



 **NAMI** California
National Alliance on Mental Illness

EACH MIND MATTERS
California Mental Health Movement



CaIMHSA
California Mental Health Services Authority
Compassion. Action. Change.

Pain Isn't Always Obvious
KNOW THE SIGNS
Suicide Is Preventable.org

UNIVERSITY OF CALIFORNIA

EACH MIND MATTERS
Presents

Directing Change Student Film Contest

Program Goals



Directing Change Student Film Contest

Educate and engage students through the film making process resulting in more knowledgeable and compassionate peers, community members and future film makers, leaders and advocates.

Program Goal

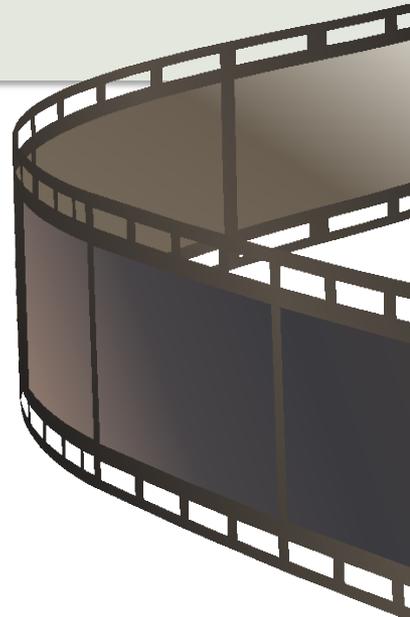
Promote school-based prevention programs

Program Goal

Support education and advocacy efforts through showing of films

Program Goal

Educate and engage community members, entertainment and news media as judges





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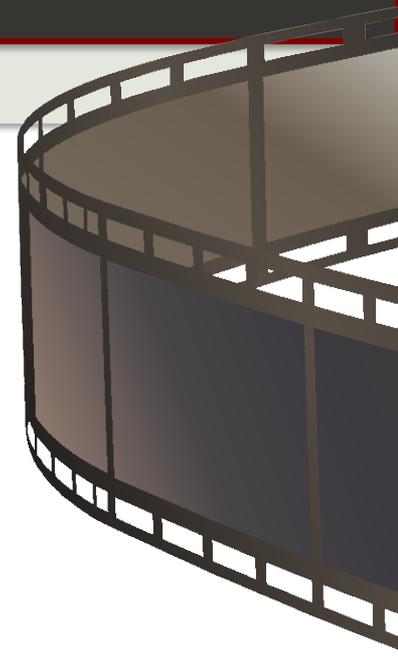
**Promote
school-based
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programs**

Program Goal

**Support education
and advocacy
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Over the past three years, more than **3,000 students**

around California have decided to “Direct Change” resulting in the submission of over **1200 films.**

The 2014 Directing Change Award Ceremony



"Pain Never Lasts"
directors
Jared Odom
and **Morrise Richardson**
from UC
Riverside



**2114 Statewide
Winners**
Announced in
Directing Change
Video Contest on
**Mental Health
Matters Day**



Bradley Buecker
and **Max Adler**
with Analy High
School students
Kendra Goff,
Sullivan
Rutherford and
their lead actor.



Program Goal

Educate and engage students through the film making process resulting in more knowledgeable and compassionate peers, community members and future film makers, leaders and advocates.

"I participated in this contest because this year alone I have heard about five different teen suicides. I have had to deal with depression and know many other kids who have been so depressed that they thought about suicide. Teen suicide is an issue that can't be ignored and when I learned about the contest I knew that it was my chance to stand up and really make a difference."

Student Outcomes

The contest inspired me to...

Get involved in suicide prevention, mental health, or stigma busting activities

| 89.2%

Change the way I think about mental health and suicide prevention

| 91.7%

Based on 161 student responses to a post-contest self-administered questionnaire

“Over the course of making their films my students developed an enormous sense of empathy and awareness overall, and the process opened them up to have conversations about topics which are often swept under the rug.”

