



Suicide Prevention PSA

sponsored by: Tulare & Kings Counties Suicide Prevention Task Force

30 seconds minimum – 90 seconds maximum

Scoring Guide

The Suicide Prevention PSA category is different than normal PSAs, as they require a heightened level of sensitivity and handling. This category has specific content that must be avoided for the safety and respect of the audience. PSAs should communicate a hopeful message about suicide prevention that is focused on what the viewer can do to prevent suicide (i.e., recognizing the warning signs and reaching out to a friend). Encourage the viewer to seek help from a trusted adult or call the National Suicide Prevention Lifeline if they or someone they know are experiencing warning signs.

Prohibited Content:

- Depiction, documentation, or dramatization of suicidal behavior (seeking or attempting suicide)
- Depiction of suicide means: display of guns, pills, razors, etc.
- Romanticized or glorified information about suicide
- Personal testimonials of suicidal individuals

Required Content:

- **Include (1) or more** of these items:
 - "National Suicide Prevention Lifeline 800-273-8255"
 - Tulare & Kings County Suicide Prevention Logo
 - Web Link: "facebook.com/hope.sptf" or "fb.me/hope.sptf"
- A theme that is hopeful or encouraging rather than one that is depressing or scary
- Any phone numbers, web links, statistics, or resource must be accurate and current

Points Possible	Criteria
20	The video clearly advocates suicide is preventable
20	The PSA provides a " call-to-action " that is clear and consistent (call a hotline, talk to someone, a friend should step-up and intervene, etc.)
10	The video is sensitive to racial, ethnic, religious, and gender differences, with all individuals realistically and respectfully depicted
10	The PSA includes a resource (National Suicide Prevention Lifeline 800-273-8255)
10	Music selection matches the tone of the video
10	General audio quality is balanced throughout the film
20	Film follows basic film techniques (rule of thirds, transitions, lighting, jump-cuts)