



2025 Youth Arts Campaign for Mental Health

Campaign Brief

Help us celebrate the third year of the 988Create Youth Arts Campaign for Mental Health! We received 42 submissions in 2023 and 59 submissions in 2024. These beautiful art pieces have inspired conversations about youth mental health and more youth to access our 988 suicide and crisis lifeline. Nearly two thousand youth designed posters and stickers have been distributed across Alaska!

Calling all young Alaskan artists 10-25 years old. Alaskan youth want to inform our state about 988 by spreading messages of “What inspires you and helps you to grow?” From December 1st – January 13th, we ask youth around the state to submit their digitized art via email to gain a chance to win one of ten \$150 gift cards or a Youth Alliance for a Healthier Alaska “swag bag” (details below).

- [The 988Create Campaign's Landing Page](#)
- [Art Submission Form](#)
- Partners: Department of Health, the Divisions of Behavioral Health and Public Health with Alaska youth Alaska Native Tribal Health Consortium and statewide partners

Purpose

Statewide suicide prevention partners request that youth contribute digitized artwork and media to promote youth mental health and the 988 mental health resource. The campaign goal is to increase youth awareness and use of the 988 Suicide and Crisis Lifeline, Alaska Careline, and resources for mental health in Alaska. We encourage supportive adults to share the 988 Create project widely and help youth submit their creations.

Promoting mental health, acknowledging the early warning signs of mental health crisis, eliminating the stigma of asking if someone is at risk for suicide, lethal means restriction, and accessing mental health services are paramount strategies in increasing the number of youth that reach out for help and get the services they need.

In 2023, the Alaska Youth Risk Behavior Survey (YRBS) noted that since 2007, there have been significant increases in Alaskan students self-reporting feelings sadness or hopeless, considering suicide, planning for and attempting suicide in 12 months prior to taking the survey.

- We know that we can help youth and each other by increasing:
 - Connections to trusted and caring adults
 - Feelings of mattering to their community
 - Cultural identity and connection
 - Healthy social, problem-solving, and emotional regulation skills
 - Hopefulness

Learn more facts and statistics through our Alaska Youth Risk Behavior Survey. This survey is the only youth self-reported data available in Alaska. The next survey will be taken in February 2025, please consider participating. Youth voice matters!

Timeline

- **December** – YAHA continues to refine the campaign submission guidelines and selection criteria. ANTHC creates a poster to kick-off the project (December 1)
- **January** – Campaign is promoted, submissions are received (12/1/24 -1/13/25)
- **February** – YAHA Judges Panel reviews and chooses the top 10 submissions based on the selection criteria. Winners notified, awards sent and first 20 entry swag bags distributed. Winners will be invited to participate in a virtual Roundtable Discussion (2/15-28/25)
- **March** – The top 10 submissions will be developed into materials by partner entities including: posters for print, digital downloads for the 988 website, and shareable social media graphics with audio and posts (3/30/25)
- **April to May** – Collaboration partners will share the materials created via social media on all partner platforms; posters will be printed and distributed to schools and youth organizations. 988 website and Spirit of Youth will also promote (5/30/25)

How Youth Can Participate

Please review all the Art Submission Rules and Campaign Details prior to submission. Create a visual, audio, or craft with the theme: **What inspires you and helps you to grow?**

- Add the number 988 to your creation in a visual or audible way that can be easily understood.
- [Fill out this form](#) and send your file through that form or send an email with a clear image or recording of your creation (jpeg, mp4) no more than 25MB to: yaha.alaska@gmail.com (guide on high quality submissions below). This can include:
 - High resolution photos of: Paintings, Sculpture, Architecture
 - Text submissions of literature and poetry
 - Videos of dance, performance, and cinema or
 - Audio recordings of songs

Key messages relating to the theme: What inspires you and helps you to grow?

- Reduce stigma, youth can help us get the word out about the 988 lifeline.
- Where to find mental health support for yourself, friends, and loved ones.
- Importance of taking good care of yourself and others, including self-care, overall wellness messages.
- Who and what helps you grow? Consider the [Protective factors](#) and their role in supporting mental health and preventing suicide
 - Access to mental health care, and being proactive about mental health
 - Feeling connected to family (even if it's a chosen family) and community support
 - Problem-solving and coping skills
 - Limit access to [lethal means](#)
 - Cultural, community, and religious beliefs that encourage connecting and help-seeking, discourage suicidal behavior, or create a strong sense of purpose or self-esteem.

