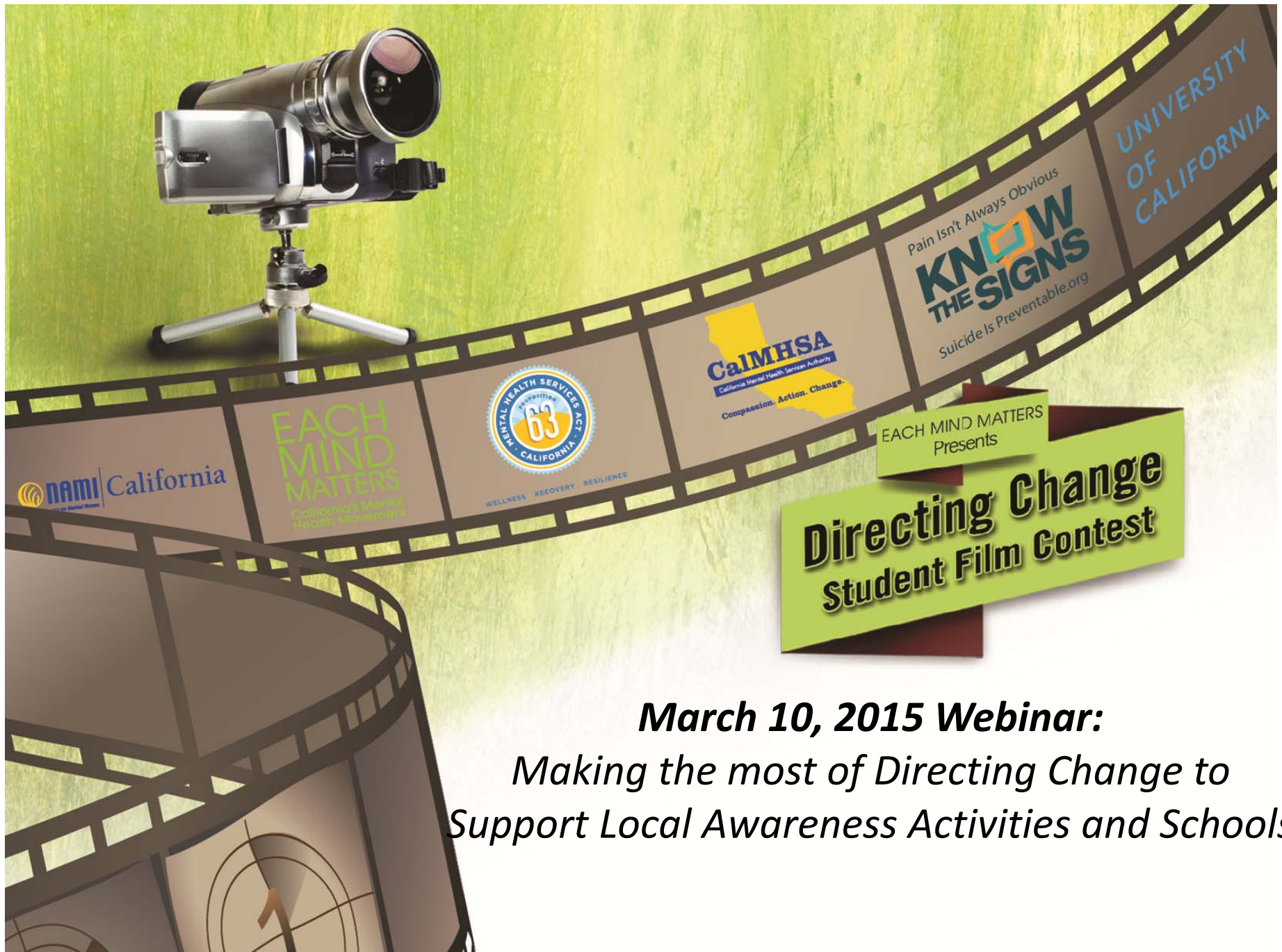


Making the most of Directing Change to Support Local Awareness Activities and Schools

