



Directing Change Tip Sheet

Use the Films to Enhance Your Local Prevention and Outreach Efforts

Tips to use the films:

It is our hope that the impact of each of these 60-second films will carry on far beyond the scope of the contest and inspire individuals of all ages in your community to prevent suicide and change minds about mental illness.

Here are a few ideas.

- ◆ Embed the films on your website. (Please include attribution language.)
- ◆ Promote the films via social media and encourage local youth to do the same.
 - Write a blog with links to the films, for example: www.eachmindmatters.org/blog-news/
 - Like us on Facebook and view sample posts: www.facebook.com/DirectingChangeCA
 - Follow us on YouTube and view past winning student films: <https://www.youtube.com/user/DirectingChangeCA>
- ◆ Show films at community meetings, and during presentations focused on youth, education, public health, mental health and suicide prevention.
- ◆ Look for local opportunities to run the films in settings where a TV and DVD are available, such as clinic waiting rooms, Boys and Girls Clubs, and other social service agencies.
- ◆ Partner with local high schools to show the films. Talk to your county schools superintendent and/or principals to prepare for school openings in August/September.
 - Use the films to start a conversation about youth mental health and suicide prevention activities.
- ◆ Share films with local youth, after-school, mental health, and suicide prevention groups to discuss other creative ways to get youth involved in mental health and suicide prevention.
- ◆ Ask your local movie theater to show the films before they screen the feature movies.
- ◆ Contact your local public access television station, local television and cable outlets and ask them to run the films as a public service announcement.

Mental Health Awareness Month in May

- ◆ Host a screening of the films along with a proclamation ceremony for World Mental Health Awareness Week followed by a panel discussion.
- ◆ Show films at county task force meetings, and during presentations focused on youth, education, public health, and mental health.

Suicide Prevention Week in September

- ◆ Schedule a Board of Supervisors presentation to highlight local efforts and show films along with a proclamation ceremony for Suicide Prevention Week.
- ◆ Host a movie night at local movie theater, your local library or community center and show the films, followed by a discussion. Invite a panel of youth, suicide prevention and mental health experts to answer questions and stimulate discussion about local efforts.

Mental Illness Awareness Week in October

- ◆ Host a screening of the films followed by a presentation about the importance of raising awareness and screening people for depression and related mood and anxiety disorders.



About Directing Change

Youth and young adults throughout California learn about the topics of suicide prevention and mental health in a non-textbook kind of way: a film contest. . Through exposure to the submission guidelines and judging forms, youth participants, school staff and judges are exposed to “safe messaging” guidelines for mental health and suicide prevention, warning signs, how to appropriately respond to someone in distress, as well as how to stand up for others who are experiencing a mental health challenge. The winning teams and their associated schools or organizations win prizes, receive prevention programs and educational resources, get to participate in a meeting with policy makers on these topics, and attend the award ceremony. In addition films are used throughout the state to raise awareness about these topics.

For more information visit: DirectingChange.org

How to access the films

- ◆ Visit www.directingchange.org
 - Click on “view” button to show the films directly from the website.
 - Click on “download” button to download the films.
- ◆ Use the DVD to show the films. To receive a DVD (while supplies last) please contact: jana@yoursocialmarketer.com

Tips for Technical Success

Technology is tricky. It is recommended to always test the films in the actual location and with the equipment that will be used prior to your presentation or event. To show the movies from the website, internet access is required. You will also need to bring external speakers or request audio to play the films.

By using the DVD or downloading the films, you agree to these terms and conditions:

This film was produced as part of the Directing Change film contest and is a copyrighted work of the California Mental Health Services Authority (CalMHSA), using funds from the voter-approved Mental Health Services Act (Prop 63). Any screening or use of the film must include the funding attribution at the beginning or end to acknowledge the role California voters and taxpayers have played in the bringing this program to life. Permission is granted to display the film for educational purposes and to reproduce and distribute the film for those purposes. Sale or any use for commercial purposes is strictly prohibited.

Attribution Language:

Directing Change is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness and to promote the mental health and wellness of students. These initiatives are funded by counties through the Mental Health Services Authority (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities.

If you are posting a film on your website, please include this language on the site along the film links. If you are showing the film as part of a presentation, provide the information verbally and/or on a slide.

**Please contact us to discuss additional ideas and support:
jana@yoursocialmarketer.com (858.740.4381)**