

The Sixth Annual

# Directing Change

## Program and Film Contest



To keep up with the latest updates, visit:  
[www.facebook.com/DirectingChangeCA](http://www.facebook.com/DirectingChangeCA)

**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.



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

**[www.DirectingChange.org](http://www.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

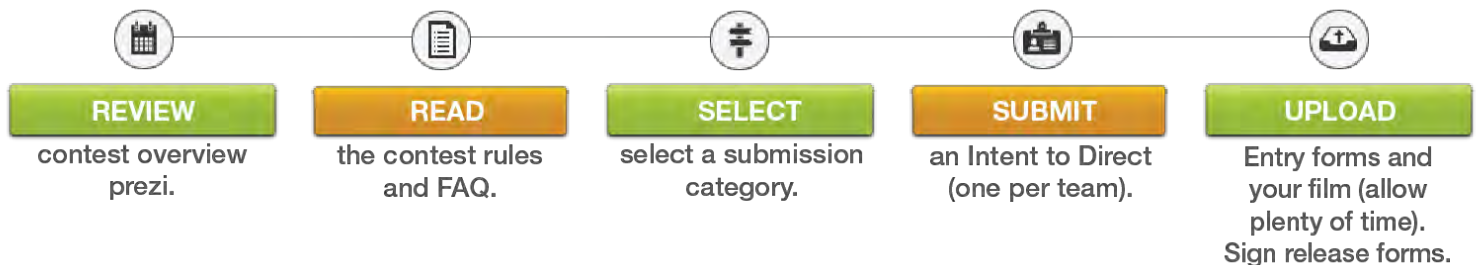
Here you can find mental health and suicide prevention resources, information about school-based programs and activities, short videos on a range of topics such as "Mental Health 101", as well as tools to promote the program at your school or organization.

- 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)





## Contest Rules

To enter the contest, you must agree to these official rules. Submission of an entry constitutes an agreement to these rules. **We made some changes to the entry process this year, so if you submitted in previous years, please review them carefully!**

**Eligibility** – This is a student and young adult film contest; only student and youth or young adult produced films are eligible. To participate one of the following must apply to you:

- To enter as a **Middle or High School Student** you must be associated with a middle school or high school located in California and in grades 7-12. Any middle and high school in California is eligible, including but not limited to: public, private, charter, alternative and home schools. Student films must be reviewed and approved by an adult advisor at the student's school (such as but not limited to: the principal, a teacher or a counselor) for content that is suitable for schools and a general public viewing audience. Students can, but do not have to, produce the movie as a school or after school activity. Students can submit as a team from different schools, but since the school is eligible to qualify for a cash prize and to receive prevention programs, the team needs to identify one adult advisor from one of their schools. This is the school that will go on record and receive prizes and recognitions should the film win. If you decide to enter as a middle school or high school student, you will compete against other students in your region. Regional winners then move onto a second round of judging to compete against other regional winners.
- To enter as a **Youth or Young Adult** you must be between the ages of 14 and 25 and associated with a college, university, club, community-based organization (e.g. a local chapter of the American Foundation for Suicide Prevention or the National Alliance on Mental Illness), or other agency or program in California. You don't need to have a prior relationship with this organization and please feel free to contact us for assistance with helping you find one to partner with. This school, club, program or organization will go on record and is eligible to win prizes, recognitions and prevention programs. You must also identify an adult advisor representing that organization (someone that is not listed as working on your film team) to review your film. If you enter as a youth or young adult, you will compete against all other submissions in your category. There is only one round of judging.
- Up to 10 students or youth may be listed on the entry form, however there is no limit on the number of people who can be on a film team. Only one trophy will be given per winning team. There is no limit on the number of submissions one person can be part of and no limitation on the number of submissions from a single school or organization.
- A film can only be entered into one category.



**Notice of Intent to Direct** – Submit an Intent to Direct Form at [www.directingchange.org/intent-form/](http://www.directingchange.org/intent-form/) to let us know that you are planning to submit a film and in which category. Submitting the form does not obligate you to submit an entry, just as not submitting the form does not disqualify entries, but it helps us with the planning process. In the form we will ask you to include:

- Name of lead participant
- Name of adult advisor
- Name of school or organization
- Name of county in which your school or the organization you are partnering with is located

**Submission Categories** – There are five submission categories.

- **Suicide Prevention (60-second PSA):** This category asks for a 60-second film that educates young people about the warning signs for suicide and how to offer support to a friend.
- **Animated Short (30-second PSA):** This category is new for 2018 and asks for a 30-second, animated, film about suicide prevention.
- **Mental Health Matters (60-second PSA):** This category asks for a 60-second film that encourages young people to get help and support friends with mental health challenges.
- **SanaMente (30-second PSA):** This category is also new for 2018. Filmmakers are asked to create a 30-second film in Spanish (with English captioning) that promotes mental health and encourages people to visit the [www.SanaMente.org](http://www.SanaMente.org) website.
- **Through the Lens of Culture (60-second PSA):** This category still requires participants to choose mental health or suicide prevention as a focus, with additional requirements including adding captioning and exploring these topics through the lens of different cultures.

**Submission Deadline – (Midnight PST Thursday, March 1, 2018)** –An entry form for every film submission must be received by the deadline. You will be asked to upload your film as part of the entry form. **Vimeo** is our video services partner and all technical specifications need to be in line with their requirements. The entry can be saved for up to 30 days at a time.

Trouble shooting tips:

- Try a different browser (e.g. if you are using Google Chrome, try Internet Explorer)
- Try uploading the film from a different computer (e.g. instead of your school's computer, try your home computer.)
- **Contact us-** we have never disqualified a film as a result of technical problems!

Important new requirement: You are no longer required to upload release forms to your entry form before you can submit your film. However, the advisor should keep a release form on file for every person that worked on the film (crew), is heard in the film or is acting in the film (cast). Filmmaking requires discipline and dedication to the craft. Youth filmmakers and participants are honor-bound to acquire all necessary permissions and signatures, including parent/guardian signatures if they are under the age of 18, and accept the liabilities for copyright violations. If Directing Change staff ask for release forms and they cannot be provided, the film may be disqualified.