Audio Trouble Shooting

- **If you are using the audio on our computer (meaning you did not call-in on your phone),** check the status of your microphone – it should be unmuted.
- **To participate via phone** go to the Go2Webinar control panel and under "Audio" and for "Use", click "Telephone" instead of "Mic & Speakers". Then use a telephone to call into the webinar using the phone number provided. **You must include the Audio Pin #**

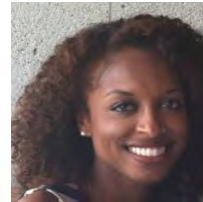


***March 10, 2015 Webinar:
Making the most of Directing Change to
Support Local Awareness Activities and Schools***

Introductions



Anara Guard
Sacramento, CA



Shanti Bond
San Diego, CA



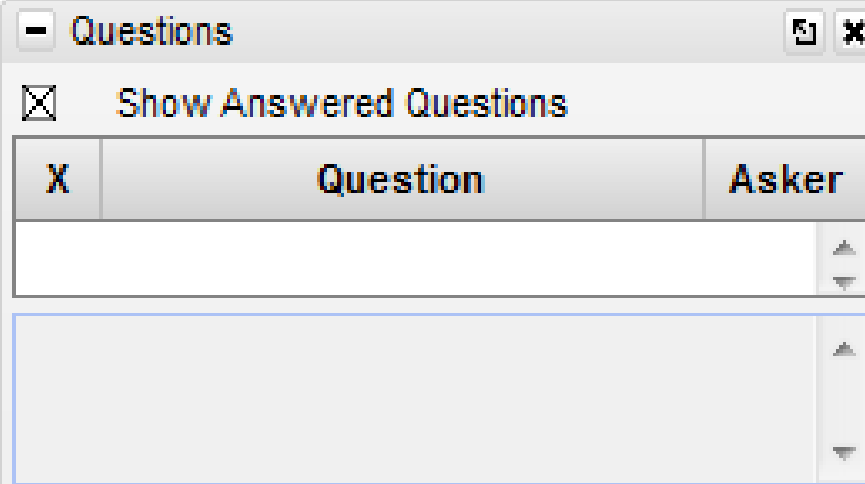
Jana Sczersputowski
San Diego, CA



Stan Collin
San Diego, CA

Welcome!

- Please mute your line
- If you have a question, please type it into the “Questions” box.



The image shows a window titled "Questions" with a close button. Below the title bar is a checkbox labeled "Show Answered Questions" which is checked. Below this is a table with three columns: "X", "Question", and "Asker". The table is currently empty. Below the table is a large text input area with a blue border and a vertical scrollbar on the right side.

X	Question	Asker
---	----------	-------

Agenda

- Program overview
- Examples from schools and county behavioral health agencies and how they have used Directing Change to promote prevention efforts in school, strengthen county/school relationships and support community awareness efforts.
- Discuss ideas for how you can use the Directing Change locally to further your prevention efforts.

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

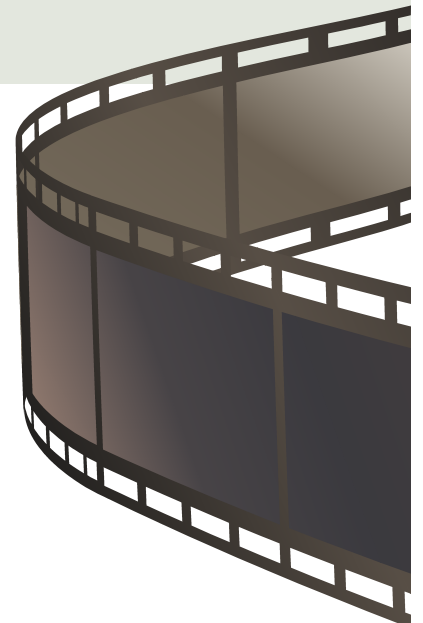
Promote school-based prevention programs