Program Goal

**Promote
school-based
prevention
programs**



School Outcomes

The contest stimulated discussion among students about mental health, stigma and suicide prevention

100.0%

The contest increased students' understanding towards those who are experiencing tough times

100.0%

The contest encouraged our school administration to discuss implementing or increasing suicide prevention and mental health programs on campus

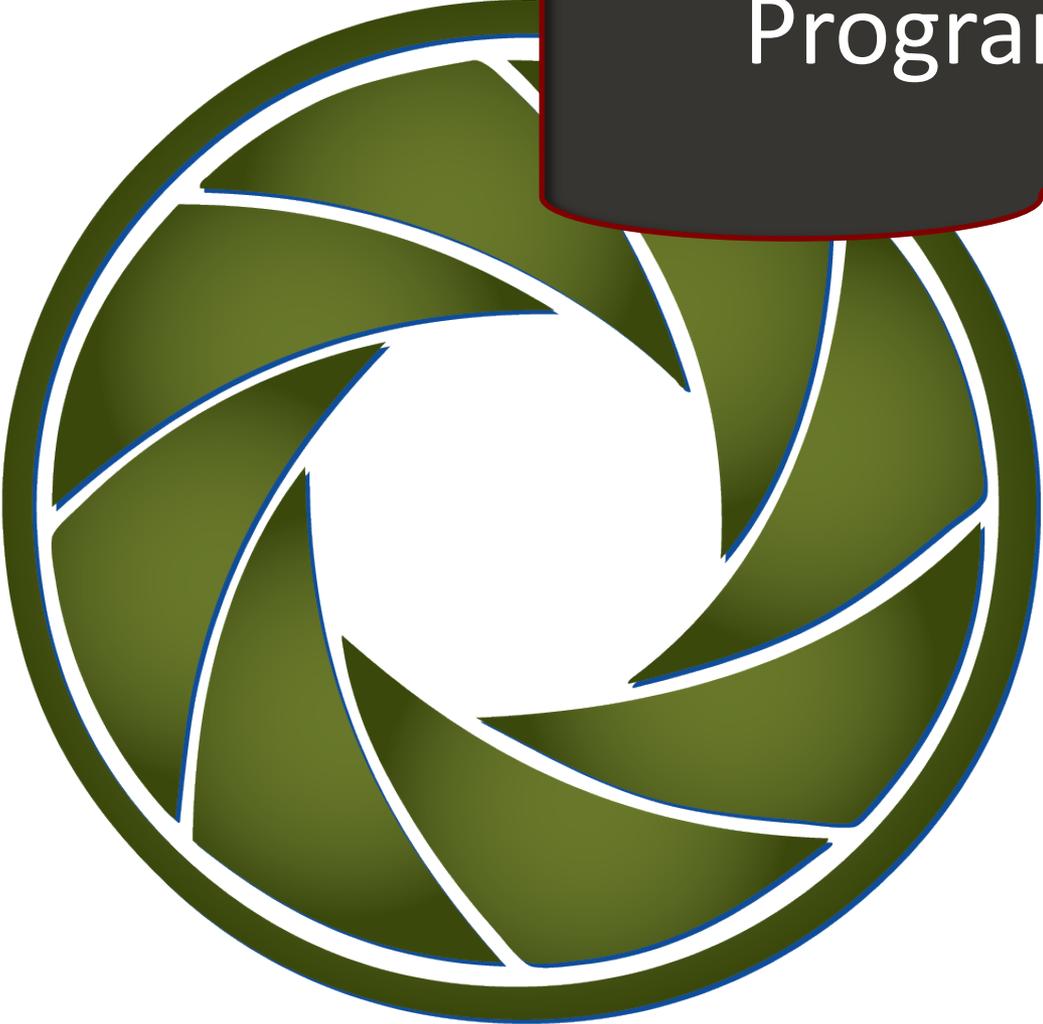
68.6%

Based on 51 school advisor responses to a post-contest self-administered questionnaire

Promoting Prevention Programs

- All schools that participated in the contest received a donated prevention program and SAMHSA's "Suicide Prevention: A Toolkit for Schools".
- In the 2013/14 school year over **980 students** were reached through donated **NAMI Ending the Silence** school-based presentations.





Program Goal

**Support
education and
advocacy
efforts through
showing of
films**

The films
have been
viewed
online
31,235
times and
downloaded
434 times.