Art Submission Rules

We will post your first name, age, preferred pronouns, and hometown (unless you prefer to be anonymous), along with a description of your submission, and how your submission unites with the campaign theme.

- Submissions may be used, shared, or replicated through social media posts, newsletters, websites, and digital/print media by the State of Alaska, Department of Health, and Department of Education and Early Development, and the Alaska Native Tribal Health Consortium.
- **Submissions may NOT include** illegal activity, nudity, hate speech, and profanity. Submissions with this content will not be utilized or posted in association with this project.
- **Submission Must:**
 - Include positive visuals indicating messages that relate with our theme: What inspires you and helps you grow?
 - Clearly include the number 988.
 - Include in form: artist's name, artist's age, Artist's hometown, art title, and a brief description of the artist's submission.
 - Name the JPEG, JPG, PNG, or MP4 file "**FirstName_Community2025.filetype**". Submissions may be created in any creative medium, but submission must be digital.
- Any included text on visuals must be legible or may be edited to be legible.
- Audio and video submissions must be submitted with lyrics and/or content for closed captioning.
- Art must be completely original regarding concept and design. Plagiarized artwork will not be accepted as a submission. We are currently not accepting A.I. generated work.
- Images selected for posters will be designed into an 18" x 24" poster which requires a minimum of 300 dpi with a trim dimension of 18" x 24".
 - It is recommended to leave ¼ inch space for bleeding around the borders so that your art does not get cut off.
 - Blurry file submissions cannot be accepted.
 - JPEG or PNG file format for visual submissions.
 - Suggestions: Do not enlarge your images, do not use file compression, make sure cropping is even and correct, check for focus and motion blur, check for even illumination, and avoid flash glare.
- The top 10 submissions will be posted on the 988Create website for download, printing, and shared in spaces where youth frequent such as schools, libraries, coffee shops, community centers, gyms, school clubs, statewide juvenile justice centers, etc., and on multiple partnering agency social media sites.
- All other submissions that meet our guidelines will be celebrated on the @ak_youth_voice Instagram and Facebook pages.

- **Partners and artists encouraged to use the hashtags:** #Alaska988 #988 #Alaskanyouthresilient #youthresilience #988Create

Winner Selection Process

Art Scoring Rubric (may be updated once we consult with art partners): Winners will be selected by a judges panel that includes YAHA members and our partners by using the rating criteria.

Items to be scored	Scoring
<p>Guideline Adherence – max 4 points</p> <p>Submission aligns and adheres to 988 Create guidelines.</p>	<p>Yes (4) Mostly (3) Somewhat (2) Not much (1) No (Disqualified) (0)</p>
<p>Relevance to Theme - max 4 points</p> <p>Creatively incorporated the main theme: “What inspires you and helps you to grow?”, and clearly depicts the number 988.</p>	<p>Yes (4) Mostly (3) Somewhat (2) Not much (1) No (0)</p>
<p>Overall Presentation - max 4 points</p> <p>Art that can positively impact 988’s message and awareness to the resource with appeal.</p>	<p>Yes (4) Mostly (3) Somewhat (2) Not much (1) No (0)</p>
<p>Originality and Creativity - max 4 points</p> <p>Uniqueness and genuine concept/idea.</p>	<p>Yes (4) Mostly (3) Somewhat (2) Not much (1) No (0)</p>
<p>Artistic merit: Craftsmanship and skill - max 4 points</p> <p>Demonstrates planning, preparation and effort put into the art.</p>	<p>Yes (4) Mostly (3) Somewhat (2) Not much (1) No (0)</p>
<p>Total points awarded</p>	<p>#/20 points</p>

Artist Feedback Process

Judges will be prepared to provide a small amount of feedback for each piece, including praise for the artwork, suggestions to improve, why or why not the art fit the theme, etc. This will be an opportunity

to amend your original work or for us to add additional design elements for the campaign.

