



# IPUL MENTAL HEALTH AWARENESS

## Sticker Contest

*School Participation Toolkit | 2025–2026*

**Contest Theme:**

**“You Belong in This Story”**

*A statewide initiative celebrating mental health, belonging, and the full range of human experience.*

## 2-MINUTE SETUP FOR SCHOOLS

*You don't have to manage this, just share it.*

### Four steps. That's it.

- ✓ **Forward the family email or newsletter template to teachers or families.**

*Use the sample announcement in Section 10 — copy, paste, send.*

- ✓ **Make one quick announcement — in a newsletter, at an assembly, or in morning announcements.**

*Sample social post and newsletter text are ready to go in Section 10.*

- ✓ **Students create designs at home or during any free time — no class time required.**

*Use the 3" circle template from this toolkit or let students draw freehand.*

- ✓ **Families submit directly through IPUL's online portal — no teacher collection required.**

*Consent form and submission portal link are included in this toolkit.*

💡 **The rest of this toolkit is your reference guide. Keep it handy, share what's useful, and use as much or as little as fits your school.**

## 1. About This Contest

The IPUL Mental Health Awareness Sticker Contest is a statewide creative initiative that invites Idaho students to design original stickers celebrating mental health awareness. Student-created art is one of the most powerful ways to reduce stigma, spark conversation, and remind peers that they are not alone.

This year's theme—"You Belong in This Story"—is intentionally broad and adaptable. It speaks to every age level and every experience: the kindergartner learning to name their feelings, the middle schooler navigating social pressure, and the high schooler building empathy and advocacy skills.

### Why This Theme?

The phrase "You Belong in This Story" carries three powerful ideas:

- Belonging — you are welcome here, exactly as you are.
- Story — your feelings, struggles, and growth are all part of a bigger human experience.
- You — this is personal. It is about every individual student.

### Contest Goals

- Increase youth awareness and literacy around behavioral and mental health

- Reduce stigma associated with strong, overwhelming, or difficult emotions
- Empower student voice and creativity as tools for advocacy
- Promote positive, school-wide conversations about mental wellness
- Build community across Idaho through shared values and shared art

## 2. Key Dates & Timeline

<b>April 15–30</b>	<b>Design Phase</b> Schools introduce the contest. Students begin creating designs in class or at home.
<b>May 1–14</b>	<b>Submission Window</b> Students submit artwork through IPUL’s online portal with parent/guardian consent.
<b>May 15–25</b>	<b>Public Voting</b> Community members vote online (one vote per email). Schools encourage participation.
<b>May 29</b>	<b>Winners Announced</b> Three winners recognized: Elementary, Middle School, and High School. Winning designs printed as stickers.

## 3. How Schools Can Participate

Schools can implement this contest in whatever way best fits their schedule and culture.

### Option 1: Classroom Activity

Integrate into art, health, or SEL lessons.

- Use the age-differentiated prompts in Section 5
- Allow class time for design and reflection
- Submit directly through the class portal

### Option 2: School-Wide Initiative

Create excitement across the whole building.

- Announce during assemblies or in newsletters
- Invite all grade levels to participate
- Host a gallery walk of submitted designs

### Option 3: Independent / At-Home

Share the opportunity with families.

- Distribute the student instruction sheet home
- Students create designs at home

### All Options Include:

- Digital submission through IPUL’s online portal
- Parent/guardian consent form (included)
- Student survey measuring impact

- Families submit directly via the portal
  - School recognition for participation
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## 4. Student Design Guidelines

Please share the following guidelines directly with students before they begin designing.

### Design Requirements

- Design must fit within a 3" × 3" circle template (provided).
- Must be entirely original artwork — no copyrighted images, logos, or characters.
- Keep any text minimal and easy to read at small sizes.
- Design must reflect this year's theme: "You Belong in This Story."
- Content must be appropriate for all audiences.

### Tips for Students

- Think about one feeling or experience that connects to the theme.
  - Use color intentionally — bright can feel hopeful; softer tones can feel calming.
  - Simple designs often make the strongest stickers.
  - Your art does not need to be "perfect" — it just needs to be yours.
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## 5. Age-Differentiated Prompts

The theme "You Belong in This Story" is designed to be interpreted differently across age groups. Below are tailored prompts and example messages for each level.

### Elementary School (Grades K–5)

**Theme Focus:** Identifying, naming, and expressing feelings

**Design Prompt:** *"Draw what it feels like to belong — or to feel a big feeling."*

**Example Messages:**

- "It's okay to feel sad, mad, or scared."
- "All feelings are welcome here."
- "Name it to tame it."
- "Even hard feelings don't last forever."

### Middle School (Grades 6–8)

**Theme Focus:** Normalizing emotions and building peer connection

**Design Prompt:** *"Show that big emotions are part of everyone's story."*

**Example Messages:**

- “You’re not the only one who feels this way.”
- “It’s okay to not be okay.”
- “Your story isn’t over.”
- “Real strength includes asking for help.”

**High School (Grades 9–12)**

**Theme Focus:** Awareness, empathy, self-advocacy, and mental health literacy

**Design Prompt:** “*Show that strong emotions are valid, manageable, and worth talking about.*”

**Example Messages:**

- “Your feelings are real. So is your resilience.”
- “You belong in this story, even on the hard days.”
- “Mental health is health.”
- “Speak up. Reach out. You are not alone.”