"Circling Stigma" - Directing Change Video Contest Winner 2013 - Mental Health PSA

by **Spencer Wilson** • 1 year ago • 1,600 views

This is the 1st place winner of the 2013 **Directing Change** Student Video Contest, in the category Eliminating Stigma on Mental ...

HD



Directing Change Suicide Prevention Contest

by **Northview High School** • 5 months ago • 152 views

Enter the **Directing Change** Suicide Prevention Contest for a chance to win \$500 and make a difference in someone's life.

HD



Directing Change Winning Entry

by **Mark Hajewski** • 1 year ago • 183 views

Directing Change Student film contest winner (2nd place, Region 3), filmed and edited by the student team of Riley Murtaugh, ...

HD



Words Hurt - Directing Change Suicide PSA

by **Cameron Quon** • 1 year ago • 489 views

WATCH IN 720P!!!! Created for the **Directing Change** Student Video Contest. Directed, Edited, Filmed, and Scripted by Cameron ...

HD



Directing Change Compilation Eliminate Stigma (Sacramento County)

by **Fresno City College Psychological Services** • 7 months ago • 46 views

The contest is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to ...



Directing Change Compilation Hey I'm Allen (Los Angeles County)

by **Fresno City College Psychological Services** • 7 months ago • 118 views

The contest is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to ...

Supporting Outreach Efforts

“After the contest I partnered with our school’s Public Service Academy and created an entire broadcast on the topic of stopping stigma. The broadcast was seen by almost the entire school and some classrooms had follow-up discussions on the topic.”



Contest Winners and Finalists

Congratulations! The statewide and regional winners for the Directing Change high school student video contest have been selected.

Statewide Winners

Suicide Prevention Category

First Place: Hey, I'm Allen

Los Angeles County

Loyola High School

Student Name(s): Angel Lopez

Advisor Name: Chris Walter

[View Video](#)

[View and Download at Vimeo.com](#) ([Download Instructions](#)) (You must agree to these [terms and conditions](#))

www.directingchange.org

Film Screening

- “A New Tomorrow” First Place Statewide-Suicide Prevention
<http://vimeo.com/92755069>
- “Pain Never Lasts” First Place Statewide UC – Suicide Prevention
<http://vimeo.com/92756717>
- “If We All Speak Loud Enough” First Place Statewide-Ending the Silence of Mental Illness
<http://vimeo.com/92756723>
- “Walk the Mile” First Place Statewide-Ending the Silence of Mental Illness
<http://vimeo.com/92759011>

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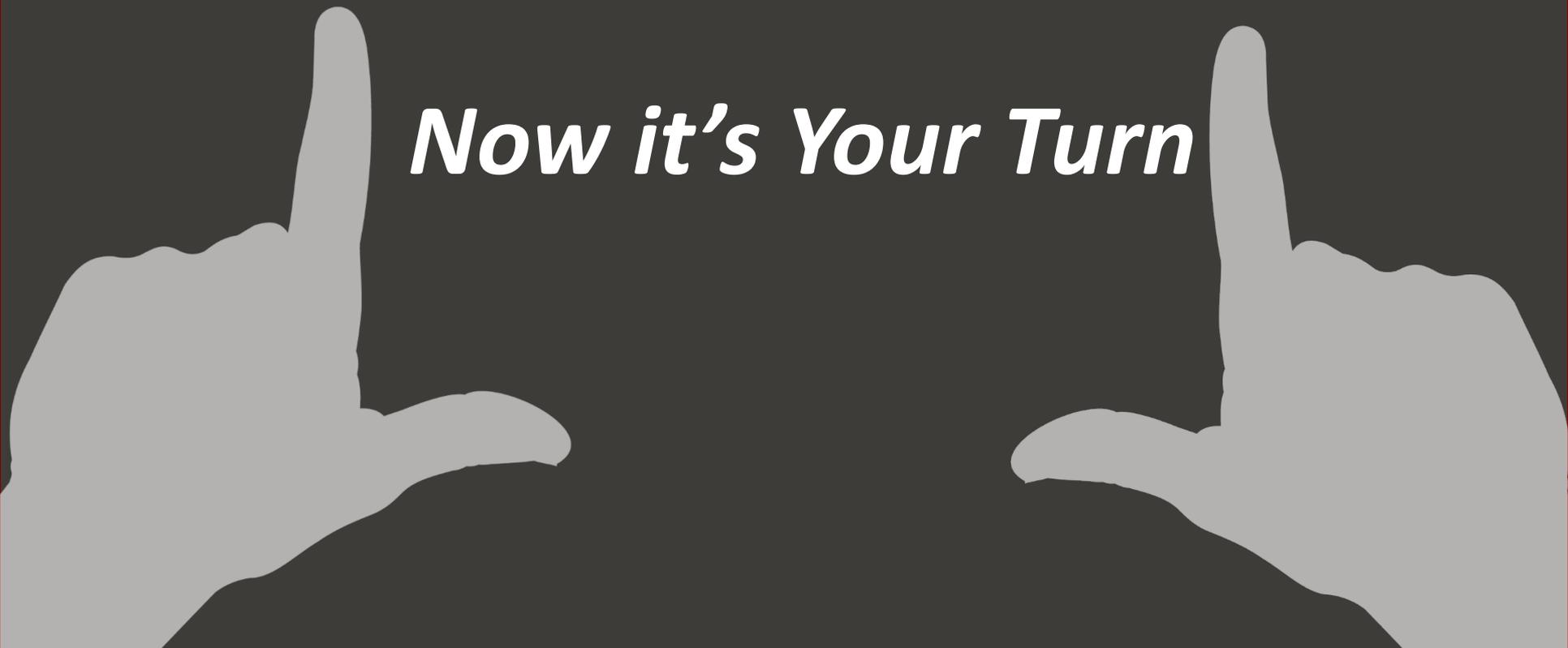
Judging Outcomes