Program Goal

Support education and advocacy efforts through showing of films

Program Goal

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





UNIVERSITY OF CALIFORNIA

CDE



Schools

County Mental Health Agencies



American Foundation for Suicide Prevention

CBOs



After School Programs

Local NAMI Affiliates

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

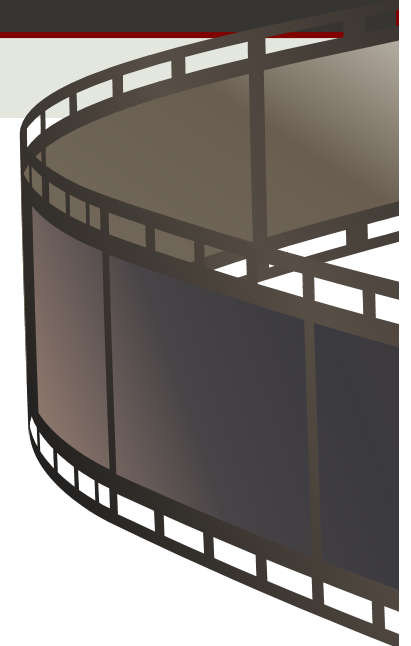
Promote school-based prevention programs

Program Goal

Support education and advocacy efforts through showing of films

Program Goal

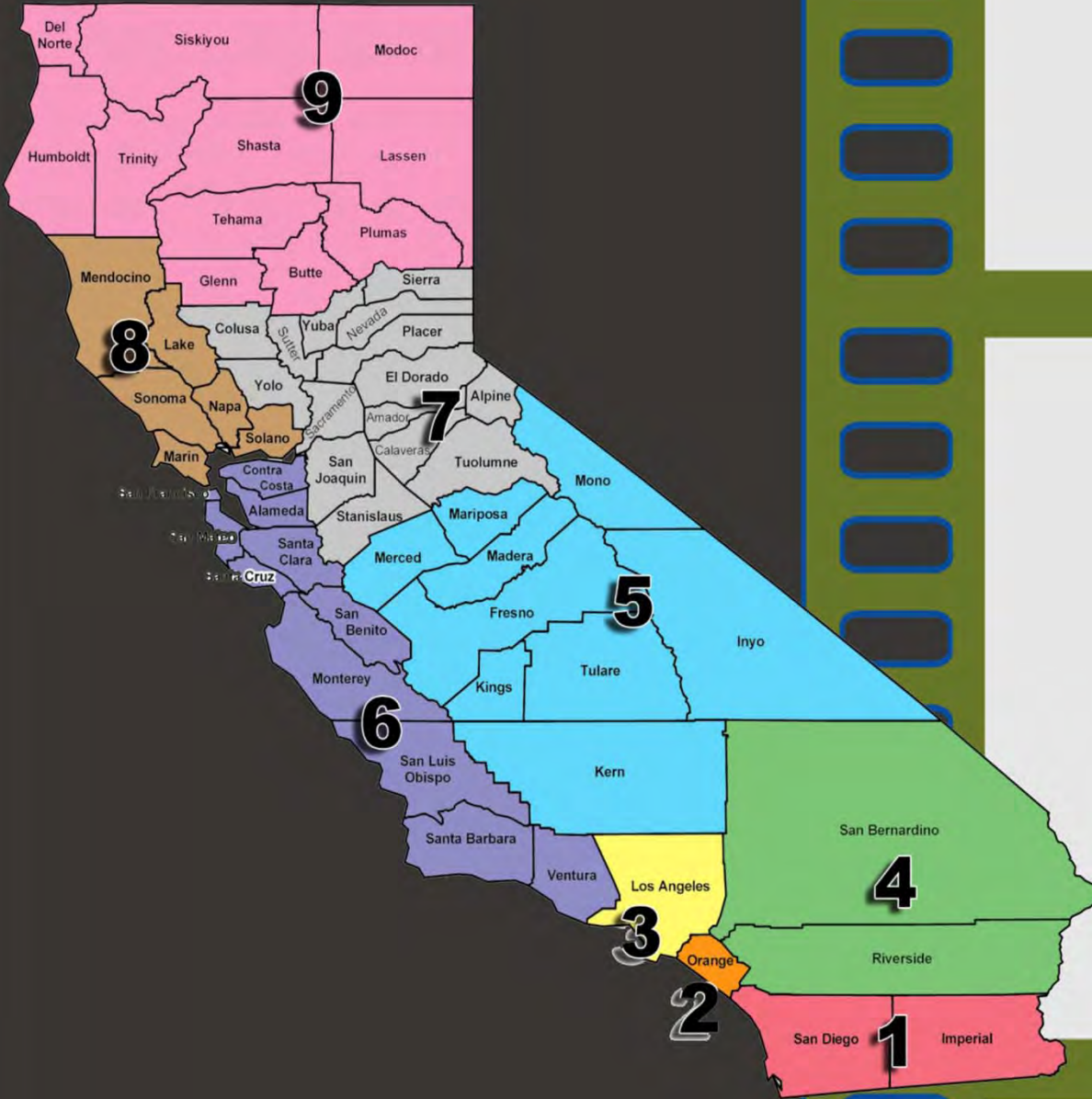
Educate and engage community members, entertainment and news media as judges