**Music and Copyrights** – Entries must meet all copyright standards by obtaining releases for all copyrighted music and materials prior to submission. Entries that include copyrighted materials (such as images, supers or audiovisual materials) or music (such as music purchased from iTunes, on CD or other downloadable services) without the proper permission and signed release forms **will be disqualified**. Please review the forms and copyrights website at [www.directingchange.org/forms-and-copyright/](http://www.directingchange.org/forms-and-copyright/) for more information and to download the appropriate forms. It is best to provide original music! (When obtaining permission, you are not just seeking to use permission for submission into the contest, but for all mediums that the film will be used in including online and broadcast.

**Release Forms** – As a result of all the feedback we received, we have simplified the release form requirements. 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. However, the release forms no longer have to be uploaded as part of the entry form.

The release form is now available as one page, and includes release of intellectual rights, and image and voice rights. Please review the forms and copyrights website at [www.directingchange.org/forms-and-copyright/](http://www.directingchange.org/forms-and-copyright/) for more information and other requirements. *All applicable release forms need to be kept on file by the adult advisor. The Directing Change team will request release forms from the winning film teams and any other films that we anticipate may be used to support local awareness efforts, therefore it is important to keep all forms on file. If release forms cannot be provided upon request, the film may be disqualified.*

**Submission Format** – Entries must be either 30-seconds or 60-seconds in length depending on the submission category. **Vimeo** is our video services partner and all technical specifications need to be in line with their requirements. You will be asked to upload your film as part of the entry form. By uploading your film to Vimeo you will automatically agree to their terms and conditions. Vimeo recommends that when preparing your video for upload, it's best to maintain the video's native frame rate when compressing your video. If your footage exceeds 60 FPS, they will automatically reduce the frame rate. Vimeo recommends a constant frame rate throughout your entire video. Always choose "constant" frame rate instead of "variable" frame rate. A codec is the format in which your video is encoded. Vimeo accept most major codecs, but for best results they recommend H.264 or Apple ProRes 422.

- For more information on exporting your video to meet upload requirements, please view a tutorial on your particular editing software – <http://vimeo.com/help/compression>
- Troubleshooting Upload Problems: <https://help.vimeo.com/hc/en-us/articles/224818007-Troubleshoot-uploading-problems>

**Submission Language** – Films in languages other than English are encouraged and will be accepted as long as they have English captioning. They should be submitted in the Through the Lens of Culture category or SanaMente category.



**Judging Process & Prizes (Middle and High School Students)** – All films will be pre-screened by the Directing Change Team. The best films from every region will move on to a panel of regional judges, who will select the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners **in each category** from **five regions** within the state of California. (If less than 15 entries are received from any given region it might be combined with another region at the discretion of the contest organizers.)

Regional Prizes in each category:

- 1<sup>st</sup> place: \$500
- 2<sup>nd</sup> place: \$250
- 3<sup>rd</sup> place: \$250
- Schools associated with the first place winning film in each category, in each region, are eligible to receive \$500 to support suicide prevention and mental health awareness programs and activities at their school (subject to availability of funding and one prize per school). A short narrative outlining planned activities will be required.
- Up to two participants from the first place regional film team will be provided with travel stipends to attend the award ceremony (subject to availability of funding).
- Schools and organizations associated with the first place regional film in each category will receive a trophy.

Winning films will be featured on the Directing Change compilation DVD and the program website. The first place winning film from each region, in each category will move on to a second, statewide round of judging. A new judging panel will review and score the films and determine the first, second and third place statewide winners. The winners will be announced at the award ceremony at the end of the school year. In addition, the Directing Change team will select up to 3 films in each category to move onto the statewide round of judging.

**Judging Process & Prizes (Youth and Young Adults)** – 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners will be selected **in each category** by a judging panel. There is only one round of judging.

Prizes in each category:

- 1<sup>st</sup> place: \$500
- 2<sup>nd</sup> place: \$250
- 3<sup>rd</sup> place: \$250
- Schools, organizations, clubs and programs associated with the first place winning film in each category are eligible to receive \$500 to support suicide prevention and mental health awareness programs and activities at their school or organization (subject to availability of funding and one prize per school or organization). A short narrative outlining planned activities will be required.
- Up to two participants from the first place film team will be provided with travel stipends to attend the award ceremony (subject to availability of funding).
- Winning films will be featured on the Directing Change compilation DVD and the program website





**Judging Process & Prizes (Through the Lens of Culture)** – 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners will be selected in each category by a judging panel. There is only one round of judging.

Prizes in each category:

- 1<sup>st</sup> place: \$1,000
- 2<sup>nd</sup> place: \$500
- 3<sup>rd</sup> place: \$250
- Schools, organizations, clubs and programs associated with the first place winning film in each category are eligible to receive \$500 to support suicide prevention and mental health awareness programs and activities at their school or organization (subject to availability of funding and one prize per school or organization). A short narrative outlining planned activities will be required.
- Up to two participants from the first place film team will be provided with travel stipends to attend the award ceremony (subject to availability of funding).
- Winning films will be featured on the Directing Change compilation DVD and the program website.

**Judging Process & Prizes (SanaMente 30-second Mental Health)** – 1<sup>st</sup> to 5<sup>th</sup> place winners will be selected by a SanaMente judging panel. There is only one round of judging.

Prizes:

- 1<sup>st</sup> place: \$1,000
- 2<sup>nd</sup> and 3<sup>rd</sup> place: \$500
- 4<sup>th</sup> and 5<sup>th</sup> place: \$250
- Up to two participants from the first place film team will be provided with travel stipends to attend the award ceremony (subject to availability of funding).
- Winning films will be featured on the Directing Change compilation DVD and the program website.
- Films will be integrated into the statewide mental health awareness social marketing campaign and featured on the SanaMente website, as well as possibly shown on TV, online and in movie theaters.

**Judging Process & Prizes (Animated Short – 30-second Suicide Prevention PSA)** – 1<sup>st</sup> to 5<sup>th</sup> place winners will be selected by a special judging panel. There is only one round of judging.

Prizes:

- 1<sup>st</sup> place: \$1,000
- 2<sup>nd</sup> and 3<sup>rd</sup> place: \$500
- 4<sup>th</sup> and 5<sup>th</sup> place: \$250
- Up to two participants from the first place film team will be provided with travel stipends to attend the award ceremony (subject to availability of funding).
- Winning films will be featured on the Directing Change compilation DVD and the program website.
- Films will be integrated into the statewide suicide prevention awareness social marketing campaign and possibly shown on TV, online and in movie theaters.



