

PARISOM

Media Art
Competition
2013

areyouok
lets talk
thank you
encouraged
areyouok
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shocked
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strong
disappointed
gripped

Friends Ask



Welcome to the PRISM (Preventing and Reducing the Incidence of Suicide in Montana) Project “Media Art Competition” sponsored by Mental Health America of Montana. You are encouraged as a participant to be as creative as possible, but before starting, it’s important that you know what PRISM is all about.

What is PRISM?

The PRISM Project is a state-wide art competition in schools across Montana asking students to create a suicide prevention message that will reduce the stigma of mental illness, offer hope to those who are struggling, and educating the public on how to help. This competition gives you the opportunity to participate in a community effort to reduce suicide, as well as the chance to win great prizes for your original artistic message!

Who can participate?

If you are a Montana student in middle school, high school, or college student, this project is for you! Individuals or groups are encouraged to participate, but only one piece can be submitted per person/group and all team members are required to be enrolled students. If you have further questions about whether or not you qualify, feel free to shoot us an email at vista@mhaofmt.org.

When is the PRISM competition?

Registration for the project will begin on January 14th and will continue until May 1st of 2013. All materials need to be submitted to vista@mhaofmt.org by Wednesday, May 1st, 2013. Final winners will be announced in June 2013.

Why is this important to your community?

According to the most current Vital Statistics Report, Montana has the highest rates of suicide in the nation, with suicide being the *second leading cause of death* for people ages 10 through 34 in Montana. A survey of Montanan youth risk behaviors demonstrated that out of 4,148 high school students surveyed, 270 had made one or more suicide attempts in the year 2010. More astonishing, out of the 9,032 middle school students surveyed, 964 had made one or more suicide attempts in the year 2010. In addition, studies have shown that 1 in 12 college students have made a suicide plan. It is important to spread information on this issue, promoting a community that is ready to help.

The overall goal of the PRISM Campaign is to raise awareness of and reduce occurrence of suicide in Montana by offering alternatives, hope and support to those considering ending their lives, and by educating and raising awareness about the incidence of depression and other mental health issues in Montana's communities.

Why should you participate?

In participating, you will get the chance to learn more about the issue of suicide in Montana, and play a big part in preventing it. The media piece that you create can be distributed to different communities around the state with the purpose of educating and encouraging others, and may even play a crucial role in saving a life. In addition, every participant will receive personal recognition, a cool and original t-shirt to commemorate this year's contest, and a chance to win really great prizes.

Interested so far?

Good! This year's contest theme is "Friends Ask!" All submissions should focus on promoting a community that is informed and cares about reaching out to those who are struggling. Using this message, or one that you have created yourself, we ask that you bring your creativity and imagination to the table to produce your own advertisement for suicide prevention. The advertisement may be created in any 2D form: billboard, posters, stickers, painting, etc. The more creative the medium, the better!



Participants:

- All participants must be registered students at a Montana middle school, high school, or university throughout the time of the competition.
- Participants will be placed into one of three competitions (college, high school, and middle school) based on their status as a student, and will only compete against students in the same competition.
- Projects may be submitted by individual students or groups of students of no more than four members. Only one submission can be made per person or group, and only one prize will be awarded per submission.

Entries:

- Entries must be of the Visual Arts medium (i.e., painting, drawing, prints, photography, or sculpture)
- Entries can be submitted in either physical or digital format. If your art work was created physically (i.e., a painting), you are allowed to take a high-quality picture capturing only this art piece and submit it digitally.
- Physical pieces must be mounted on a sturdy mat board, foam core board, cardboard, or poster board that is suitable for display.
- Entries can be no larger than 24" x 36" inches and no smaller than 4" x 6".
- All digital entries must be submitted in PDF format.
- Do not laminate entries.
- No picture frames, slides or transparencies accepted.

Please note: Entries *must not include any copyrighted material* (or material produced by a third party, such as pictures or photographs) other than the entrant's own work unless permission has been granted by the author, in which case documentation of that permission must be included with the entry form*.

