

Artwork Safety Checklist

Safety Disclaimer

Thank you for your submission! Talking about mental health is one of the biggest ways that we can reduce the stigma that makes reaching out for help that much harder to do. But sometimes it's hard to know HOW to talk about it because this is not something we learn in school like math or science.

We need to be extra careful about how we talk about some tough subjects like self-harm, substance use or suicide to ensure we are being helpful versus harmful. For example, images that show graphic details of any of these things can be triggering to others and sometimes even make them seem cool (even if your overall message is meant to raise awareness). So please read the safety guidelines below and check in with your adult allies to ensure your submission provides accurate information, is sensitive to different groups of people, and is safe to share!

Safety guidelines	Examples
Messages are safe	<p>The artwork must</p> <ul style="list-style-type: none"><input type="checkbox"/> be respectful of all cultures, races, gender and or sexual identities<input type="checkbox"/> be culturally appropriate and culturally sensitive<input type="checkbox"/> be sensitive to content that may be triggering (something that may affects someone's emotional state or cause distress)<input type="checkbox"/> not include hate speech<input type="checkbox"/> not include sexually explicit, obscene, offensive, unlawful or violent content<input type="checkbox"/> not include nudity<input type="checkbox"/> not show or imply anyone carrying out or suggesting activities of harm to others or self<input type="checkbox"/> not show sizeism, fat shaming or images of engaging in eating disorders<input type="checkbox"/> not show someone being neglected, bullied or emotionally abused or mistreated<input type="checkbox"/> not show death or loss of a loved one
Messages are accurate	<p>The artwork must</p> <ul style="list-style-type: none"><input type="checkbox"/> provide accurate information<input type="checkbox"/> contain messages that can be clearly understood<input type="checkbox"/> not reinforce stereotypes
Risky Behaviours	<p>The artwork must</p> <ul style="list-style-type: none"><input type="checkbox"/> not show anyone consuming substances, including tobacco and alcohol<input type="checkbox"/> not glorify substance use<input type="checkbox"/> not show anyone gambling
Free of Brands	<p>The artwork must</p> <ul style="list-style-type: none"><input type="checkbox"/> not clearly show or promote any brands/branding or company names (i.e. No Budweiser, Pepsi, Under Armour or other labels).
Other	<p>The artwork must</p> <ul style="list-style-type: none"><input type="checkbox"/> not be disparaging or disrespectful of program and campaign partners, program and campaign sponsors, their products or services