**Submission Requirements** – All films need to meet certain submission requirements. These vary by category. Please review the requirements for each category. Requirements include, but are not limited to:

- Required logos and resources (now available as one end slate that can be added at the end of the film)
- Every film has to begin with a beginning title slide (not counted in the 60-second or 30-second limit) that needs to include: The Film Title, Filmmakers Name(s), School/Organization Name, County in which School or Organization is located, Adult Advisor Name, Submission Category. A title slide template is available for download at [www.directingchange.org/wp-content/uploads/Intro-Slide.mp4](http://www.directingchange.org/wp-content/uploads/Intro-Slide.mp4) but youth are welcome to create their own.

**Safety** – Youth and young adult producers – please avoid potentially dangerous production situations that could put crew, actors or the public at risk. Safety during the project is of highest priority. Directing Change staff and sponsors take no responsibility and assume no liability for any acts or damages that may result from preparing the materials to submit to this contest. Further, all of the submission categories are sensitive subjects that need to be addressed with respect and understanding for how they might impact those involved in the project. If at any time, you or someone working on the project experiences an emotional crisis let an adult know immediately or call the national Suicide Prevention Lifeline : 1-800-273-TALK (8255). This is a free 24-hour hotline.

**Elimination** – Providing false information, not meeting the submission deadline, not obtaining the proper release forms and copyright permissions or any other violation of the contest rules can lead to the elimination of an entry. The Directing Change Team reserves the right to disqualify any entry that they believe at their sole discretion to violate safe messaging, to violate the rights of any third party or that violates U.S. or applicable state or local law. Further, the advisor can refuse to submit an entry that is not suitable for schools and a general public viewing audience. All categories have special content that must be included and specific content that must be avoided and can lead to disqualification. Entries should not be uploaded to Vimeo, YouTube or any other video service sites accessible to the public (other than the official contest website as part of the entry form) until after winners have been announced on the website. See “Submission to Other Film Festivals” below as an exception. The Directing Change Team reserves the right to suggest entries be revised if they contain disqualifying content or other content not consistent with the official contest judging form or if the entry promotes incorrect data and statistics. If the revised entry is not submitted by the deadline or deadline identified by the Directing Change Team, and the original entry contains disqualifying content, the film will be disqualified.

**Submission to Other Film Festivals** – Entries submitted must be original work created by the individuals listed on the entry form. Entries can be submitted to other film festivals after the submission deadline. For a list of film festivals, visit the “For Youth” website at [www.directingchange.org/links/](http://www.directingchange.org/links/) . Special note to students in Fresno, Kern, Kings, Madera, Mariposa, Merced, and Tulare Counties. **Directing Change** is partnering with the Slick Rock Student Film Festival. We strongly encourage you to also submit to this festival if your entry is in the suicide prevention category, learn more by visiting <http://www.tcoe.org/slickrock/index.shtm> . The entry description and judging guidelines for both contests are aligned.

# Directing Change 2017/2018 Regions Map





## Submission Check List:

✓ **Number One: I reviewed at least one of the educational resources that are listed on the Directing Change website.** Potential resources include:

- Short educational films:
  - How to Help a Friend
  - Suicide Prevention 101
  - Mental Health Continuum
  - Mental Illness & Stigma
  - Mental Health Conditions
  - Advocacy
- Suicide Prevention Fact Sheet
- Mental Health Fact Sheet

✓ **Number Two: I reviewed the content and “What not to do” sections, as well as the judging form for my category and scored my own film.**

Judging forms can be downloaded on the website.

- This means your film will not be disqualified because you are not showing a suicide attempt or death in your film.
- You are not going to lose valuable points for missing the required end slate, title slide, or losing up to 5 points for using terms such as “committed suicide” or “crazy”.
- Your film is not going to lose 10 points for not having captioning in the Through the Lens of Culture category, which means including text in English that allows the viewer to fully comprehend your film, whether because of a linguistic barrier or hearing impairment.

✓ **Number Three: My film is exactly 30 or 60 seconds long.** For films submitted in the 60 second category (not SanaMente or Animated Short) only the first 60 seconds of a film will be judged. Although the film won't lose points, any films which run longer than 60 seconds will not be judged upon their full content and will be at a disadvantage. (Note: The title slide required at the beginning of each film does not count toward the 60-second limit.)

For SanaMente and Animated Short films, these must be 30 seconds in length. The end slate is included in the 30 second limit but the title slide is not.

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✓ **Number Four: My film includes the required end slate.** Each category requires an end slate with compilation image of logos and resources which should appear at the end of your film and within the 30 or 60 second limit.



*Mental Health Matters*



*Suicide Prevention*



*Through the Lens of Culture*



*SanaMente*



*Animated Short*

✓ **Number Five: My film includes captions if it is submitted in the Through the Lens of Culture or SanaMente category.**

Even if the film is in English, the film requires captions in English if submitted in the Through the Lens of Culture category. Films in the SanaMente category should be in Spanish and must include captions in English.

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## Program & Film Contest

### ✓ **Number Six: My film includes a title slide.**

The title slide is not counted in the 30 or 60-second limit. You may use the title slide provided or you may create your own title slide as long as it includes the required information below:

- Film Title
- Filmmaker (s) names: (these are the youth involved in the filming, editing, or creation of the film)
- School or Organization, Club or Other Affiliation Name
- County (not country)
- Adult Advisor Name
- The Submission Category



### ✓ **Number Seven: I completed the required release forms and have kept them on file with my adult advisor.**

Everyone on your cast and crew needs to fill out and keep on file a signed copy of the release form. (And if you are under the age of 18, the release form needs to be signed by a parent or legal guardian.) Signed release and applicable copyright forms should be kept on file by the adult advisor and will need to be e-mailed or mailed to the Directing Change Team upon request.

### ✓ **Number Eight: I have submitted an Entry Form and included a URL to my film uploaded to the Directing Change Vimeo page. DEADLINE MARCH 1, 2018**

Every person that worked on the film (crew), has a voice, or acted in the film (cast) needs to provide contact information, their T-shirt size, and accept the Directing Change Terms and Conditions and sign the Release Form. You can begin and then save this form uncompleted for up to 30 days at a time. At the bottom of the form you can click "Save and Continue Later". Once you click this you will be presented with a link that you need to bookmark and with an option to enter your email to receive the link via email. We strongly recommend doing both, as there is no way for the Directing Change Team to provide you with your link after the fact.

