

The Sixth Annual

# Directing Change

## Program and Film Contest



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**CALLING ALL YOUNG FILMMAKERS** AND CHANGE AGENTS! MAKE A DIFFERENCE AND WIN CASH PRIZES BY CREATING SHORT FILMS THAT WILL BE USED TO **RAISE AWARENESS** AND **HELP YOUNG PEOPLE** ACROSS CALIFORNIA.

SUBMISSION CATEGORIES:

**SUICIDE PREVENTION** · **MENTAL HEALTH MATTERS** · **THROUGH THE LENS OF CULTURE**  
**ANIMATED SHORT** · **SANAMENTE**

**SUBMISSIONS ARE DUE MARCH 1, 2018.**



Visit [www.DirectingChangeCA.org](http://www.DirectingChangeCA.org)

for contest rules and educational resources.



Your Social Marketer, Inc.

**Directing Change**, integrates sound pedagogical principles into the filmmaking process so that participants are engaged via all methods of the "learning spectrum": to see, experience, discuss, and apply. Youth are challenged to critically analyze key components of suicide prevention and how best to communicate these in their films. Once created films are used in schools and communities to raise awareness and start conversations about these topics.

To view lesson plans and resources for schools visit:  
<http://www.directingchange.ca.org/schools/>

*"This contest stirred amazing conversation amongst my students. I truly believe their eyes have been opened to the fact that they can make a difference in suicide prevention and eliminating the stigmas of mental illness."*

*"This project awakened something in some of the kids that has them excited about coming to school and learning. It's exciting to see a group of kids who desperately need help and encouragement themselves excited about creating films that will help and inspire others."*

*"This program has had a tremendous impact on our school because the work the students do is seen by such a huge audience and what the students learn, the warning signs and resources available, stays with them for the rest of their lives. There is a lot of kids hurting today and these films are made by teenagers for teenagers and they speak in a language that resonates."*



## **Directing Change**

*Program & Film Contest*

# Directing Change



## Program & Film Contest

The Directing Change Program & Film Contest is an evaluated youth engagement program. Directing Change engages students and young people throughout California to learn about the topics of suicide prevention and mental health by creating short films that are used to support awareness, education and advocacy efforts on these topics. Youth apply information about mental health and suicide prevention to create their own unique message for their peers. Through the creative process of filmmaking young people are engaged via all methods of the learning spectrum: to see, experience, discuss and apply. And most importantly recognized for their efforts at a red carpet award ceremony and by having their films impact social change at their schools and in their communities.

### *At a glance the Directing Change Program and Film Contest:*

- **Offers** a free and evaluated suicide prevention and mental health education program that can easily be integrated into a classroom, club, or extracurricular activities
- **Is open to** students grades 7 to 12 in partnership with a middle or high school as well as youth ages 14-25 in California in partnership with an organization, club, college or university
- **Is supported** by the California Department of Education
- **Provides** every district and school with educational resources, lesson plans and trainings to meet the requirements of AB 2246
- **Invites** students to develop short films about *suicide prevention or mental health, and through the lens of culture, exploring the topics in different languages and from the perspective of different cultures*
- **Recognizes** youth and schools/organizations at an award ceremony at the end of the school year

### Three Ways to Use Directing Change at Your Schools

1. **Share information about the contest with students and clubs on campus!** All they need is an adult advisor at their school to review the film and entry form.
2. Integrate the program into a class curriculum as an assignment, extra credit, or as a final class project.
3. Use the films your students create (or those available at no cost on the Directing Change website) to educate other students and impact school climate during morning broadcasts, school assemblies, on your website or social media, and to support other classes such as health and psychology.

*For more information, educational resources and a class room participation kit, visit [www.directingchange.org](http://www.directingchange.org) or contact Shanti Bond-Martinez at [Shanti@directingchange.org](mailto:Shanti@directingchange.org)*





## Directing Change – How to Get Started

### 1. Bookmark our new URL- [www.DirectingChangeCA.org](http://www.DirectingChangeCA.org)

- And follow us on social media to receive notifications and announcements about the program and post questions to the Directing Change team.

### 2. Review the contest rules and FAQ

The contest is open to young people in California in two groups:

- Middle and High School students (grades 7-12) 
- Youth and young adults ages 14-25 who are submitting in partnership with a college, university, community-based organization, program, club or other agency.
  - All film teams need to identify an adult advisor to review the film.
  - There is no limit on the number of submissions by participants, schools or organizations.
  - There is no limit on the number of people who can work on a film.

