2020 Light Up Your School Green Contest Guidelines

MAY IS MENTAL HEALTH AWARENESS MONTH

Monday, April 20th—To participate, complete the **CONTEST PARTICIPATION FORM** no later than Monday, April 20th. You have the option to participate in all three categories: Categories A, B and C; however, you may submit only **one entry per category, per school building.** See details below:

To help defray some of the expenses associated with implementing your **GREEN LIGHT** awareness initiative, the System of Care will provide a stipend to the School Representative designated on the **CONTEST PARTICIPATION FORM**. The stipend amount will be determined based on the number of **CONTEST PARTICIPATION FORM** returned by Monday, April 20th to Colleen Igo at cigo@yorkcountypa.gov by Monday, April 20th.
(Please note: Expect to receive the stipend check within 15 business days).

SAVE THE DATE

Join us on Saturday, May 11th at the York Revs game! Your school will be recognized for your participation in the 1st Annual

Light Up Your School Green Contest!

Saturday, May 9th—Save the date! Bring your family and friends! You and your school will be recognized for your participation in the **GREEN LIGHT** campaign. Enjoy the **GREEN** fireworks following the game. Special ticket pricing available. Click here.

Friday, May 24th—Choose your category, upload your video to your YouTube Channel then share the link by email to Colleen.Igo@gmail.com. Refer to the category information below.

Friday, May 31st—Winners will be announced on Friday, May 31st! The 1st Place Prize Winner for each category will receive $250 to be used at the discretion of the School Representative based on identified program/student needs.

CATEGORY A:
Light Up and Decorate Your School Green

- Must be implemented between Monday, May 6th and Friday, May 10th
- Video entry due by Friday, May 24th
- Save your video in the following manner: Category Name. District Name. Name of Building.
- Upload your video to your YouTube Channel then share the link by email to Colleen.Igo@gmail.com

For this category, decorate your school green! The winner will be chosen for the most creative way to light your school green AND an effective explanation for why your school is decorated in green. What goes into being the most creative **GREEN LIGHT** school will be how and where you decorate, how effective your lighting and decorations are, and how you explain the purpose of the **GREEN LIGHT** campaign.

Please Note: Your school must be lit up and decorated during the week of the countywide GREEN LIGHT campaign: Monday, May 6th to Friday, May 10th. Submit a video (no longer than 5 minutes) showing your school decked out as well as how you explained why your school has implemented the GREEN LIGHT campaign.

Examples: Change your indoor/outdoor light bulbs to green or use green floodlights to light the interior and exterior of your school, use green film inside ceiling lights, use green paper on walls, or post messages focusing on mental health on lockers. Place posters in prominent places to explain the campaign, create informational handouts focusing on mental health and wellness, share information during school announcements etc. Provide examples of what your school did to promote mental health and wellness.

CATEGORY B:
Implement a Special Event/Fundraiser

- Must be implemented between Wednesday, May 1st and Friday, May 24th
- Video entry due by Friday, May 24th
- Save your video in the following manner: Category Name. District Name. Name of Building.
- Upload your video to your YouTube Channel then share the link by email to Colleen.Igo@gmail.com

Implement a Special Event/Fundraiser that spreads mental health awareness! Events will be judged based on how engaging and effective your event or fundraiser is in raising mental health awareness.

Please Note: Your Special Event/Fundraiser needs to be implemented between Wednesday, May 1st and Friday, May 24th. Submit a video (no longer than 5 minutes) showing your event, how you spread mental health awareness, and the participation and effectiveness of the event.

Examples: Host a "green out" at a sporting event. Have the players/audience wear green and at halftime present information about mental health awareness. Organize a fair that brings in community mental health services. Host a school event that educates students about mental health. Host an art show with pieces that have to do with mental health etc. Create a Special Event Fundraiser by collecting donations during a "green out" sporting event or Fun Run, host a show and have a percentage of proceeds go to the fundraiser or have a contest against homerooms to raise the most money.

If you choose to host a fundraiser, you won't be judged on how much money is raised, but how engaging it is and how you are spreading awareness. There are many organizations out there that support mental health awareness and work to help those struggling with mental health issues. The funds raised can be donated to an organization (National Alliance for Mental Illness, The Trevor Project, Mental Health America, To Write Love on Her Arms, National Institute of Mental Health etc.) or used by your school or club to focus on mental health.

***CATEGORY C:**
Make a Public Service Announcement

- Video entry due either by Tuesday, April 30th* or Friday, May 24th
- If you submit your PSA by Tuesday, April 30th, your video will be aired on the JUMBOTRON at the York Revs game on Saturday, May 11th
- Save your video in the following manner: Category Name. District Name. Name of Building.
- Upload your video to your YouTube Channel then share the link by email to Colleen.Igo@gmail.com

Make a 30-second or 60-second PSA focusing on youth mental health, depression, anxiety, suicide prevention, etc. Videos will be judged on how creative and engaging the message is as well as the content and how persuasive the video is.

***Early Bird Perk—If you choose, you may submit your PSA by Tuesday, April 30th and see it aired on the JUMBOTRON prior to the York Revs game on Saturday, May 11th. (More details regarding the Revs game to follow). All PSAs—whether submitted on Tuesday, April 30th or Friday, May 24th—will be evaluated by a panel of judges and the winning PSA will be announced by Friday, May 31st.**

Please share this information with staff, students, school club leaders, and classroom teachers. Here are a few important details:

- You may participate in all three Categories (Categories A, B and C); however, only one entry per category, per building.
  Example: School Building XYZ can submit one entry per category:
  - Category A: National Honor Society decorates the school green
  - Category B: Aevidum Club hosts a special event
  - Category C: TV/Video Production submits a 30-second PSA
- Each submission must be approved by a School Representative. This may be a teacher, guidance counselor, school nurse, school administrator, or Student Assistant Program team coordinator.
- To receive the stipend check, the School Representative must forward a copy of their W-9 to Colleen Igo at cigo@yorkcountypa.gov by Monday, April 22nd. Expect to receive the stipend check within 15 business days.
- A panel of judges will vote for the top winner in each category. The winners will be notified by Friday, May 31st. The 1st Place Prize Winner for each category will receive $250.

Help spark the conversation and fight the stigma surrounding mental health!

SPONSORED BY:

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YORK COUNTY HUMAN SERVICES DEPARTMENT

SPECIAL THANKS TO OUR EVENT PARTNER:

YORK REVOLUTION

For more information, please contact:
Colleen Igo, System of Care
717-324-1012 - cigo@yorkcountypa.gov

LightTheWayForMentalHealth.org