As part of the entry process you will need to upload your film to our Vimeo site. To get the Vimeo Link to the "Upload Your Film" section in the Entry Form and follow the link provided. A separate window will open in the entry form and ask you for your name, email and film title and you will be asked to upload your film file. Then click "Submit" and you'll be given a link to your film which you must copy and paste into the entry form (And don't worry if the film link doesn't work for you- it will be unlisted and can only be viewed by the Directing Change Team.) Important– just submitting the film to Vimeo does not count as your film submission.



### Suicide Prevention Category (60-second Film)

Every one of us has the power to save a life if we **Know the Signs, Find the Words, and Reach Out**. Entering a film in this category provides you with an opportunity to share information about suicide prevention, resources and the warning signs for suicide. Research shows that 60-80% of young people tell a friend that they are thinking about suicide, but less than 25% of those friends go on to seek help for that person. Visit the Know the Signs campaign website at [www.suicideispreventable.org](http://www.suicideispreventable.org) for more information about California’s suicide prevention campaign.

*To ensure you score the highest possible points in this category and for important background information, tools and requirements visit the resources bulleted below, which can be accessed here: [www.directingchange.org/submission-categories/](http://www.directingchange.org/submission-categories/)*

- **Suicide Prevention: Submission ToolBox**– This includes a wide variety of resources and links to help you with research for your film and a submission check list
- Required logo end slate for this category. Choose one:
  - **Black End Slate** (png)
  - **White End Slate** (png)
- Directing Change **“Suicide Prevention 101” Educational video**
- Directing Change **“How to Help a Friend” Educational video**
- **Suicide Prevention Fact Sheet**





### Content Scoring Measures:

The film should communicate a message about suicide prevention that is hopeful and focused on what someone can do to prevent suicide such as reaching out to a friend and seeking support. Images and depictions of people struggling with thoughts of suicide often show them suffering alone and in silence. Instead the film should encourage people to ask for help, reach out to a friend they are concerned about, or to tell an adult if they are concerned about someone. Think of it this way: After someone watches your film what do you want them to do? How do you want them to feel, act or think differently? Here are a few examples of messages your film could communicate.

- **Know the Signs:** 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. Visit [www.youthsuicidewarningsigns.org/healthcare-professionals](http://www.youthsuicidewarningsigns.org/healthcare-professionals) to learn the warning signs.
- **Don't keep suicide a secret:** It is okay 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.
- **Reach out for help:** The film should encourage people to ask for help, reach out to a friend they are concerned about, or if a person talks about ending his or her life, to take him or her seriously and connect him or her to help.
- **Find the Words:** 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.

### Tips!

**Although picking up someone's books when they fall is a nice metaphor, it often takes more than "a simple act of kindness" to save a life.** Remember that many people don't know how they should respond to someone who is having thoughts of suicide. Use this opportunity to educate young people and others about what to do, such as talking directly about suicide, seeking help from a trusted adult or calling the National Suicide Prevention Lifeline.

**Be Original!** For one, be inspired by winning films from the past, but don't copy their ideas! Since the suicide prevention category talks a lot about warning signs, using actual "signs" as a metaphor is creative and a great way to communicate the warning signs, but we receive a lot of submissions with this approach. Think about communicating the message in a way that will really connect with other young people.





### Safe Messaging Scoring Measures

All films have to consider safe messaging guidelines for suicide prevention. (Not following these guidelines can cause you to lose valuable points: 30 out of 100 possible points are related to safe messaging.)

#### Provide a Suicide Prevention Resource

A key strategy to prevent suicide is to provide information about crisis and support resources. You will be meeting this criteria by including the logo end slate for this website. In addition, you may also include the Crisis Text Line (text "HOME" to 741741) as an additional resource in your film. Learn more about the Crisis Text Line at [www.crisistextline.org/how-it-works/](http://www.crisistextline.org/how-it-works/)

**Avoid statistics and statements that portray suicide or a suicide attempt as something that happens all the time.** It may seem compelling to get the audience's attention by using statistics such as "a person dies by suicide every 18 minutes". However, presenting the data in this format makes suicide seem common and might encourage a young person already thinking about ending their life to believe, mistakenly, that suicide is a common and acceptable solution to the problems they are facing- which is not true! Instead, consider utilizing statistics that focus on positive or help-seeking behavior such as "In 2011, 105,142 calls to the National Suicide Prevention Lifeline were made from California. The majority of these calls were answered by crisis centers in California".

#### *Examples of statistics that should be avoided:*

- "A person dies by suicide every 18 minutes."
- "Every 40 seconds someone attempts suicide."
- "Suicide is the second leading cause of death for young people ages 18-24."

This provides some examples of appropriate statistics to use in your film. When deciding on what kind of statistics to use (if any) consider if they are focused on the problem (not good) or on solutions and helpful actions people can take to prevent suicide (good).

**Do not oversimplify the causes of suicide or how to get better.** Suicide should not be framed as an explanation or understandable response to an individual's stressful situation (e.g. a result of not getting into college, parent's divorce, break-up or bullying) or to an individual's membership in a group encountering discrimination. Oversimplification of suicide in any of these ways can mislead people to believe that it is a normal response to fairly common life circumstances. It is okay to talk about life problems that may increase a person's risk of suicide such as family issues (divorce, abuse) or social issues (bullying, break ups). And to talk about these life problems as a possible contributing factor to why a young person might be feeling hopeless, drinking more or isolating themselves (which are warning signs for suicide), but the film should not point to just one of these events as the cause of suicide. The truth is that not one of these events causes suicide, usually a person is dealing with multiple tough situations and is showing warning signs.



**Use appropriate language when addressing actions related to suicide.** The suicide prevention community is trying to clarify the ways in which people refer to actions related to suicide. The more clear and respectful we can be when speaking about actions related to suicide, the more we will be able to remove misconceptions that prevent people from getting support.

### **Use**

*“died by Suicide” or “took their own life”*

*“attempted suicide”*

### **Don't Use**

*“committed suicide”* *Note: Use of the word commit can imply crime/sin*

*“successful/completed” or “unsuccessful” attempt* *Note: There is no success, or lack of success, when dealing with suicide*

## **Disqualifying Content:**

Submissions that include this type of content, or deemed to contain inappropriate content, will be disqualified.

**1. The film *SHOULD NOT* include portrayals of suicide deaths or attempts (such as a person jumping off a building or bridge, or holding a gun to their head).** Portraying suicide attempts and showing items someone might use for a suicide attempt even in dramatization, can increase chances of an attempt by someone who might be thinking about suicide and exposed to the film.