Review the complete set of rules and FAQ at [www.DirectingChangeCA.org/rules-and-faq/](http://www.DirectingChangeCA.org/rules-and-faq/)

### 3. Visit the “For Schools” page on the Directing Change website

Here you can find mental health and suicide prevention resources, information about school-based programs and activities, short videos on a range of topics such as "Mental Health 101", as well as tools to promote the program at your school or organization.

- Directing Change is an evaluated youth engagement program. Lesson plans are now available!
- Before proceeding with this contest in your school, or at your organization, be sure to review the protocol and procedures in place at your school or organization for addressing the needs of youth in an emotional crisis. Chapter 2 in the *Suicide Prevention: A Toolkit for Schools* (provided on the website) provides guidance on how to do this.
- Contact us about trainings and technical assistance to meet the requirements of AB2246.

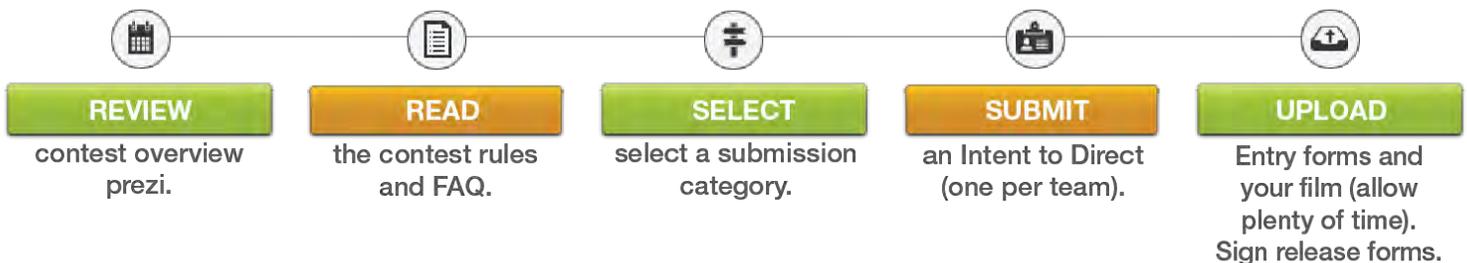
Download these resources at [www.DirectingChangeCA.org/schools/](http://www.DirectingChangeCA.org/schools/)

If at any time you are experiencing an emotional crisis, are thinking about suicide or are concerned about someone call the **National Suicide Prevention Lifeline** Immediately:

**1-800-273-TALK (8255).**  
This is a free 24-hour hotline.

Or text HOME to:  
**741741**

## To Get Started:



#### 4. Select a submission category and review judge scoring forms

Participants can submit 30-second or 60-second films depending on the submission category. There are five submission categories: Suicide Prevention (60-second PSA), Animated Short (30-second PSA), Mental Health Matters (60-second PSA), SanaMente (30-second PSA), and Through the Lens of Culture (60-second PSA). 

- It is important to review the submission guidelines for each category carefully. All categories have content that needs to be avoided to avoid disqualification or losing significant points during judging.
- Every film needs to include the required logo end slate and title slide. All of these can be found in the Submission Tool Box.

Submission guidelines and the Submission Tool Box can be found at [www.DirectingChangeCA.org/submission-categories/](http://www.DirectingChangeCA.org/submission-categories/)

#### 5. The submission deadline is March 1, 2018

A complete Entry Form includes:

- An entry form with your uploaded film link and with information about your school, organization, and each participant. 
- Vimeo is our new video services partner and you must upload your film to the Directing Change Vimeo page before you submit your Entry Form. 
- Entry forms can be saved for up to 30 days.

Every person involved in the creation of the film (this includes all cast and crew) must agree to the terms and conditions listed in the entry form and must sign a release form.

- Anyone under the age of 18 also needs to have the form signed by their parent or a legal guardian.
- Release forms are required so that we can share your films broadly, even on TV and in movie theatres to help prevention efforts across the state.

All release forms can be viewed at [www.DirectingChangeCA.org](http://www.DirectingChangeCA.org) and must be signed and kept on file by the adult advisor.