Prizes

- **Participation Incentives:** YAHA will ship one “swag bag” to each of the first 20 submissions if they provide a valid mailing address and a preferred sweatshirt size.
- **Grand Prize:** Ten \$150 gift cards will be shipped or electronically transferred to the top ten selected submissions (at minimum- one award per age group). Ten awards will be distributed amongst age groups dependent on the number of submissions. One chance to win per person, not per submission.
- **Artist Age Groups:** 10-12, 13-15, 16-18, 19-25 years old.
- **Winner Contact Information needed:** Email, Mailing Address, Parent/Guardian email address, and Phone Number.

Additional Information on 988 and Mental Health

What is the 988 - Crisis and Suicide Lifeline?

988 is the direct call or [texting](#) connection to The National Suicide Prevention Lifeline that provides compassionate and accessible support for anyone experiencing mental health related stress, including thoughts of suicide, mental health crisis, unhealthy activities such as substance or alcohol use or abuse and/or any other type of emotional distress. You can be connected to a trained crisis counselor that can help you or someone you know who is:

- Experiencing mental health issues or problems with substance misuse (drugs and/or alcohol)
- Having any kind of emotional distress (like intrusive thoughts, sleep changes, overwhelming anxiety, depression, and hopelessness etc.)
- Worried about someone else and you don’t know what to do
- Having thoughts of suicide

What to expect when calling 988

If you are in crisis or having thoughts of suicide and call 988 you will talk to a highly trained call center professional. All calls are routed to a call center where a crisis counselor will provide confidential support 24 hours a day, 7 days a week for anyone of any age, including non-English speakers and those who are deaf or hard of hearing.

You typically will be greeted by an automated system and selection of prompts including options for Spanish speakers, Veterans, and LGBTQIA+ individuals.

- There is typically a wait time of a few minutes before a trained crisis counselor will answer the phone, assess the situation, and risk to determine how to best respond to keep the caller safe.
- It is not guaranteed that your crisis professional will be in Alaska. Your call may be recorded, your name and location will be collected, but you may choose to remain anonymous if you prefer.
- Calls may last for as long as the caller wishes.
- GPS is not used to track a caller’s location; professionals gather as much information as they

can and work with crisis responders nearest to the caller's location, and then 911 only if there is a threat to life and safety.

- In rare cases, the crisis counselor might need to alert local law enforcement to make sure the person is safe. In many cases, a follow-up call will occur within an agreed upon timeframe.

Ways to take good care of yourself

- Talk with someone you trust about your thoughts and feelings. You may be feeling grief, and that's ok- we have changed the way we live, work, and play. You may have lost friends or family during this time. Connect with others, avoid isolation, and consider talking with a counselor. Reach out to friends and family by phone, text, video chat, and social media.
- Find ways to relax. Take deep breaths, stretch, or practice mindfulness. You could try Headspace (on [YouTube](#) or the free app) or other guided meditation outlets.
- Try to an activity that you enjoy at least once per day like exercising, gaming, reading, getting outdoors, etc. or new hobbies! Keep to a schedule. Plan times for doing schoolwork, relaxing, and connecting with friends.
- Avoid or reduce use of alcohol, drugs, vaping, and smoking. These substances can weaken your body's ability to fight infections and contribute to mental health challenges.

Resources

- [NAMI](#)
- [Alaska Behavioral Health](#)
- [Alaska 211](#) Dial 211 or 1-800-478-2221
- [Volunteers of America \(VOA\) Alaska](#)
- Your school counselor, healthcare provider, or trusted supportive adult in your life
- [Arc of Anchorage](#)

The [988 Create campaign](#) partners include the 988-Careline, Youth Alliance for a Healthier Alaska, Spirit of Youth, Alaska Teen Media Institute, Alaska Native Tribal Health Consortium, the Alaska Departments of Education and Early Development and Health, Department of Health Divisions of Behavioral Health and Public Health, the Ketchikan Wellness Coalition, the Alaska Chapter of the National Alliance on Mental Illness, the Zach Gordon Youth Center, and many more.

This collaborative project is funded by the American Rescue Plan Act Mental Health Block Grant and the Garret Lee Smith Grant received by the Division of Behavioral Health. The funding intention is to involve youth in the creation of youth-led mental health promotion.