**Be creative and cautious:** If you are considering showing items someone might use for a suicide attempt in your film, we encourage you to think about the purpose and benefit of including this in your film. There are other ways to demonstrate that someone is thinking about suicide without showing a weapon. Can you convey the sentiment you are seeking without showing this? In general, it is best to avoid showing images of ways people might attempt suicide, especially weapons.

**ALL FILMS WITH DEPICTIONS OF WEAPONS WILL BE DISQUALIFIED!** In addition, it is at the discretion of the Directing Change Team to disqualify films that are deemed to have a potentially harmful message or image.

*Important distinction:* You can show a person thinking about suicide (e.g. looking at pills or standing at the side of a ledge), but you cannot show them actually taking a step off a ledge even if you don't show the person actually falling. In general, it is best to avoid showing images of ways people might attempt suicide, especially weapons. Also consider that showing images of items/ways people might harm themselves might also be disturbing to those who have lost someone to suicide. Remember, we are focused on prevention and the most important part is educating others about how to help. If you have any questions about this, please contact us by using our online form at:

[www.directingchange.org/contact-us/](http://www.directingchange.org/contact-us/)

**2. The film should be sensitive to racial, ethnic, religious, sexual orientation and gender differences, with all individuals realistically and respectfully depicted.**



### SUICIDE PREVENTION FACT SHEET

#### Help-Seeking and Suicide Behavior among California youth

Programs designed to engage and educate youth about suicide prevention can reduce risk for suicide when they are used in conjunction with other strategies, such as protocols and staff training<sup>1</sup>.

#### Help-Seeking

Youth suicide prevention education should include information about: recognizing warning signs, how to appropriately respond to a friend, available crisis resources, and the importance of telling a trusted adult.

- Youth who are suicidal talk with their peers rather than with adults about their concerns<sup>2</sup>.
- Although 40-68 percent of young people experiencing suicidal ideation turn to their peers and family for assistance, fewer than 25 percent of those peers told an adult about their friend's problem or urged the young person in crisis to go to an adult for help<sup>3</sup>.
- Of the 217,646 calls made to the National Suicide Prevention Lifeline in the previous year, more than 90% of those calls were answered locally by crisis centers in California<sup>4</sup>.

#### Suicidal Behavior

##### High School

- Although youth die by suicide at lower rates compared to older age groups, about one in five youth report thoughts of suicide.
- About 19% of 11th graders and 9th graders reported having seriously considered suicide in the previous 12-month period<sup>5</sup>.
- Between 2009 and 2013, 446 youth aged 10-17 died by suicide in California (rate of 2.1 per 100,000)<sup>6</sup>.

<sup>1</sup> Substance Abuse and Mental Health Services Administration (SAMHSA), *Preventing Suicide: A Toolkit for High Schools*, <http://store.samhsa.gov/shin/content/SMA12-4669/SMA12-4669.pdf> (June 2012)

<sup>2</sup> Michelmore, L., & Hindley, P. (2012). *Help-seeking for suicidal thoughts and self-harm in young people: A systematic review*. *Suicide and Life-Threatening Behavior*, 42(5):507-24.

<sup>3</sup>ibid

<sup>4</sup> Data collected by National Suicide Prevention Lifeline (July 2016-June 2017)

<sup>5</sup> 15th Biennial Statewide Student Survey/CA Health Kids Survey, 2013-2015, [http://surveydata.wested.org/resources/Biennial\\_State\\_1315.pdf](http://surveydata.wested.org/resources/Biennial_State_1315.pdf) (Aug 2017)

<sup>6</sup> CA Department of Public Health-Safe and Active Communities Branch, CA Electronic Violent Death Reporting System, <http://epicenter.cdph.ca.gov> (Aug 2017)



### College

- Among college-aged youth (ages 18-24), 1,786 young people died by suicide over five years (rate of 9.0/100,000) in California<sup>7</sup>.
- However, the suicide rate for young adults not attending college is about double that of those who do attend college<sup>8</sup>.

### Recommended Resources

- National Suicide Prevention Lifeline: **1-800-273-8255**
  - [www.SuicidePreventionLifeline.org](http://www.SuicidePreventionLifeline.org)
  - **Lifeline Crisis Chat available 24/7:**
    - <http://chat.suicidepreventionlifeline.org/GetHelp/LifelineChat.aspx>
- Crisis Text Line:
  - Text “Home” to 741-741
- Know the Signs:
  - [www.SuicidelsPreventable.org](http://www.SuicidelsPreventable.org)
  - For more information on warning signs, how to find the words to offer help, and local resources in every county

<sup>7</sup> CA Department of Public Health-Safe and Active Communities Branch, CA Electronic Violent Death Reporting System, <http://epicenter.cdph.ca.gov> (Aug 2017)

<sup>8</sup> Suicide Prevention Resource Center, Suicide Among College and University Students, <http://www.sprc.org/sites/default/files/migrate/library/SuicideAmongCollegeStudentsInUS.pdf> (Aug 2017)



## Further Information Regarding Youth Suicide Prevention

### Recognizing When Help is Needed

**Warning signs** are indications that someone may be in danger of suicide, either immediately or in the near future. Most suicidal 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.

The following signs may mean that a youth is at risk for suicide, particularly in youth who have attempted suicide in the past. The presence of more than one of the following warning signs may increase a youth's risk for engaging in suicidal behaviors in the near future.

### Youth Suicide Warning Signs<sup>9</sup>

- Talking about or making plans for suicide
- Expressing hopelessness about the future
- Displaying severe/overwhelming emotional pain or distress
- Showing worrisome behavioral cues or marked changes in behavior, particularly in the presence of the warning signs above. Specifically, this includes significant:
  - Withdrawal from or changes in social connections/situations
  - Changes in sleep (increased or decreased)
  - Anger or hostility that seems out of character or out of context
  - Recent increased agitation or irritability

### What to do...

#### If you are having thoughts of suicide:

- Please reach out for support by contacting a friend, family member, or a trusted adult
- You can also call the National Suicide Prevention Lifeline (800-273-8255) or contact the Crisis Text Line by texting “Home” to “741-741”

#### If you are concerned about someone:

- Ask them directly if they are having thoughts of suicide (talking to someone about suicide will not put the thought in their head)
  - To learn more about having the conversations, visit: [www.SuicidelsPreventable.org](http://www.SuicidelsPreventable.org)

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<sup>9</sup> Youth Suicide Warning Signs, [www.youthsuicidewarningsigns.org](http://www.youthsuicidewarningsigns.org) (Aug 2017)



- Talk to a trusted adult. Your friend may ask you not to tell anyone, but it's important to share this information to get your friend the help they need
- You can always call the National Suicide Prevention Lifeline: 800-273-8255.
  - You don't have to be the person in crisis to call. If you are supporting someone through a difficult time, call the Lifeline and they can support you and provide resources for your friend

### **Safe and Effective Messaging on Suicide Prevention: Considerations when Creating Public Messages about Suicide Prevention**

When creating your film, it is important to remember that suicide is a complex issue and research shows that certain presentations may influence a person towards suicide behavior, or towards seeking help. The Directing Change Program encourages all youth and young adult filmmakers to apply best practices based on the National Action Alliance for Suicide Prevention's Framework for Successful Messaging<sup>10</sup>.