Over the past three years, more than **4,000 students**

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



- San Diego
- Imperial
- Orange
- Los Angeles
- Santa Clara
- Contra Costa
- Placer
- Sacramento

- Riverside
- San Bernardino
- Fresno
- Kings
- Madera
- Tulare
- San Luis Obispo
- San Francisco
- San Mateo
- Ventura
- Monterey
- Colusa
- San Joaquin
- Stanislaus
- Yolo
- Marin
- Sonoma
- Humboldt
- Butte
- Tehama
- Yolo

-

The 2014 Directing Change Award Ceremony



"Pain Never Lasts"
directors
Jared Odom
and **Morris 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.



SAVE THE DATE

Directing Change

Screening & Award Ceremony

Come and view inspiring short films produced by students across California.

These aspiring filmmakers used their creativity to tackle the important topics of suicide prevention and ending the silence of mental illness. Winners will be announced and recognized at the award ceremony.

Tuesday, May 19th, 2015 from 4pm to 6pm
(Doors open at 3:15 pm)

- ~ Screening of Films
- ~ Award Program and Announcement of Winners
- ~ Meet & Greet

Crest Theatre

1013 K STREET
SACRAMENTO, CA 95814

SEATING IS LIMITED. RSVP REQUIRED: WWW.DIRECTINGCHANGE.ORG



To keep up with the latest updates, join our event 'Directing Change - Video Contest' on Facebook.





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



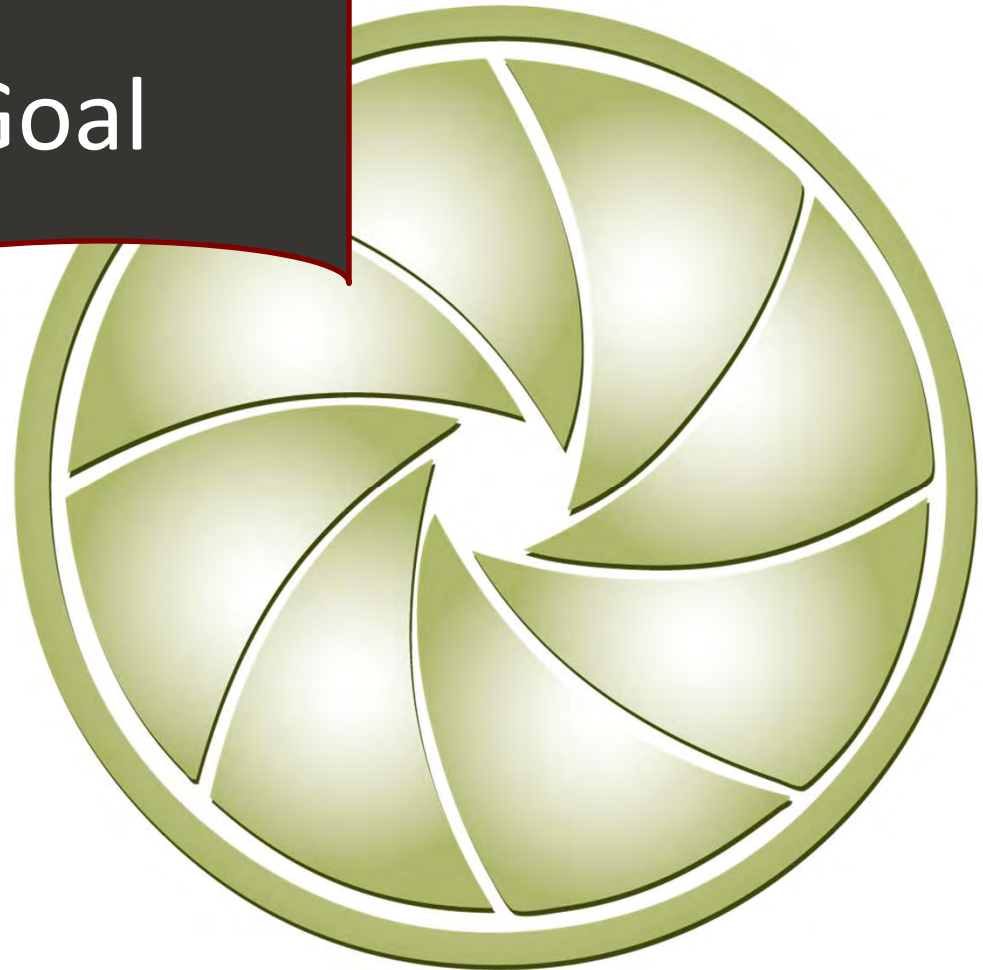
Questions?



