

joy  
grateful  
inspired

**THIRD ANNUAL  
MENTAL HEALTH AWARENESS  
PSA VIDEO CONTEST**  
**ATTENTION NJ HIGH SCHOOL STUDENTS  
ENTER THE SCHOOL HEALTH NJ VIDEO CONTEST**

**TEENS4TEENS**  
**LET'S GET PHYSICAL FOR OUR MENTAL HEALTH**  
FOR A CHANCE TO WIN A \$400 PRIZE!

**MAY IS MENTAL HEALTH AWARENESS MONTH.**  
PHYSICAL ACTIVITY CAN IMPROVE YOUR MENTAL HEALTH BY REDUCING ANXIETY, DEPRESSION, AND NEGATIVE MOOD. PHYSICAL ACTIVITY CAN IMPROVE COGNITIVE FUNCTION BY ALLEVIATING SYMPTOMS SUCH AS LOW SELF-ESTEEM AND SOCIAL WITHDRAWAL.

WE WANT TO HEAR FROM YOU ABOUT HOW YOU GET PHYSICAL FOR YOUR MENTAL HEALTH. EXPRESS YOUR CREATIVITY BY ENTERING THE TEENS4TEENS CONTEST.

YOUR VIDEO PSA WILL HELP TO PROVIDE SUPPORT FOR YOUTH WHO MAY BE GOING THROUGH A DIFFICULT TIME. WINNING ENTRIES WILL BE POSTED ON ALL OF OUR SOCIAL MEDIA OUTLETS!

**REGIONS:**

**North:** Bergen, Essex, Hudson, Morris, Passaic, Sussex, Warren

**Central:** Hunterdon, Mercer, Middlesex, Monmouth, Ocean, Somerset, Union

**South:** Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Salem



# PRIZES\*

OVERALL STATE WINNER: \$400

REGIONAL WINNERS: \$200

OVERALL STATE RUNNER-UP: \$150

REGIONAL RUNNERS-UP: \$100

\* ONLY ONE PRIZE PER PERSON

\* THERE WILL BE 1 WINNER AND 1 RUNNER UP FOR THE STATE & 1 WINNER AND 1 RUNNER UP FOR EACH REGION.

***THIS EVENT IS MADE POSSIBLE WITH FUNDING FROM THE NEW JERSEY DEPARTMENT OF HEALTH, CHILD AND ADOLESCENT HEALTH PROGRAM, TITLE V MATERNAL AND CHILD HEALTH BLOCK GRANT.***

---

## Eligibility:

To participate in this video contest, you must be currently enrolled in a high school (9th, 10th, 11th, or 12th grade) in New Jersey and submit ONE video entry.

## Judging:

Winners will be chosen by regional community leaders & our celebrity judge, "Joetta", Four-Time Olympian and Author

**Deadline for Submission:** Sunday, May 31, 2022 by 10 PM.

**Winners will be announced on June 10, 2022.**



*creative*

*supportive*

*thankful*



# Project Criteria

The goal of this contest is to:

- Promote physical activity to improve overall mental wellness.
- Create a video Public Service Announcement (PSA) that will convey how teens support one another and bring awareness to mental health. How does physical activity help improve your mental wellness? How do you support someone who is having a difficult time?

**How to enter:**

Submit a [30-second video as an mp4 file](#)

**Please Note:** By submitting your entry you are acknowledging that everyone who appears in your submission has given consent of their participation.

# Messaging Guidelines

- Inclusion of the 2nd Floor Youth Helpline 888-222-2228 in the entries is **required**. Please visit <https://www.2ndfloor.org/> for more information.
- Provide accurate and factual information from reliable sources. *HINT- try using websites ending in .edu or .gov*
- Promote positive coping strategies and positive messaging using the phrase:  
**"Let's Get Physical for Our Mental Health."**
- Do not display any negative images or phrases that may be harmful to youth (examples: negative stereotypes, self-harm behaviors, youth engaging in suicidal behaviors, weapons, drugs, etc.)  
**Submissions that we receive that include negative/harmful messaging will be disqualified.**
- We want to hear from you about how you are keeping your mind and body healthy! Express your creativity by entering the Teens4Teens Contest!

# Submissions

All video entries should be submitted as an attachment and emailed to

[contest@empowersomerset.com](mailto:contest@empowersomerset.com)

The email should include:

- A subject line formatted as follows: "**County, Your Name, 'Contest Submission'** "
- Your first and last name
- Name of your high school and your grade
- Project Title
- Contact phone number and email
- Parent or Guardian name and email/phone number to indicate approval

Any questions or concerns please email [contest@empowersomerset.com](mailto:contest@empowersomerset.com)

**DEADLINE FOR SUBMISSION: SUNDAY, MAY 31, 2022 BY 10:00 PM**



Click to check out our [School Health NJ Website](#)