



## Animated Short

### 1. How well does the film creatively explore suicide prevention in a way that is positive, hopeful, and educational? (0-30)

The film should communicate a message about suicide prevention that is hopeful and focused on what someone can do to prevent suicide, such as reaching out to a friend and seeking support.

Films are encouraged to focus on one or more of these key messages:

- **#Bethe1ToKnowtheSigns:** Educate others about the warning signs for suicide. Many people show one or more warning signs, so it is important to know the signs and take them seriously, especially if a behavior is new, has increased, or seems related to a painful event, loss, or change.
- **#Bethe1ToFindtheWords:** Communicate that it is okay to break a friend's trust and share your concerns with an adult if you think your friend might be thinking about harming him or herself. Remember: Asking someone "Are you thinking about suicide?" will not put thoughts of suicide in their mind. In fact, asking this direct question is important.
- **#Bethe1ToReachOut:** Encourage people to ask for help, to reach out to a friend they are concerned about, or, if someone is talking about ending their life, to take them seriously and connect them to help.

### 2. Does the film incorporate one of the following hashtags? (Yes/No, Yes = 5 points)

- #Bethe1toKnowtheSigns
- #Bethe1toFindtheWords
- #Bethe1toReachOut

### 3. Does the film apply appropriate language and/or safe messaging (where applicable)? (Yes/No, Yes = 20 points)

Please review the safe messaging guidelines below when scoring this question. You will answer "no" if one or more of these were not applied.

- **The film avoids oversimplification of the causes of suicide, mental illness, and/or the process of recovery.** It is okay for films to talk about life problems that may increase a person's risk of suicide – such as family issues (divorce, abuse) or social issues (bullying, break ups) – as these can possibly contribute to a young person feeling hopeless, engaging in reckless or harmful behaviors, or isolating themselves from others (all of which are warning signs for suicide); *however, films should not point to a person's culture, sexual orientation, gender, or other factors as THE cause of suicide or mental illness.* No one thing definitively causes suicide and mental health challenges, and people experiencing suicidal thoughts are often dealing with multiple difficult situations and exhibit warning signs. Additionally, it often takes more than "a simple act of kindness" to save a life or to heal from the root causes that contribute to thoughts of suicide or mental illness. For instance, although picking up someone's books when they fall is a nice metaphor for treating others with empathy and compassion, recovery and suicide are both complicated.



- **The film provides a suicide prevention resource:** Most films will meet this criterion by including the required end slate, but they are welcome to incorporate additional resources in their film such as, but not limited to, the 988 Suicide & Crisis Lifeline and Teen Line.
- **The film does not include portrayals of suicide deaths or attempts or items that can be used in a suicide attempt:** This includes, but is not limited to, a person jumping off a building or bridge, or holding a gun to their head). Portraying actions related to suicide attempts and showing items someone might use for a suicide attempt even in dramatization, can increase the chances of an attempt by someone who might be thinking about suicide and exposed to the film.
- **The film avoids harmful statistics:** Statistics are a complex factor in creating safe suicide prevention messages, so we recommend that our participants not use them. Films should especially avoid using statistics that make suicide seem common or inevitable (which could encourage a young person already thinking about suicide to mistakenly believe that it is a normal and acceptable solution to their problems). Saying something such as “a person dies by suicide every 18 minutes” also takes the focus off of the help available to those who are struggling. Remember, films should be focused on raising awareness around suicide prevention, not just convincing people that suicide is a problem.
- **The film uses appropriate language around suicide (if applicable):** The suicide prevention community is trying to clarify the ways people refer to actions related to suicide. The clearer and more respectful we can when speaking about actions related to suicide, the more we will be able to remove misconceptions that prevent people from getting support.
  - Use “died by suicide” or “took their own life” (do not use committed suicide).
  - Use “attempted suicide.” Suicide and suicide attempts should not be referred to as “successful” or “unsuccessful,” as the concept of “success” (or its lack) does not apply to suicide.

**4. How technically well-produced is the film? (Consider all elements of animation including visual art, color, texture, movement, character design, timing, etc.) (0-25)**

**6. How well does the film provide a clear and effective narrative/script that is easy to understand and makes sense? (0-10)**

**7. How well does the film creatively use colors, music, and/or graphics to support its main message and set a positive and hopeful tone? (0-10)**