Judges were drawn from fields in which their level of understanding regarding safe messaging for suicide prevention would have the greatest potential for impact.

- *After judging contest videos, 95% of judges either “strongly agreed” or “agreed” that the judging process increased their knowledge of safe messaging for suicide prevention*
- *When creating content related to suicide or suicide prevention in the future, 95% of judges are either “very likely” or “likely” to reference safe messaging guidelines.*



Now it's Your Turn



Why is safe reporting and messaging important?

Your Messaging Matters!



Messaging to the public about suicide?

The *Framework* is for you.

The *Framework for Successful Messaging* is a research-based resource that outlines **four critical issues** to consider when messaging to the public about suicide.



National Action Alliance for Suicide Prevention
Framework for Successful Messaging

Messaging to the public about suicide?

Strategy

Safety

Positive Narrative

Guidelines

For more information visit:

<http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/>

www.ReportingOnSuicide.org

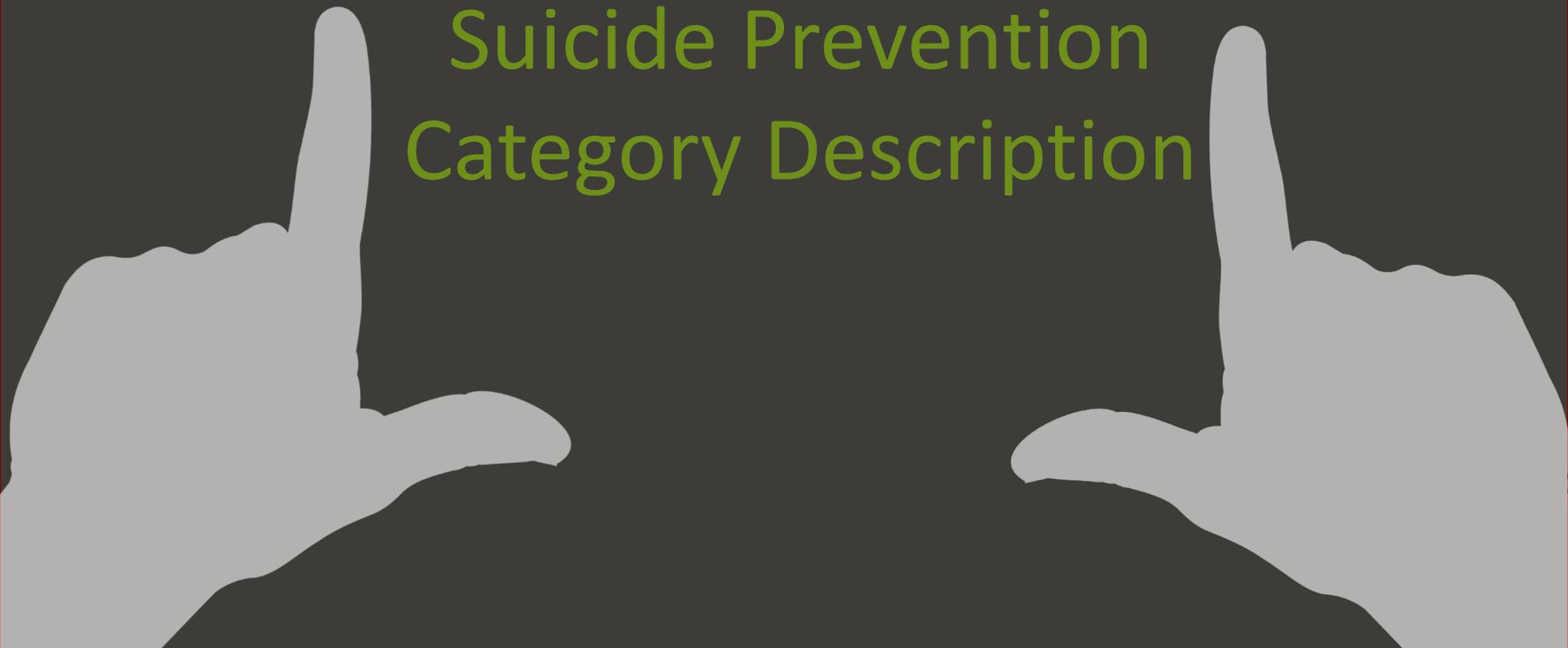
RECOMMENDATIONS FOR REPORTING ON SUICIDE

[HOME](#) [READ THE RECOMMENDATIONS](#) [EXAMPLES](#) [ONLINE MEDIA](#) [ASK THE EXPERTS](#)
[SUICIDE WARNING SIGNS](#) [RESEARCH](#) [ABOUT](#)





