

Psychology Foundation of Canada – “There is No Health Without Mental Health” Contest

The Psychology Foundation of Canada is excited to celebrate Psychology Awareness month with the “There is No Health Without Mental Health” Campaign; an initiative that encourages and supports leadership from psychology students in universities across Canada.

Beginning in February, we will be challenging undergraduate and graduate students to share their expertise and knowledge through an online questionnaire and video challenge that focuses on promoting the understanding and use of research-based psychological knowledge to help people in their daily lives.

There are some exciting prizes up for grabs, including, *1 of 10* Prize Packages including a **Mentorship Session** with one of Canada’s leading Psychologists + Psychology Resource and a **\$5,000 scholarship!**

If you are up to the challenge and would like to learn more, see the sections below for more details on eligibility and entry requirements.

ENTER TO WIN

1 of 10 Prize Packages

(MENTOR SESSION with one of Canada’s leading Psychologists + Psychology RESOURCE)

Complete the online 7-item [Questionnaire “How Psychologically Savvy are You?”](#)

contest ends: *February 29th, 2012*

Questionnaire Contest Rules:

- Participants that correctly answer all 7 Questionnaire items will be entered into a pool; winners will be determined by a random draw of 10 names from this pool
- 10 winners will be connected with one of Canada’s leading Psychologists (according to winner’s place of residence) to receive a 60min Mentor Session in person or via phone (approximate value \$500)
- Prize package winners will also receive a psychology resource, a book (retail value \$29.95)

ENTER TO WIN A

\$ 5000 SCHOLARSHIP

Create a **VIDEO** (5min or less) to promote **MENTAL HEALTH!**

contest ends: *March 31st, 2012*

Win a \$5000 Scholarship by entering the PFC “There is No Health Without Mental Health”-Video Campaign Challenge

- **Eligible Candidates:** Any undergraduate or graduate student(s) registered in a Psychology course at a Canadian university. Students may complete this challenge as a group; should they win the challenge, the winning party, not the Psychology Foundation of Canada is responsible for distributing the winnings from the bursary. Also be advised that the \$5000 bursary will be paid directly to one’s academic institution, not to the recipient directly. In the case several individuals are responsible for the video, one person must be elected to receive the scholarship via their institution, and this person will be responsible for distributing the funds.

- **Technical Equipment Requirements:** To enter the challenge, you will need a video recording device, i.e. smart phone, tablet (iPads and Playbooks), digital camera, and of course a video camera if you have one! Equipment will not be provided by the foundation.
- **Video Challenge:** You have approximately 2 months (Feb-Mar 31st) to create a Campaign Video no longer than 5 minutes about one of the following psychology topics that will help bring awareness to a specific psychology related topic/issue within your community:

- **Four main psychology related topics:**
 - 1) Kids with stress ([Kids Have Stress Too!](#))
 - 2) Stress in the workplace ([Workplace Mental Health](#))
 - 3) Positive parenting for the well-being of families ([Parenting for Life](#))
 - 4) Mental health needs of newcomer groups in Canada ([Diversity in Action](#))

- **Criteria-Your campaign video should include the following details:**
 - Clearly address and explain the topic, e.g. history, existing research, recent statistics, demographics, etc.
 - Discuss how the issue impacts your local and national community
 - Provide solutions about how to address the problem
 - Link the issue into the committees/programs that exist at the foundation

We are open to all ideas and encourage creativity. Here are some suggestions to help put your video together:

- Use a documentary or commercial advertising style e.g. [University of Alberta KHST! Public Service Announcement](#)
- Focus on a topic or issue within one of the programs that is present in society
- Use third party testimonials
- Research and utilize existing PFC materials

➤ **Submission Deadline - March 31st, 2012**

1. You must upload your final video (max 5 minutes) onto a video-sharing website, e.g. YouTube, Vimeo, and email the link to your video to socialmedia@psychologyfoundation.org
2. Your video will be screened for its content; inappropriate content or content that is not psychologically sound will not be allowed into the contest. Barring these exclusions, the link for your video will be shared on our [Psychology Foundation of Canada Facebook Page](#). At this point, you can share links with friends and promote your video through other social channels, e.g. Twitter, YouTube, etc. This is a great opportunity for you to market your video to a wider audience, and keep in mind that *the winning video will potentially receive publicity with full credit remaining with the creator(s)*.

- ❖ This is an important part of the competition; we will be observing feedback and the amount of 'likes' you receive on Facebook. The online audience feedback and receptiveness to the messages in your video will be considered in the final judging phase of the contest, and will account for 1/4 of the evaluation (*see item #4 in evaluation breakdown below).

➤ **Final Evaluation –Winners announced early May!**

A group of judges, consisting of board members, psychology experts/researchers connected with the Psychology Foundation of Canada will gather to evaluate the videos. Based on the following criteria, video content will be rated out of 100%:

1. Creativity and innovation = 15%
2. Applicability/usability across many audiences = 15%

3. Length of video (5 minutes or less) = 5%
4. *Online audience feedback and perceptions = 25%
5. Ability to meet detail requirements = 40%
 - a. Clearly address and explain the topic, e.g. history, existing research, recent statistics, demographics, etc. =10%
 - b. Discuss how the issue impacts your local and national community = 10%
 - c. Provide solutions about how to address the problem = 10%
 - d. Link the issue into the work/programs that exist at the foundation = 10%

(Important: Monetary reward will be paid directly to one's academic institution, not to the recipient directly. In the case several individuals are responsible for the video, one person must be elected to receive the scholarship via their institution, and this person will be responsible for distributing the funds.)