

BE AN UPSTANDER

SMALL **ACTIONS** FOR REAL **CHANGE**



The Respect! 24/7 PSA Competition invites students in grades 6-12 to use their creativity and voices to help build safer, more inclusive, and respectful school communities. Student-created videos should encourage viewers to recognize harmful behavior, support others, speak up safely, and take everyday actions that strengthen belonging.

WHAT DOES AN “UPSTANDER” MEAN IN THIS COMPETITION?

An upstander is someone who takes safe, positive action to support others, prevent harm, promote belonging, or strengthen the school community. Upstander actions can happen in person or online and may include speaking up, reaching out, making a thoughtful choice, repairing harm, or asking a trusted adult for help.

Videos should address one or more of the following:

- Creating belonging and inclusion
- Choosing kindness and respect
- Safely responding to bullying or harassment
- Supporting someone who is being excluded
- Using your voice to create positive change
- Practicing responsible digital citizenship
- Repairing harm and rebuilding relationships
- Asking for help from a trusted adult
- Understanding and protecting your digital footprint
- Thinking before posting, sharing, commenting or forwarding

Eligibility and Divisions

The competition is open to students attending San Mateo County schools.

- Middle School Division: Grades 6-8
- High School Division: Grades 9-12

Students may enter:

- Individually
- In teams
- As a class, club, or student organization

Submission Deadline: Sunday, November 1st, 2026

Winners will be announced by email and social media on **Friday, November 20th, 2026**

Content Guidelines:

- Student-created and appropriate for a school audience
- Clearly connect to the competition theme.
- Include a positive message
- Model safe upstander behavior. Students should not be encouraged to physically intervene or put themselves in danger.
- Avoid reenactments that are graphic, humiliating, or likely to cause harm.
- Use respectful, inclusive, and identity-affirming language.
- Protect student privacy and dignity
- Include help-seeking language when addressing serious concerns such as threats, violence, self-harm, or discrimination.

Videos may acknowledge difficult experiences, but the primary emphasis should be on prevention, support, solutions, hope, or positive change.

Submit your entry!