#### Direct Change and Get Noticed!

In past years films have been judged by producers, directors and film writers. Here are just a few examples:

- ◆ **Gavin MacIntosh, Actor** in "The Fosters" and the film "American Fable". Ally to the LGBTQ community and an anti-bullying advocate.
- ◆ **Mark Ordesky, Executive Producer** of "The Lord of the Rings" trilogy and ABC's "The Quest"
- ◆ **Gren Wells, Filmmaker and Screenwriter** of "A Little Bit of Heaven" and Director of "The Road Within".
- ◆ **Director Bradley Buecker, Director and Producer** of "Glee" and "American Horror Story".

#### 6. Judging and Prizes

All films are judged by professionals with expertise in film making and/or expertise in suicide prevention and mental health. Middle and High School students compete at the regional level and statewide level. For Animated Short, SanaMente, and Through the Lens of Culture categories, as well as for the Youth and Young Adult submission group, there is only one round of judging. Cash prizes for the winning teams and associated schools and organizations range from \$250 to \$1,000 (subject to availability of funding).

#### We are here to help!

Schedule a phone call or webinar with the Directing Change team to answer questions about the contest or to provide information about suicide prevention or mental health.

For questions or technical support contact [shanti@directingchange.org](mailto:shanti@directingchange.org).

[www.DirectingChangeCA.org](http://www.DirectingChangeCA.org)





## THE DIRECTING CHANGE PROGRAM AND FILM CONTEST

engages young adults throughout California to learn about the warning signs for suicide, mental health and how to help a friend by creating short films. Throughout the filmmaking process, participants are engaged via all methods of the “learning spectrum” to see, experience, discuss, and apply concepts learned about suicide prevention and mental health. These films are used in schools and communities to raise awareness and start conversations about these topics.

Findings from a cross-sectional case-control study by NORC at the University of Chicago demonstrated knowledge, attitude and behavior changes:



**Directing Change participants** more frequently agreed that suicide is preventable, identified more warning signs and were more willing to encourage others to seek help, beyond their own social circles.

**Directing Change participants** are more willing to engage in conversation aimed at suicide prevention and have fewer attitudes that contribute to stigma about mental illness.



**Teachers** report impact on students and school climate such as gaining skills for dealing with mental health issues later in life, noticing social isolation, increased sense of safety and sensitivity to the feelings of others, and knowledge of how to connect peers with resources.

**Directing Change** provides an effective, tangible, and supportive way to generate open discussion about mental illness, prevent suicide, increase help-seeking, and to reduce stigma and discrimination.



Since 2012, 5,343 youth have participated in the Directing Change Program and Film Contest. Their commitment and creativity towards raising awareness about suicide prevention has helped inspire a new generation to know the warning signs, reach out for help, and initiate conversations that could help save a life.

Learn more about the **Directing Change Program and Film Contest** by visiting [DirectingChange.org](http://DirectingChange.org).

