contact information of the participant
- Link to unlisted YouTube video or uploaded video file
- Signed release forms uploaded as attachments

CONTEST RULES & ELIGIBILITY

To enter the contest you must agree to these official rules. Video submissions that do not abide by these rules will be disqualified. Contestants may work together in groups or individuals, but each video must have a “lead producer,” who is the main point of contact.

This is a youth video contest; only videos produced by individuals aged 24 and younger are eligible.

All videos must meet the following standards:

- Videos must be no longer than 2 minutes in length; including opening and ending credits
- Entries must be original and free of copyrighted material, with the exception of music
- Contestants may submit no more than 3 entries.
 - A complete entry includes a link to unlisted YouTube video or uploaded video file
- Entries will be presented publicly to all ages, and so should be respectful of others.
 - Avoid bad language or other inappropriate language or images.
- All entries will be submitted digitally as the following file types: MOV, MP4, AVI, WMV. All videos must be uploaded as an unlisted video to YouTube or uploaded to the submission form. CCCMHC may request winning videos to be provided in other formats.
- Parents and teachers may submit an entry on a youth’s behalf.

RELEASE FORMS

Each participant must submit a signed Consent and Release Form. This must be scanned and uploaded in the submission form. Entrants under 18 years old must have their forms signed by a parent or guardian.



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GUIDELINES

DO'S

- **GET PERMISSION:** Minors must have parent or guardian approval before filming & entering the contest.
- **PROTECT PRIVACY:** Only use your first name & avoid including others' names or details without written consent (parental consent for minors).
- **BE CREATIVE:** Put your spin on Mental Health Awareness and why your voice matters! Videos should be created to enter this contest & cannot have been submitted previously in a promotion or contest of any kind, or previously shared with the public.
- **USE 1ST PERSON LANGUAGE:** Refer to individuals as people experiencing mental health challenges, not defined by them (e.g., “They have schizophrenia,” not “They are schizophrenic”).
- **BE RESPECTFUL:** Represent racial, ethnic, religious, sexual, and gender differences thoughtfully.
- **STAY SAFE:** Avoid risky activities or stunts when filming, and prioritize safety.
- **KEEP IT APPROPRIATE:** Ensure all videos are appropriate for public viewing; CCCMHC reserves the right to determine the suitability for public presentation.

DONT'S

- **DON'T** show any brands, logos, landmarks, or recognizable works of art in your video.
- **DON'T** include anyone's name or likeness without written consent, including public figures.
- **AVOID** rudeness, profanity, and inappropriate material, including but not limited to 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.
- **AVOID DEORATORY TERMS** like “crazy” or “psycho” unless explicitly communicating to the audience that these terms are unacceptable.
- **DON'T** use perpetuating myths or stereotypes about people living with mental health challenges, such as depicting them as dangerous, disabled, homeless, or to blame for their condition. This will help create a respectful and accurate film.