#### **Positive Narrative**

The Positive Narrative component of the Framework for Successful Messaging is designed to increase "promoting the positive" about suicide prevention.

#### **Content to Include:**

- There are actions that people can take to help prevent suicide
- Prevention works
- Resilience and recovery are possible
- Effective programs and services exist
- Help is available

#### **Safety**

The Safety (or "safe messaging") component of the Framework for Successful Messaging focuses on avoiding potentially harmful messaging content. Certain types of messages about suicide can increase the likelihood that at-risk individuals will consider or attempt suicide themselves. Content that undermines prevention goals is problematic as well.

#### **Content to Avoid:**

- Repeated, prominent, or sensational coverage
- Details about suicide method or location
- Portraying suicide as a common or acceptable response to adversity
- Glamorizing or romanticizing suicide
- Presenting simplistic explanations for suicide
- Including personal details that encourage identification with the person who died

For more information on the *National Action Alliance for Suicide Prevention Framework for Successful Messaging*, visit: <http://suicidepreventionmessaging.org>

<sup>10</sup> National Action Alliance for Suicide Prevention, Framework for Successful Messaging, <http://suicidepreventionmessaging.org/> (Aug 2017)



# Mental Health Matters Category (60-second Film)

Each Mind Matters: California's Mental Health Movement is made of up millions of people who believe that everyone experiencing a mental health challenge deserves the opportunity to live a healthy, happy and meaningful life. You can learn more about the movement by visiting [www.eachmindmatters.org](http://www.eachmindmatters.org)

Research shows that half of all mental illnesses start by age 14 and three-quarters start by age 24. But, an average of 6 to 8 years pass after the symptoms of mental illness begin, before young people get help. Entering a film in this category provides you with an opportunity to share the truth about mental health and the importance of supporting a friend to get help. Sometimes the most important first step is to end the silence about mental illness and openly talk about it. Your film can help start these conversations!

*To ensure you score the highest possible points in this category and for important background information, tools and requirements visit the resources bulleted below, which can be accessed here: [www.directingchange.org/submission-categories/](http://www.directingchange.org/submission-categories/)*

- [Mental Health Matters: Submission Toolbox](#) – This includes a variety of resources and links to help you with research for your film and a submission check list.
- Required logo end slate for this category. Choose one:
  - [Black End Slate](#) (png)
  - [White End Slate](#) (png)
- Directing Change [“Mental Health Continuum” Educational Video](#)
- Directing Change [“Mental Illness & Stigma” Educational Video](#)
- Directing Change [“Mental Health Conditions” Educational Video](#)
- Directing Change [“Advocacy” Educational Video](#)
- [Mental Health Fact Sheet](#)
- [How to Help a Friend Fact Sheet](#)





### Content Scoring Measures:

You are in a unique position to give people who are living with mental health challenges what they, just like anyone else, truly deserve – friendship, support, or simply a respectful conversation – that helps them live a full and productive life.

**1. Films should tell a positive and educational story that encourages young people to reach out for support when they need it, show them how to support others, and/or inspire the viewer to join the mental health movement to create more equitable and supportive communities.** The

film *should* have a positive and informative message of support, acceptance, hope, and/or recovery related to mental health challenges. We are looking to you to tell a story about learning more about mental health, getting help, or how to support a friend or family member that is going through tough times.

**2. Films should communicate a message that inspires the viewer to take action.** Think of it this way: After someone watches your film what do you want them to do? How do you want them to feel, act or think differently? Here are a few examples of messages your film could communicate.

- **Talk openly.** Your film can emphasize that it is acceptable to talk about mental health challenges, and to support friends and loved ones with such challenges. Stigma and fear thrive in silence, so why not use your film to show people having difficult conversations, being honest about their experiences, saying the things people are afraid to talk about. Don't just say "It's okay to talk," show the viewer how to do it.
- **Stand up for others.** Your film can demonstrate the importance of young people standing up for themselves or those living with a mental health challenge who are being harassed, bullied, and excluded or in some other way discriminated against. This may also include interactions in online communities (i.e. Facebook, Twitter, texting). Some specific examples you can offer might include:
  - Point it out if a friend makes an insensitive comment about people experiencing mental illness.
  - Avoid using words such as "crazy", "psycho" or "nuts" to describe someone with mental illness.
  - Have conversations with friends or family members about the importance of mental health and supporting those with mental health challenges.





- **Be supportive.** Show ways in which friend or family members can support someone experiencing a mental health challenge. Visit the Submission Toolbox for additional information, but here are a few examples you can highlight in your film:
  - Listen or talk with them
  - Ask what you can do for help
  - Provide emotional support; “be there”
  - Reassure your friend or family member that you still care about him/her
  - Educate yourself about your friend or family member’s illness
  - Connect your friend or family member to resources and encourage help-seeking
  - Let them know help is available
  - Maintain a non-judgmental attitude; accept them for who they are
  - Support your friend or family member’s healthy behaviors, such as exercising or getting enough sleep
  - Speak up if they are being teased or bullied
- **Join the mental health movement.** This is a young adult’s issue: mental health challenges most often show up between the ages of 14-24. Use your film to inspire young people across California to join the mental health movement. Show them wearing lime green ribbons, telling their story, and using their power (by speaking up on social media, voting, volunteering in their community) to help create a more equitable California. Visit the Submission Toolbox to learn about the movement, download the green ribbon and other helpful resources. We encourage you to incorporate the green ribbon in a fun and creative way.
- **Get the facts.** Your film could illustrate that a diagnosis of mental illness does not define a person and to debunk the myths that say mental illness is something to fear or to ignore.
  - Once a person has a mental illness they will never be well enough to live a productive life.
  - Recovery is possible. A person experiencing mental health challenges can live a happy, successful and productive life.
  - Anyone can experience a mental illness at some point in their lives. In fact 1 in 5 people experience a mental health challenge in their lifetime.
- **Don’t wait to get help.** Your film can let people know that there is help out there for people living with a mental illness. That treatment and support work and that most people who experience a mental health challenge can recover, especially if treated early. Approximately 1 in 5 youth ages 13 to 18 experiences a mental health challenge, but young people wait 6 to 8 years from onset of symptoms before getting help.