- There must be evidence that time and effort were put into each submission in order to qualify for the contest/related prizes
- All qualifying entries must have a suicide prevention message

- *Offensive or insensitive messages will not qualify* for the contest
- Participants in group entries may not also submit individual entries
- Each entry must be the original work of the student or team of students submitting the artwork.
- Artwork entries must not have been or currently in other art contests
- All interpretations of rules will be made by the Mental Health America of Montana and its decisions shall be final

Additional Conditions

- By submitting an entry, each contestant agrees they have read and understand and will comply with these official rules

All submissions should carry a *positive message* about suicide prevention rather than focusing on anything dark or morbid. Triggering images (guns, pills, blood) should be avoided. The submission should also focus on the theme “*Friends Ask*” and promote *education and awareness*, though other messages are acceptable as well. Have an idea for a poster but you’re not sure if it’s appropriate? Feel free to ask about it by emailing vista@mhaofmt.org.



Judging Panel:

Each entry should be reviewed by a panel of 2-3 predetermined judges, and should be scored on a scale of 1-5 in the following areas:

- 1. Use of Suicide Prevention Message:**
 - The entry must either use the “*Friends Ask*” prevention message, or another similar per-approved prevention message.
 - You are also encouraged to include useful resources such as the suicide prevention lifeline, the local mental health center, or an informative website.
- 2. Creativity/Originality**
 - The entry will be judged degrees of assessed creativity and originality.
- 3. Overall Impression of the artwork**
 - The entry will be judged on the degree of assessed effort/time spent on the piece.
 - Entry will also be judged on the overall impression of the piece in regards to the suicide prevention criteria.

How to Enter:

- Each entrant must complete registration by **May 1st, 2013**. The sooner you register, the more we can help you in the process of making your media art piece.
- All materials must be received by the office, either digitally or materially, by **May 1st, 2013**.

Registration forms (and consent forms for participants under the age of 18) and materials can be submitted:

- Via email to vista@mhaofmt.org OR
- By mail to



Sarah Connor
PRISM Project Coordinator
PO Box 88
Bozeman, MT 59771

If neither of these options work for you, contact us and we will try to make accommodations.

Prizes:

Prizes will be awarded to participants on three levels:



College Competition

- 1st place: \$500
- 2nd place: \$250
- 3rd place: \$100

High School Competition

- 1st place: iPod Nano and \$50 iTunes gift card
- 2nd place: \$100 Amazon gift card
- 3rd place: iPod Shuffle



Middle School Competition

- 1st place: iPod Nano and \$50 iTunes gift card
- 2nd place: \$100 Amazon gift card
- 3rd place: iPod Shuffle

Additional Information:

Have any questions or concerns about the competition? Feel free to contact:

**Sarah Connor
PRISM Project Coordinator
vista@mhaofmt.org
PO Box 88, Bozeman, MT 59771
(406) 587-7774**

Have any further questions about suicide prevention efforts in Montana? Contact:

**Karl Rosston
Montana State Suicide Prevention Coordinator
krosston@mt.gov**

Before diving into the creation of your prevention masterpiece, here is some information that you might find helpful in the process. Having a thorough knowledge of suicide rates, risk factors, and current approaches to helping those in crisis is crucial when it comes to understanding how to prevent future incidences. Lucky for you, we've provided much of that information right here in this packet. You're encouraged to keep this information in mind when creating your media piece, and are free to contact us at any time if you have any questions.

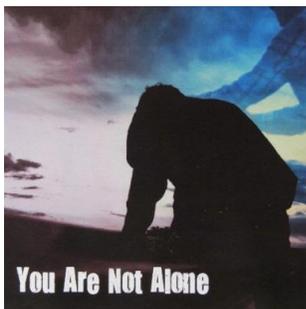
-Know the Stats-

Think that suicide isn't a problem? The numbers speak for themselves:



- Did you know that, in 2009, 265 children ages 5 to 14 (that's really young!) completed suicide in the U.S.; That's an increase of 60% since 1981.
- Youth (ages 15-24) suicide rates increased more than 200% from the 1950's to the mid 1990's. The rates dropped in the 1990's but went up again in the early 2000's. In 2009, there were 4,371 completed suicides by people in this age group.