## Directing Change Box Office Returns

**86%**

OF YOUTH LEARNED PROPER RESPONSE TO A FRIEND'S SUICIDE WARNING SIGNS VIA PROGRAM

**58%**

OF YOUTH ENCOURAGED SOMEONE GOING THROUGH A TOUGH TIME TO SEEK HELP

**86%**

AGREED EVEN PEOPLE WHO SEEM SUCCESSFUL CAN BE HURTING ON THE INSIDE AND THINKING ABOUT SUICIDE

**82%**

MADE A PERSONAL EFFORT TO FIND OUT MORE ABOUT MENTAL HEALTH IN THE PAST 12 MONTHS

**2,138**

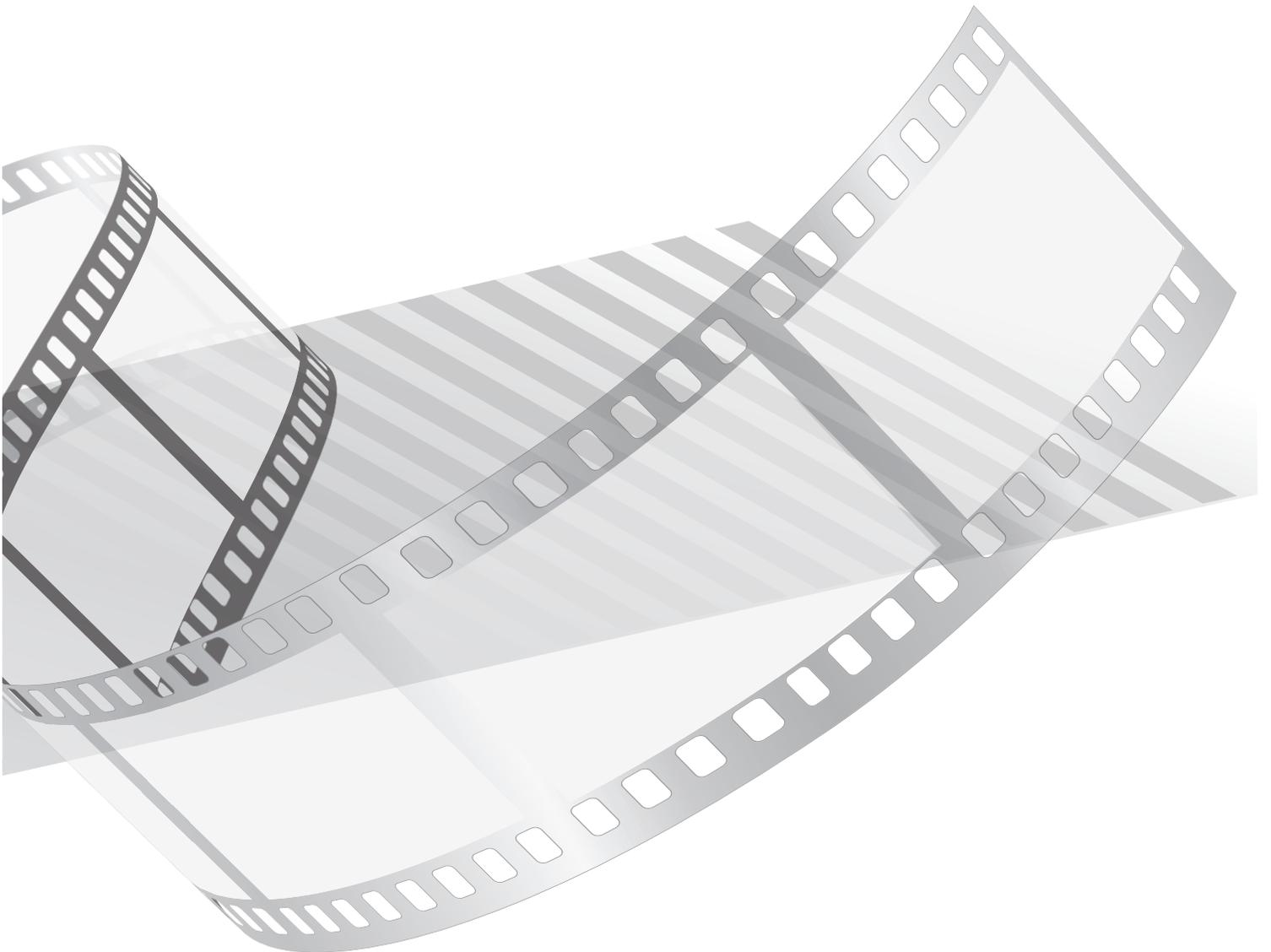
NUMBER OF FILMS SUBMITTED BY YOUTH IN THE LAST FIVE YEARS

**77,343**

NUMBER OF VIEWS RECEIVED BY ALL FILM SUBMISSIONS SINCE 2012

*"Participating in the Directing Change contest was a fantastic way to express the messages that I think are important to teenagers today in a way that people my age will connect to. I hope that all the films in the Directing Change contest help teenagers accept themselves and seek help in the world around them rather than hiding how they feel."*

*"Last summer a close family member died by suicide and it was, and still is, a tragedy for our family. I felt this program was a chance for me to do my part, to help another family from going through the same thing by talking about warning signs and suicide."*



The 2018  
**Directing Change**  
Program and Film Contest

**Through the Lens  
of Culture**



YOUNG PEOPLE ARE INVITED TO **SUBMIT SHORT FILMS** ABOUT HOW THEIR **CULTURE VIEWS SUICIDE PREVENTION** AND MENTAL HEALTH. FILMS WILL BE USED IN DIVERSE COMMUNITIES ACROSS THE STATE. THE WINNERS WILL RECEIVE CASH PRIZES AND ATTEND THE RED CARPET **AWARD CEREMONY.**

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Your Social Marketer, Inc.

Funded by counties through the Mental Health Services Act (Prop 63).