**3. Films must use person-first language**, which refers to people who are *living with* mental health challenges as part of their full-life experience, not people who are *defined by* their mental health challenges. Using person-first language respectfully puts the person before the illness. Using such language reinforces the idea that despite what people with mental illness experience, they are still people! Using person-first language helps steer clear of stigmatizing language that may lead to discriminatory ideals.

**Use:**

*I was diagnosed with bipolar disorder.*

*She is experiencing a mental health challenge.*

*People living with mental health challenges.*

*He has schizophrenia.*

*She experiences symptoms of depression.*

**Do not use:**

*I am bipolar.*

*She is mentally ill.*

*The mentally ill.*

*He is schizophrenic.*

*She suffers from depression.*

**4. Films need to be about young people (14-25).** Please keep in mind that the film **does not** have to solely focus on youth; however, youth need to have some kind of role or voice in the film. Keep in mind that the person in the film with mental illness does not have to be in the youth age range, but the film must depict how the youth can support the person with mental illness (i.e. students supporting a teacher with mental illness).

**Why this matters:** Too often young people wait a long time from the time they first experience symptoms of mental illness to the time they get help. This delay can lead to worsening of all the problems associated with stigma, further taunting, and increasing mental health challenges. It is important to create a film that speaks to youth and emphasizes that the sooner that someone gets help, the less time a person suffers in silence.



### Disqualifying Content:

**1. Films cannot use terms like “crazy” and “psycho”** without **explicitly** communicating to the audience that these terms are unacceptable. If the film does not verbally communicate that using derogatory terms are unwelcome, the film will be disqualified. Our recommendation is to avoid labels of any kind in order to keep the message positive. Some labels to avoid are:

Mentally ill	Cuckoo
Emotionally disturbed	Maniac
Insane	Lunatic
Crazy	Looney
Odd	Wacko
Abnormalfa	

**Why this matters:** It is important that films do not reinforce stereotypes and labels that could keep people from seeking help. Although there are many ways to show disapproval when using derogatory terms (i.e. body language), it is important to verbally communicate that using such terms is hurtful and inappropriate. For more information on stigmatizing words and how to avoid using them, visit <http://www.disabilityrightsca.org/pubs/CM0201.pdf>

**2. Films cannot include developmental disabilities such as Down syndrome, Cerebral Palsy, etc.** Though the difference between development disabilities and mental illness is not cut and dry, it is best to avoid making a film about developmental disabilities and instead focus on mental health and/or mental health challenges. Mental health challenges common to young people include: Depression, Anxiety, Bipolar Disorder, Attention Deficit Hyperactivity Disorder (ADHD), Eating Disorders, self-harm, Post-Traumatic Stress Disorder (PTSD) as well as issues that may not have a diagnosis, but have challenging symptoms that deserve attention and care. For a comprehensive list, please visit [NAMI.org](http://www.nami.org)

**3. Films should be sensitive to racial, ethnic, religious, sexual orientation and gender differences,** with all individuals realistically and respectfully depicted.

**4. Films should be careful not to accidentally reinforce stereotypes** of people living with a mental health challenge such as: being dangerous or violent, disabled or homeless, helpless, or being personally to blame for their condition. Although popular culture and the media often associate mental illness with crime or acting violently, people living with mental illness are more likely to be victims of crime. It is important to steer clear of perpetuating myths and stereotypes in order to produce an accurate, respectful and mindful film.



### MENTAL HEALTH FACT SHEET

**We all experience different levels of mental health throughout our lives.** In fact, half of us will deal with some type of mental health challenge over the course of our lifetime. Unfortunately, sometimes these challenges can become more serious and require more attention. However, there is good news. Recovery is also common and we can all do something to help.

We all want support systems that can help us through challenges, like supportive relationships and safe living environments. Sometimes we have these support systems, and sometimes we don't. Many of us will also experience life challenges like problems at home, at school, or relationship issues. Regardless of what situation you may find yourself in – in wellness or not – there is help available.

#### Educational Videos:

- Mental Health Continuum: <https://www.youtube.com/watch?v=G7pw6AjlBOU&feature=youtu.be>
- Mental Illness & Stigma: <https://www.youtube.com/watch?v=-Kk-4KsTefA&feature=youtu.be>
- Mental Health Conditions: <https://www.youtube.com/watch?v=i6BHqEihdY&feature=youtu.be>



<sup>2</sup> National Institute for Mental Health, *Mental Illness Exacts Heavy Toll-Beginning in Youth*, <http://www.nimh.nih.gov/news/science-news/2005/mental-illness-exacts-heavy-toll-beginning-in-youth.shtml>, (May 2013)



### What is Stigma?

In order to understand the reasons behind why people wait so long to receive help for mental health needs, it's important to understand the concept of stigma. Research tells us that the largest barrier to reaching out for mental health needs is stigma.

- Stigma is a way of thinking that says that certain people are less deserving of our respect.
- Stigma comes from negative and incorrect beliefs, or stereotypes, about groups of people.
- Fear of being left out or picked on because of who you are is stigma.
- The effects of stigma can make you feel sad, ashamed or alone.

Stigma can be seen in the attitudes of those around us toward mental illness, but also in the way we judge our own challenges with this issue. Stigma can be found in numerous places and there are many types of stigma:

**Self-stigma:** refers to attitudes and beliefs within yourself.

- For example, someone who is experiencing mental illness may think that they are unable to live a fulfilling life because of their condition.

**Public stigma:** refers to the attitudes and beliefs of the general public towards persons with mental health challenges or their family members.

- For example, the public may assume that people with psychiatric conditions are violent and dangerous.

**Institutional stigma:** refers to an organization's policies or culture of negative attitudes and beliefs.

- For example, stigma is often reflected in the use of clinical terms, such as a "schizophrenic." It is preferable to use "people first" language, such as "a person experiencing schizophrenia."