The image features a central black rectangular area with a fine grid pattern. In the center of this area, the word "Questions?" is written in a white, italicized, sans-serif font. On either side of the text, there is a white silhouette of a hand with the index finger pointing upwards. The entire central area is framed by a thin red border. Above and below this central area are decorative horizontal bands: a solid olive green bar at the top, a light green film strip pattern, and a light green textured band at the bottom.

Program Goal

**Promote
school-based
prevention
programs**



Educational Information and Resources

The Advocate Newsletter



Directing Change Student Film Contest Update



Mark your calendars!

The submission deadline has
been extended to
February 16th, 2015!

For more information, visit our
[website!](#)

Stay Connected



Dear Directing Change Student, Advisor, and Parent,

Thanks for subscribing to *The Advocate* newsletter!

Check out updates about the Directing Change Student Film Contest, current events about mental health and suicide prevention, and educational videos. We hope that the information and resources contained in *The Advocate* will help inspire your own film making process!

Directing Change Student Skype Session with GLEE Executive Producer Bradley Buecker



Photo: Bradley Buecker (far left) with students and Max Adler (far right) at the 2014 Directing Change Awards Ceremony in Sacramento

Directing Change is honored to have the support of Bradley Buecker, Director and Executive Producer for "GLEE" and "The New Normal." Mr. Buecker has volunteered his time as a guest speaker in the 2013 and 2014 Directing Change award ceremonies and as a judge. Last year he was also kind enough to offer his time for a one-on-one skype session with a student. This award was raffled off to students who entered in the "ending the Silence of Mental Illness" category last year and the award went to Nick Walker, a graduate of Corning High School in Corning County. Nick

For Schools

[Click here](#) to request educational resources and a prevention program for your high school.

Much of the following information is intended for the high school setting however there is also useful information for higher education institutions.

University of California faculty, staff or administrators

Please visit the [UC Student Mental health](#) website to learn more about system wide mental health efforts.

Suicide Prevention Programs and Resources

Kognito At-Risk Program fulfills California's Jason Flatt Act legislation for suicide prevention training for K-12 teachers. It is listed in the Suicide Prevention Resource Center's best practices registry and the National Registry of Evidence Based Programs and Practices. The online program that lets you learn about psychological distress and build your skill by talking with virtual students and connecting them to support. This innovative tool is licensed for your use through funding from CalMHSA's K-12 Student Mental Health Initiative.

This training is FREE until June 30, 2015. It can be completed at your leisure, at home or at school, at one time or in multiple sittings. It takes from 50 minutes to an hour to complete the entire training, but you can refresh your knowledge by replaying one of the three role-play conversations. The Peer to Peer version for high schools will also be available for free from February 2015 to 2016.