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## 6. Submission Instructions

Submissions open May 1 through IPUL’s online portal. All of the following information is required for each submission.

**Required Student Information**

- Student first and last name
- Grade level
- School name
- School district

**Required Parent/Guardian Information**

- Parent or guardian full name
- Parent or guardian email address
- Signed parental consent (form included)
- Agreement to statewide use of design

**Important: No submission will be accepted without parental consent.**

The consent form is included in this toolkit and available on IPUL’s website. Parents must agree to the potential use of their child’s design for stickers, social media, and educational materials across Idaho.

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## 7. Public Voting (May 15–25)

After the submission window closes, community members can vote for their favorite designs on IPUL’s website. Voting is open to the public and limited to one vote per email address.

## How to Promote Voting in Your School

- Include voting links in school newsletters and family emails
- Post on school social media channels with the contest hashtag
- Announce voting at assemblies or morning announcements
- Encourage participation while keeping messaging inclusive for all students

*Tip: Frame voting as a community celebration, not just a competition. The goal is for every student's work to be seen and valued.*

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## 8. Recognition & Prizes

### Winners Announced: May 29

Three winning designs will be selected — one per category:

- Elementary School Winner (Grades K–5)
- Middle School Winner (Grades 6–8)
- High School Winner (Grades 9–12)

### Each winner receives:

- Public recognition on IPUL's website and social channels
  - In-person school visit from IPUL (when feasible)
  - Printed stickers featuring their winning design
  - Stickers distributed to their school and across Idaho
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## 9. Measuring Impact

IPUL will collect data throughout the contest to measure its reach and effectiveness. Schools play an important role in encouraging students to complete the brief pre- and post-participation surveys.

### IPUL Will Track:

- Total number of submissions statewide
- Participation by region and district
- Student survey results measuring comfort discussing mental health

### Student Survey Questions:

1. "Before this contest, how comfortable were you talking about mental health?"
  2. "After participating, has your comfort level changed?"
  3. "Did creating your design help you think about your own or others' feelings?"
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A QR code and direct link to the survey will be included with submission materials.

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## 10. Messaging Support for Schools

The following language can be adapted for newsletters, announcements, and social media.

### Sample Announcement (Newsletter / Morning Announcements)

*“Every one of us has a story — and every one of those stories includes big feelings. This spring, our school is participating in the IPUL Mental Health Awareness Sticker Contest, where students create original art around the theme ‘You Belong in This Story.’ We invite all students to participate and help us remind our community that mental health matters, feelings are valid, and no one is alone. Look for more details from your teacher!”*

### Sample Social Media Post

*“Our students are creating art that matters. We’re joining @IPUL’s Mental Health Awareness Sticker Contest this May — and we want YOUR child’s design on stickers across Idaho. Theme: ‘You Belong in This Story.’ Ask your student’s teacher for details! #YouBelongInThisStory #IPULStickers #MentalHealthAwarenessMonth”*

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## 11. Optional Classroom Extensions

These activities can be used before, during, or after the contest to deepen student engagement with the theme.

### During the Design Phase

- Host a “Where I Belong” discussion circle
- Read a picture book about emotions (K–5)
- Journal prompt: “What part of my story do I want others to know?”
- Watch a short video on mental health from a young person’s perspective

### After Submissions Close

- Host a classroom gallery walk of designs
- Facilitate peer discussions about emotions and coping
- Pair with SEL or health curriculum
- Invite a school counselor to lead a follow-up conversation

### Mental Health Conversation Starters for Classrooms

- “What does it mean to belong somewhere?”
- “When you’re feeling a big emotion, what helps you get through it?”
- “How do you think others feel when someone checks in on them?”

- “What would you want a friend to know if they were having a hard day?”
  - “How can we make our classroom a place where everyone feels they belong?”
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## 12. School Participation Checklist

### Before April 15

- Share toolkit and guidelines with participating teachers
- Distribute student instruction sheets and circle templates
- Send parent/guardian consent forms home
- Announce contest via newsletter or assembly

### April 15 – May 14 (Design & Submission Phase)

- Guide students through age-appropriate design prompts
- Collect signed consent forms before submission
- Submit designs through IPUL’s online portal by May 14

### May 15 – 25 (Voting Phase)

- Promote voting in newsletters, social media, and announcements
- Encourage students to share the voting link with family

### May 29 (Recognition)

- Celebrate all participating students, not just winners
  - Share IPUL’s announcement with your school community
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## 13. Community Partnerships

IPUL works in collaboration with a network of partners to maximize reach and impact across Idaho.

- School districts statewide
- Community school partners and family resource centers
- Virtual schools (Region 5)
- Organizations such as NAMI Wood River
- School counselors and behavioral health professionals

If your school has a community partner that may want to co-sponsor or amplify this initiative, please contact IPUL directly.

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## 14. Materials Included in This Toolkit

### Included Documents

- This school participation guide
- Student instruction sheet (reproducible)
- Parent/guardian consent form (template)
- 3" × 3" circle sticker template

### Digital Resources

- Online submission portal link + QR code
- Student pre/post survey link + QR code
- Sample newsletter announcement
- Sample social media post

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## 15. Contact & Support

### Questions or Need Support?

For help implementing the contest, accessing materials, or coordinating a school visit, please contact IPUL directly.

**Website:** [ipul.org](http://ipul.org)

*Thank you for bringing this opportunity to your students. Every sticker is a reminder that someone belongs.*