

## May is Mental Health Month Video Campaign

The New Jersey Psychological Association, along with its local affiliates are sponsoring a social media campaign for May is Mental Health Month 2019. #GetPsyched is a mental health campaign for our communities which aims to encourage the use of appropriate psychological care (Go), to increase the awareness of available psychological care in your community (Know) and to change attitudes towards mental health and create a movement that brings everyone together to collectively work to end stigma and discrimination and embrace acceptance and inclusion (Grow).

New Jersey has vibrant and diverse communities and each community has the power to change attitudes and end discrimination towards people experiencing problems with their mental health in their unique way, while at the same time encouraging them to find psychological care close to their homes.

We are looking for New Jersey community members, schools, colleges, universities, institutions of faith and community organizations to submit a video **NO LONGER THAN 1 MINUTE** to encourage people in their community to #GetPsyched about psychological care.

### Submission Criteria:

1. Create a message that connects to diverse audiences using our theme
2. Create a message that highlights the diversity of your community using our theme
3. Create a message that connects your community to the psychological resources available through NJPA and/or your local NJPA affiliate using our theme
4. Be creative, have fun and entertaining and include the following hashtags related to our theme
  - a. #GetPsyched
  - b. #GoKnowGrow

Our goal is to use the message from your community to reduce the shame and secrecy around mental health which not only makes the issue harder to speak about but can lead us to exclude others, make assumptions and treat people in negative ways. Your video will allow us to convey a message that we are able to talk about mental health openly and take the taboo out of something that affects us all.

Some questions to think about as you organize your presentation.

- How will you help your community to Get Psyched about mental health?
- How will you help your community to Get Psyched about diversity and mental health?
- How will you help your community to Get Psyched about accessing mental health?

### **Registration Details**

Complete the following steps to submit an approved video:

1. Submit a video from April 14 – April 26, 2019. You will be notified if your video is selected for the contest by April 30, 2019.
2. Voting begins on May 1<sup>st</sup> and ends on May 14<sup>th</sup>.
3. Winners will be notified by May 15<sup>th</sup>. The winners will be announced at our May is Mental Health Event on Saturday, May 18, 2019 at the Mt. Laurel Library, 100 Walt Whitman Avenue, Mount Laurel, NJ 08054 from 3:00pm – 4:00pm.

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4. Complete the registration and publicity release form (Name, phone number, organization, address and email address and contact person), parent consent is required for all individuals 18 years of age and younger. Everyone individual pictured in the video must submit a signed registration and publicity release.
5. Complete a video that meets the above-mentioned guidelines and include SJPA in your title (i.e Youth Group A@SJPA)
6. Email your completed and signed forms and video to the following email address:  
[MHVideoCampaign@gmail.com](mailto:MHVideoCampaign@gmail.com)
7. Representatives will review and approve your submission by April 30<sup>th</sup>
8. Follow and direct other people to follow NJPA social media sites to market the contest and encourage people to view your video!

Facebook - [New Jersey Psychological Association](#)

Twitter: @njpsychasn

LIInkedIn <https://www.linkedin.com/company/new-jersey-psychological-association>

Instagram: @njpsychasn

9. Notify your social network on May 1<sup>st</sup> to start voting on the following site:

YouTube: <https://www.youtube.com/channel/UCYwtI4oA7NPIJJOYsQp3fhQ>

10. The top three videos with the **total number of views** will be awarded the following prizes
  - a. First Place \$225.00
  - b. Second Place \$100.00
  - c. Third Place \$75.00

### **Important Dates to remember**

- Video Deadline Submission Date – April 26, 2019
- Voting Begins – May 1, 2019
- Videos Screened at NJPA Spring Conference
- Voting Ends – May 14, 2019
- Winners announced by May 15, 2019
- Social Media Awards Ceremony – Saturday, May 18, 2019  
Mt. Laurel Library, 100 Walt Whitman Avenue, Mount Laurel, NJ 08054 from 3:00pm – 4:00pm

If you have any additional questions or comments, email Dr. Daniel Lee at  
[MHVideoCampaign@gmail.com](mailto:MHVideoCampaign@gmail.com)

## PERSONAL RELEASE AND REGISTRATION FORM

In consideration of the New Jersey Psychological Association ("NJPA") permitting me to appear in the May is Mental Health Month 2019 Social Media Video Competition (the "Competition") and for good and valuable consideration (the receipt and sufficiency of which I hereby acknowledge), I hereby grant NJPA the universal and perpetual right to photograph, film, tape and otherwise visually and audio record me and to save such recordings submitted by me to the Competition (the "Recordings"). Further, I hereby grant NJPA the universal and perpetual right to and to use, and to grant others the right to use, my actual or simulated likeness, photograph, voice, personal characteristics and other personal identification in all manner and media whatsoever ("Likeness") in, and in connection with, the Competition and any other productions including research, audio, video, and print marketing materials that may be used online, in social media, and in paper print materials; provided, however, that the rights granted to NJPA herein shall not permit exercise of these rights as a direct commercial endorsement by me of any product or service (other than the Competition) without first obtaining my consent.

I waive all rights to inspect or approve any materials that include the Recordings or my Likeness. I understand that NJPA is not obligated to use my Likeness or the Recordings in any way. I agree that NJPA will fully own the Recordings or any other materials produced using the Recordings and my Likeness, including the copyrights to those Recordings and materials for internal purposes only, and that I will have no rights in regard to those materials.

I hereby release NJPA from all liability and obligation to me of any and all nature whatsoever arising out of or in connection with the exercise of the rights granted above, including, without limitation, from any liability for violation of rights of privacy, publicity, defamation or any similar right. I hereby indemnify NJPA against all claims, liability and expense respecting this Release. I agree that I shall be entitled to no additional consideration as a result of the exercise of the rights granted herein and that NJPA may rely upon this Personal Release in preparing and marketing the Competition and any other production.

This Personal Release contains the entire understanding between me and NJPA regarding the subject matter of this Personal Release and replaces all prior understandings. No waiver, modification or additions to this Release shall be valid unless in writing and signed by me and NJPA.

Dated: \_\_\_\_\_

\_\_\_\_\_  
[Signature]

\_\_\_\_\_  
[Print name]

Address: \_\_\_\_\_

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