Suicide Prevention: A Toolkit for Schools: This publication from the Substance Abuse and Mental Health Services Administration (SAMHSA) was created to assist high schools and school districts in designing and implementing strategies to prevent suicide and promote behavioral health. It includes tools to implement a multi-faceted suicide prevention program that responds to the needs and cultures of students

Intervening with Suicidal Youth: Developed by the Los Angeles County Office of Education's Youth Suicide Prevention Project, this document provides a information on assessment for suicidal youth in a school setting.

Suicide Prevention Program Overview (for high school and higher education): This document provides a list of, and links to, suicide prevention programs and resources registered on the Suicide Prevention Resource Center's (SPRC) Best Practices Registry, and the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Registry of Evidence-based Programs and Practices.

Educational Information and Resources



Education Videos

The educational videos are films produced by some of the Directing Change Team that discuss various mental health and suicide prevention topics. Its purpose is to provide more information to students and teachers that will help inspire the film making process. One video will be released each month and will be archived for future use and training purposes.

The following videos give an overview of mental health, mental illness, and the stigma surrounding mental illness. The topics that are discussed may be helpful when creating your films.



Topics:

- How To Help a Friend
- Suicide Prevention 101
- Mental Health Continuum
- Mental Illness and Stigma
- Mental Health Conditions
- Advocacy

School Outcomes

“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.”

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.





Don Collins

Title

High School

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.”



Questions?



The image features a central black rectangular area with a fine grid pattern. In the center of this area, the word "Questions?" is written in a white, italicized, sans-serif font. On either side of the text, there is a white silhouette of a hand with the index finger pointing upwards. The entire central area is framed by a light green textured border at the top and bottom, and a solid green bar at the very top of the slide.



Program Goal

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

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

April 2013-April 2014



"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 ...

Tips to use films

- Embed the films on your website. (Please include attribution language.)
- Show films at county task force 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.
- 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.





Mark Lawrence

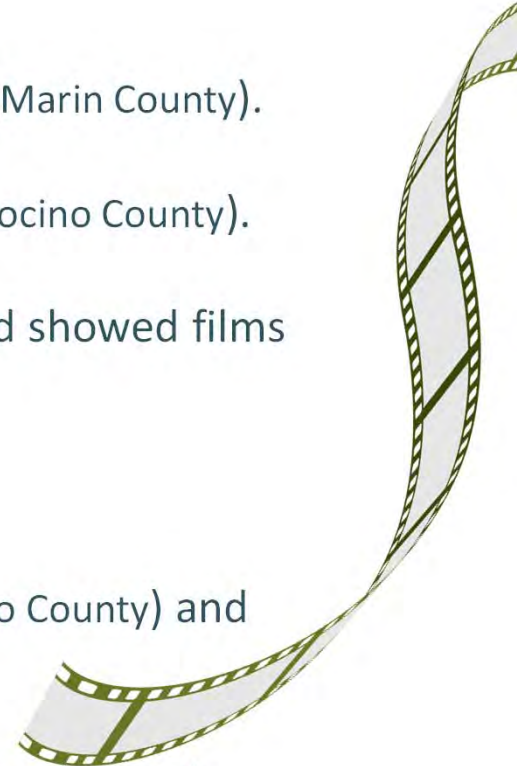
Division Manager

***Orange County Health Care Agency,
Behavioral Health Services***



Examples of How films have been used

- Used films in presentations in student health classes, suicide prevention trainings and other presentations (Humboldt and Kern Counties).
- Used films in MHSA-related meetings as an example of PEI efforts (Marin County).
- FDVD was distributed to help agencies that work with youth (Mendocino County).
- Integrated winning films into outreach and awareness activities and showed films at local movie theater (Placer County).
- Shared films with all local high schools (Siskiyou County).
- Films used and shared at local Mental Health Board meeting (Solano County) and Board of Supervisor's meeting (Sonoma County)
- Shared student films with local schools, colleges and peer counselors (Tri-City).
- Incorporated the films at an event working in collaboration with Tom Campbell from America Speaks and the staff of Senator Steinberg on July 20, 2013 in Sacramento (Yolo County Alcohol, Drug and Mental Health).