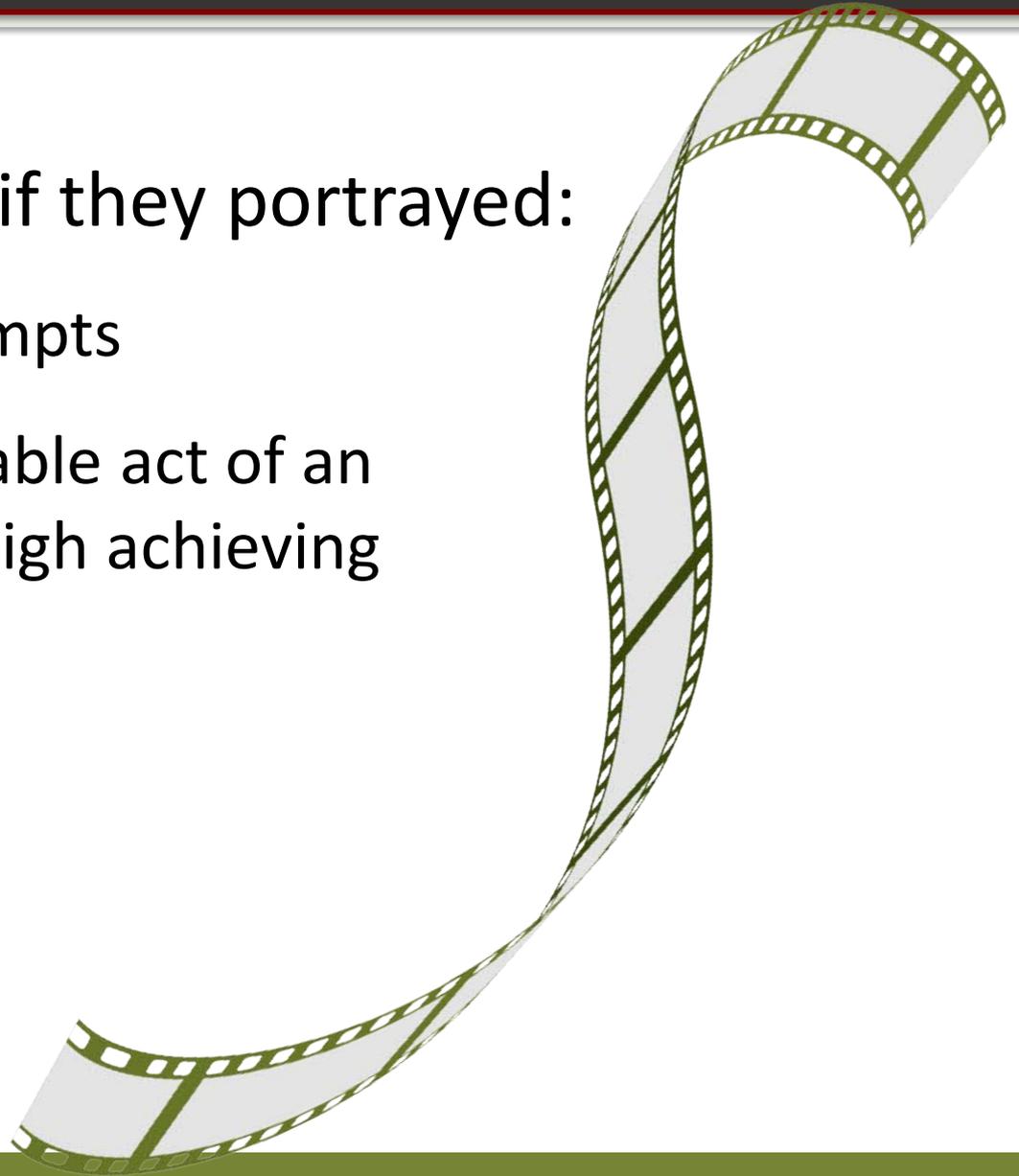
Suicide Prevention Category Description



Pre-screened Criteria

Films are disqualified if they portrayed:

- Suicide deaths or attempts
- Suicide as the inexplicable act of an otherwise healthy or high achieving individual



Does the film include a resource such as a phone number or a website?

Yes (10 points)
No (0 points)



Does the film avoid statistics and statements that portray suicide or a suicide attempt as something that happens all the time?

Yes (15 points)
No (0 points)



Number of suicides in the
U.S. last year:
36,909

15 Points



On average,
one suicide occurs
every 17 minutes

0 Points



Suicide is the 3rd leading cause of death
for 15- to 24-year-old Americans

0 Points

“Every 40 seconds,
someone attempts suicide”

0 Points

If applicable, does the film use appropriate language when addressing suicide?

Yes or not applicable (5 points)
No (0 points)

(Mark yes if the video uses the appropriate language, or if this doesn't apply to the video.)

<i>Use</i>	<i>Don't Use</i>
<i>“died by Suicide” or “took their own life”</i>	<i>“committed suicide”</i> <i>Note: Use of the word commit can imply crime/sin</i>
<i>“completed” or “attempted suicide”</i>	<i>“successful” or “unsuccessful”</i> <i>Note: There is no success, or lack of success, when dealing with suicide</i>

How well does the film communicate a hopeful message about suicide prevention that is focused on what others can do to prevent suicide such as recognizing the warning signs and reaching out to a friend?

Up to 20 points

- *Suicide can be prevented.*
- *Most people show one or more warning signs, so it is important to know the signs and take them seriously especially if a behavior is new or has increased and if it seems related to a painful event, loss, or change.*
- *It is ok to break a friend's trust and share your concerns with an adult if you think your friend might be thinking about harming him or herself.*
- *If a person talks about ending his or her life you should take him or her seriously and connect him or her to help.*
- *Asking someone "Are you thinking about suicide?" will not put thoughts of suicide in his or her mind. In fact, asking this direct question is important.*

Does the video do a good job of not oversimplifying the causes for suicide?

(Up to 10 points)

Examples of content that should be avoided and not included in the video:

- *“She was bullied to death”*
- *“She killed herself over a broken heart”*
- *“He killed himself because he didn’t get into the college he wanted.”*

Now it's your turn to be a judge!

- “Never Underestimate the Power of Friendship”
Whitney High School, Placer County
<http://vimeo.com/92756720>



Thank you for your time!

- *Apply safe and appropriate messaging when you write or talk about these topics.*
- *Visit www.directingchange.org to view and use student films.*