- Within a typical high school classroom, it is likely that three students (one boy and two girls) have made a suicide attempt in the past year. Research has shown that most adolescent suicides occur after school hours and in the teen's home.
- ****Most** adolescent suicide attempts are precipitated by interpersonal conflicts. The intent of the behavior appears to be to effect change in the behaviors or attitudes of others. The biggest factor associated with adolescent suicidal ideations is parental disconnect (not feeling validated or accepted by their parents)
- It is estimated that there are more than 1,100 suicides on college campuses per year. An estimated 24,000 suicide attempts occur annually among US college students age 18-24. 1 in 12 college students has made a suicide plan.
- Montana currently has the *highest rate of suicide in the country*. It can happen in any community, and anyone can be impacted by it; it occurs in nearly every Montanan county, across all socioeconomic backgrounds, ages, genders, and races.
- 6.5% of all Montanan students have reported making a suicide attempt. That's nearly one in every fifteen students.
- Suicide is the second leading cause of death among people from ages 10-34, second only to fatal accidents. The positive side of this is that *suicide is preventable*. Read on to learn more about what can be done.



-Know the Warning Signs-

An easy and commonly-used mnemonic devise for remembering the warning signs of suicide is **"IS PATH WARM?"**

- | | |
|-------------------------|---|
| I deation | <i>This can take the form of expressed or communicated ideation of, casually talking about, writing about, or even looking for ways to harm or kill oneself when these actions are out of the ordinary.</i> |
| S ubstance Abuse | <i>Increased alcohol or drug use.</i> |
| P urposelessness | <i>No reason for living; this might look like giving away property, failing to maintain hygiene, or having no sense of purpose in life.</i> |

<u>A</u>nxiety	<i>Unusual restlessness, agitation, difficulty concentrating, sleeping too much or too little.</i>
<u>T</u>rapped	<i>There is no way out, things will never get better</i>
<u>H</u>opelessness	<i>Trouble looking towards or planning for the future, lack of hope.</i>
<u>W</u>ithdrawal	<i>Isolating oneself from friends, family, and society.</i>
<u>A</u>nger	<i>Rage, uncontrolled anger, revenge seeking, reoccurring irritation.</i>
<u>R</u>ecklessness	<i>Engaging in high risk activities, reckless and impulsive behavior, seemingly without thinking (especially in younger people).</i>
<u>M</u>ood Change	<i>Dramatic changes in mood, flat affect, depression, acting out of character.</i>

If someone you know is showing some of these signs, it's a good idea to ask them if they have been thinking about suicide. It might be hard to do, but it's always better to be safe in these situations.

IMPORTANT All suicidal ideations are serious and every precaution should be taken, even if you think that someone is joking or looking for attention. NEVER put someone in a position where to prove that he or she is serious. Even joking about suicide can be a cry for help, and asking a friend if he or she is suicidal might be the only honest chance they get to talk about this.**

-Know What to Say-

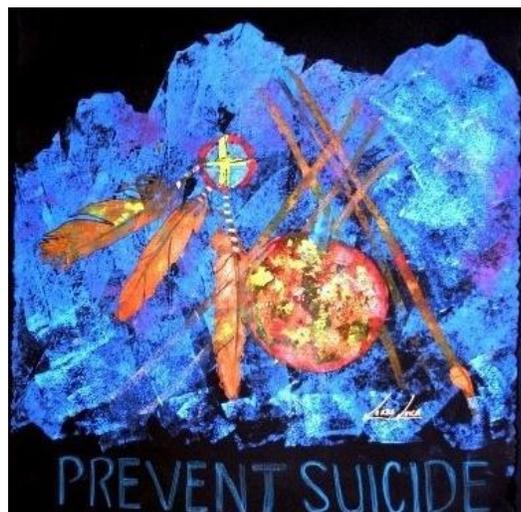
It's important that, once you think that someone you know that someone might be suicidal, you know how to respond. Here are some dos and don'ts when talking to someone:

Do:

- ✓ Voice concern
- ✓ Ask if they have a plan
- ✓ Tell someone else

Don't:

- Leave the person alone
- Be sworn to secrecy



- Act shocked
- Challenge or dare
- Argue or debate

Here are some steps that can help you effectively talk to a suicidal friend:

Ask the Question

Starting the conversation can be hard, but here are some tips to help you do it well.

- If in doubt, don't wait, ask the question!
- If the person is reluctant to talk about it, be persistent.
- Talk to the person alone in a private setting.
- Allow the person to talk freely, and don't be judgmental.
- Give yourself plenty of time.
- Have some resources handy, like a crisis line phone number or the contact information of a trusted adult

Use the direct approach:

- ✓ "You know, when people are as upset as you seem to be, they sometimes wish they were dead. I'm wondering if you feel that way, too?"
- ✓ "You look like you feel pretty miserable. I wonder if you've been thinking about suicide?"
- ✓ "Are you thinking about killing yourself?"

If you're having a hard time asking a question like this, find someone else who can.

How NOT to approach asking the question:

- "You're not thinking of killing yourself, are you?"
- "You wouldn't do anything stupid, would you?"
- "Suicide is a dumb idea. Surely you're not thinking about suicide, right?"
- Never start with the word "why". It elicits a defensive response, and might make someone feel judged. Instead of saying something like "why would you kill yourself?" try saying "what's making you feel that way?"

Offer Hope

Figuring out that someone has been thinking about suicide can be difficult, but how do you go on from there? Here are some important things to remember when persuading someone to stay alive.

- Listen to the problem and give them your full attention.
- Encourage them to talk about their reasons for dying *without challenging* them or telling them that they shouldn't feel that way. Even if you don't agree, it's important to *validate their experience*.
- Remember, suicide is not the problem; it's only a solution to a perceived problem.
- Do not rush to judgment.
- Offer hope in any form.

Then follow up by saying:

- ✓ "I don't want you to kill yourself, I want to help. Will you go get help with me?"
- ✓ "Will you let me get some help?"
- ✓ "Will you promise me that you won't kill yourself until we've found some help?"

Your willingness to listen and help may be what it takes to give your friend some help, and can make all the difference.

Take Them to Help

Suicidal people often believe that they cannot be helped, so you may have to do more.

- The best referral involves taking the person directly to someone who can help. This can be a therapist, the emergency room, a trusted adult, or a resident advisor.
- The next best referral is getting a commitment from them to accept help, and then making arrangements to get that help.
- The third best referral is to give referral information and try to get a good faith commitment not to attempt suicide. Any willingness to accept help at some time, even if in the future, is a good outcome.

-Additional Resources-

Need some help along the way?

- Use the **National Suicide Lifeline (1-800-273-8255)** for 24/7 access to trained counselors and volunteers who are prepared to deal with crisis situations (www.suicidepreventionlifeline.org)
- For LGBT related concerns, feel free to call the **Trevor Line (1-866-488-7386)**, which is also available 24/7 (www.thetrevorproject.org).
- For resources, stories, and videos regarding suicide, depression, and other tough situations, check out us.reachout.com.
- For more information regarding suicide prevention in Montana, look at the Prevention Resource Center website (prevention.mt.gov/suicideprevention), or contact Karl Rosston, the Montana State Suicide Prevention Coordinator (krosston@mt.gov).

After going through this information, do you feel a bit more confident about how you might help someone else who is struggling with thoughts of suicide? It is important that, when you recognize someone else is having a hard time with these ideas, we step up and do something about it. Real friends ask, even if it's hard, because they care. Try using some of this newly gained knowledge to make your own suicide prevention media piece that can relay this message to another person. Be creative as possible, and feel free to use information that isn't in this packet.