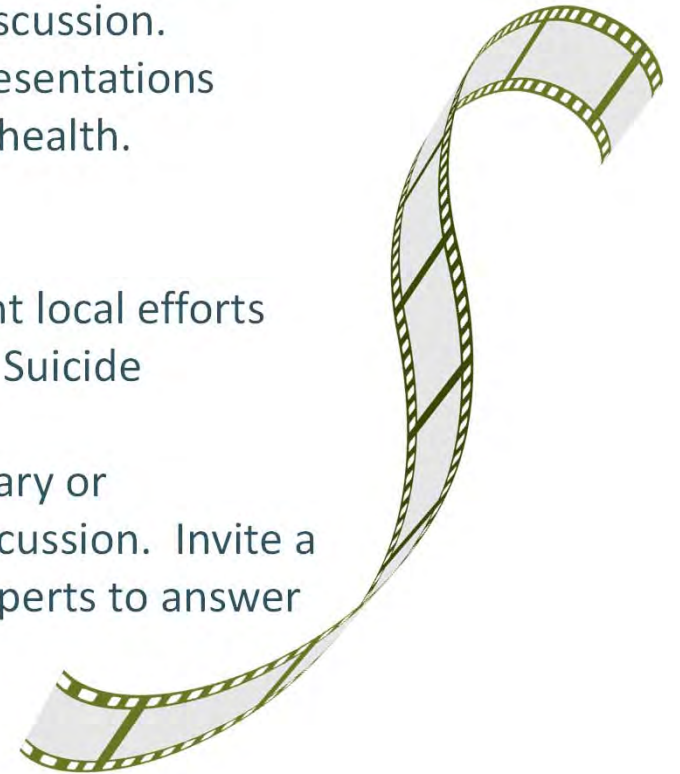
Awareness Events

During Mental Health Awareness Month

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

During Suicide Prevention Week (September 7-13, 2015)

- 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.





Janine Moore

*Prevention and Early Intervention
Manager*

*Riverside County Department of
Mental Health*



Questions?





***Please bookmark these
websites!***





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

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
---	----------	--------	--------------------	------------

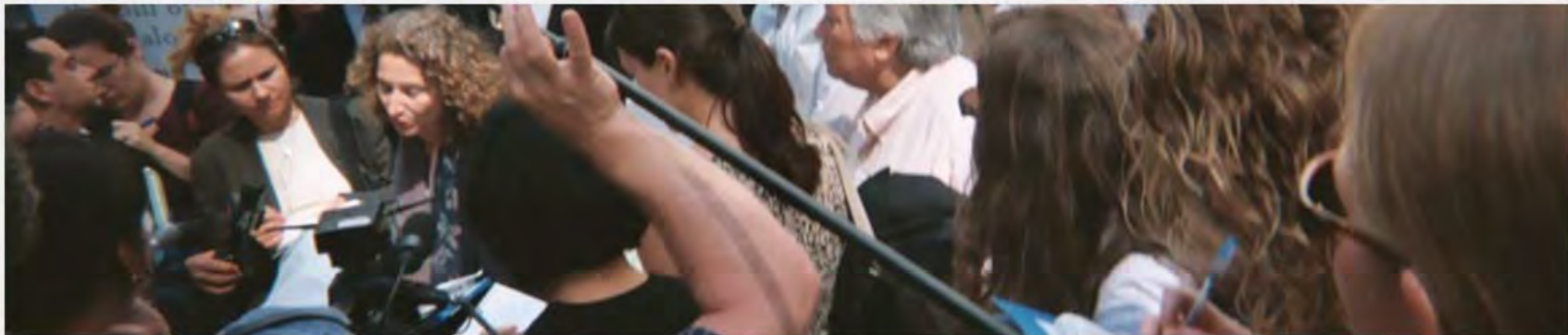
For more information visit:

<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](#)



Thank you for your time!

Please contact us for more information:

- Jana@yoursocialmarketer.com
- Stan@directingchange.org
- Shanti@directingchange.org