

# The NJ Governor's Council on Mental Health Stigma



## 2008 PSA Contest

We cordially invite high school and undergraduate students presently attending and enrolled at New Jersey high schools, colleges and universities to showcase their talent by submitting a PSA for the NJ Governor's Council on Mental Health Stigma 2008 PSA Contest. The winning submissions will be used as part of the Council's public relations, education, and outreach campaign to reduce stigma through Respect, Understanding and Change.

### **Mental Health Stigma**

Stigma is the primary barrier to the achievement of wellness and recovery and full social integration. It appears as discrimination, fear, distrust, and stereotyping. Stigma results in people avoiding working alongside, socializing with and/or living in close proximity to people with mental illness. Stigma deters people from seeking help for fear that their confidentiality will be breached.

**The Issue** of mental health stigma is one whose time has come and one that is impacting our lives on local, national and global levels. The NJ Governor's Council on Mental Health Stigma will champion this issue and work steadfastly to raise awareness and promote Respect, Understanding and Change.

### **How Do You Fight Mental Health Stigma?**

How do you best promote respect and support for those experiencing mental illness? How do you educate the public to understand that just like any other illness, mental illness is – in most cases – treatable? How do we raise awareness about an issue that affects all of us? The Campaign to educate and enlighten the public about mental health stigma is paramount to our efforts. Mental illness does not discriminate, people do. When we discriminate against those with mental illness we are discriminating against our mothers and fathers, sons and daughters, sisters and brothers, friends and neighbors. Embracing mental health and learning more about mental illness will enrich and strengthen the communities in which we live.

And so, we are reaching out to you, today's students – our next generation of decision makers – to use your talent to put a fresh focus on the issue of mental health stigma. Throughout history, individuals have come together to fight discrimination, right wrongs, and promote justice. This contest affords you the opportunity to be part of an historic effort that will change people's lives. If chosen, your PSA will broadcast a message that will encourage New Jerseyans to embrace mental health and say *no* to mental health stigma.



## **The Governor's Council on Mental Health Stigma PSA Contest:**

- Promotes awareness and understanding of the issues surrounding mental health stigma
- Complements existing efforts and campaigns by creating a communication tool that strengthens statewide efforts
- Offers students the opportunity to use their talent to highlight a major state initiative
- Meets Governor's Council standards and guidelines

Your design will be judged based on the three criteria outlined below.

1. **Focus:** The strength and clarity of your PSA's message.
2. **Originality:** A creative and compelling presentation that brands the message.
3. **Universality:** A presentation that promotes universal understanding.

## **Guidelines and Eligibility**

The contest is open to students presently enrolled at New Jersey high schools, colleges, and universities. The content of the PSA entries should reflect either one of the following:

- The overall mission of the Governor's Council on Mental Health Stigma and its message of Respect, Understanding, and Change.
- One of the areas of focus contained in our "A Community Effort" section.

Students can learn more about mental health stigma, the Council's mission, and "A Community Effort" by going to our website at [www.nj.gov/mhstigmacouncil](http://www.nj.gov/mhstigmacouncil) PSA's should be submitted in the following formats – CD/DVD and/or email file with the capability of being converted to Beta SP for broadcast. They should be 30 seconds and/or 60 seconds in length. We request that submissions be made through a student's designated school or department representative – i.e. department head or professor – along with a completed entry form signed by both the student and the designated representative. Students are encouraged but not required to attach a short paragraph expressing their thoughts on what their design represents. All submissions must be received no later than June 1, 2008.

**\*All submissions and any accompanying materials shall become, upon receipt, the property of the State of New Jersey. The State will attribute the works to the person who submits them and does not intend to restrict the use by the entrant of copies of the submission. Submission constitutes permission by the entrant for the State to display or publish the submission in any form and any medium, or to decline to display or publish the submission, in its complete discretion.**



## **The Selection Process**

The PSA's will be screened based on the aforementioned criteria after which a winner and two runners-up will be selected. Through sponsorship by NAMI NJ, the student submitting the winning PSA will receive a \$500 cash prize, with \$250 going to each of the two runners-up. You may visit our website [www.nj.gov/mhstigmacouncil](http://www.nj.gov/mhstigmacouncil) for comprehensive information about mental health stigma and the Council's mission. We recommend that you review our "A Community Effort" section to learn more about our areas of focus.

## **Announcement and Presentation of Winning PSA**

The Governor's Council on Mental Health Stigma will hold an event in September of 2008 (date to-be- announced) to present the winning PSA's to the community. There is a possibility that other entries will be featured at the award event. All students who have submitted PSA's will be invited to attend, along with family members and their respective school representatives.

## **Entries**

The enclosed entry form must be filled out and returned with the PSA entry by June 1, 2008, in order to be eligible for the contest.