People with mental health challenges often experience stigma. They get called names by those around them who don't understand what they are going through. These labels are based on stereotypes, not on facts, and they represent stigma – a fear and lack of knowledge that stops people from speaking up about their needs, that keeps them suffering in silence.

Besides the obvious problems of feeling isolated and alone that stigma can create, it can also delay the time in which someone gets help. This delay can lead to worsening of all the problems associated with stigma, further taunting, and increasing mental health challenges.

**It's our responsibility to strike down stigma wherever we find it. You can help break down stigma by learning more and sharing the truth about mental health through your film. You can help us end the silence.**



## Through the Lens of Culture Category (60-second Film)

By submitting a film in the *Through the Lens of Culture* category young film makers are encouraged to explore the topics of suicide prevention and mental health through the lens of a particular culture. It is important to note that all of the submission requirements that are part of the **Suicide Prevention Category** and the **Mental Health Matters** categories still apply, but with an additional level of complexity and creativity focused on culture.

More work? A greater challenge? Absolutely! But thanks to the *Culture to Culture Foundation* ([www.culturetoculture.org/](http://www.culturetoculture.org/)) we can offer a larger cash prize to sweeten the pot.



### CULTURE TO CULTURE FOUNDATION

There are many different definitions for culture, but here is the one we are going to use for the purposes of providing direction to our film makers: **Culture** is the characteristics and perspectives of a particular group of people, defined by everything from language, ethnicity, nationality, religion, cuisine, social habits, sexual orientation, a shared experience, music, arts and more. And when it comes to mental health and suicide prevention culture can influence how and if we talk about these topics, whether or not we seek help, what kind of help and from whom.

**To ensure you score the highest possible points in this category and for important background information, tools and requirements visit the resources bulleted below, which can be accessed here:** [www.directingchange.org/submission-categories/](http://www.directingchange.org/submission-categories/)

- **Through the Lens of Culture Submission Toolbox**– This includes resources and links to required content for your film and a submission check list
- Required logo end slate for this category (choose one):
  - **Black End slate**(png)
  - **White End slate**(png)
  - Directing Change **Mental Health Fact Sheet**
  - Directing Change **Suicide Prevention Fact Sheet**
  - **Through the Lens of Culture Mental Health Matters Official Judging Form**
  - **Through the Lens of Culture Suicide Prevention Official Judging Form**





In addition to the Content scoring measures below, films in this category must also meet the following criteria:

**1. Films must be 60-seconds in length (this includes the required end slate but does not include the required title slide)**

**2. All films need to include captioning.** (*Films are encouraged to be submitted in languages other than English, but all films in this category are required to include captioning, even if the film is in English.*)

### WHY?

- If the film is in English, captioning is required to allow for wide dissemination of the films to all people including communities such as the Deaf, Hard of Hearing or English Language Learners.
- These films will be used in a variety of settings, and evaluated by a panel of judges. To assist the judging process, knowing that it will be difficult to have a panel of judges for each language, films must have English closed captioning to assist in fair scoring of films.
- We encourage films in all languages and are hopeful to receive submissions in **sign language** and appropriate for the Deaf and Hard of Hearing community. Visit the **submission toolbox** for tips and support if you are interested in this!

### What is the difference between captioning and subtitles?

- *Captioning (also called closed captioning)* is commonly used as a service to aid deaf and hearing-impaired audiences. They usually appear as white text within a black box, appearing a second or two after being spoken.
- *Subtitling* is most frequently used as a way of translating a medium into another language so that speakers of other languages can enjoy it.
- You do not need to use closed captioning or subtitling software to include captioning in your film. What we are looking for is your film to include text in English that allows the viewer to fully comprehend your film, whether because of a linguistic barrier or hearing impairment. The primary goal of captions and subtitles is expanding audiences and allowing everyone to enjoy your film!

For more information about closed captioning, visit

<https://www.accreditedlanguage.com/2016/08/18/subtitles-and-captions-whats-the-difference/>



### Content Scoring Measures:

First you need to decide if you are going to enter in the **Suicide Prevention** or **Mental Health Matters** category. Remember that your film has to meet all of the submission requirements of that category in addition to the criteria specific to “Through the Lens of Culture”.

**In addition to the mental health or suicide prevention criteria, the following is a list of criteria for films entered into “Through the Lens of Culture”:**

2. Films **should explore suicide prevention or mental health through the lens of a particular culture.** Your film should send a positive message about the importance of supporting others and how people can play a vital role in ensuring that all young people regardless of their culture, or group association, get the help they need. A film might do a wonderful job in presenting information about or from the perspective of a particular culture, but does it also make a connection to how this influences help-seeking, suicide prevention, mental health, mental illness and/or reducing stigma related to mental illness? This can be done in many different ways and here are a few ideas:

- **Explore how reducing mental health stigma and encouraging people to seek help might look different depending on our culture and the way we were brought up.** Your film could dispel myths and misconceptions about mental health and suicide prevention that might be prevalent in a particular culture and show that seeking help is not shameful, mental illnesses are common and treatable, and recovery is possible.
- **Explore generational differences.** The way we think about and talk about mental health and suicide can be influenced by generational differences between grandparents and parents, or parents and children. To educate an older generation about the warning signs of suicide, acceptance, or about the importance of supporting young people’s mental health and getting help, you might want to consider creating your film in their primary language and to think about specific views and terms about suicide or mental health that they have grown up with.
- **Demonstrate how cultural groups can provide support and strength when dealing with mental health challenges or emotional crises.** Characteristics, traditions, healing practices and other support from our culture can be protective and positively impact our mental health.
- **Inspire Action.** Be creative and create a message that will inspire positive action about mental health or suicide prevention. Think of it this way: After someone watches this film what are they asked to do? Will they film inspire them to feel, act or think differently? We would like the films to be action oriented and encourage change and support. For instance, where to get help, how to offer support to someone, how to get involved or learn more information. We have asked our young film makers to be creative: To not just tell someone what to do, but show them how to do this. For example:
  - If you are creating a film from the perspective of the LGBTQ community, you can ask individuals to join the Trevor Project’s **We are Here Movement** [www.thetrevorproject.org/pages/we-are-here](http://www.thetrevorproject.org/pages/we-are-here)
  - Another possibility could be to encourage faith leaders to be aware of the warning signs of suicide and more accepting of people with mental illness. A great resource is Mental Health Ministries: <http://www.mentalhealthministries.net/>





These are just a few examples, but think about how you want people that watch your film to feel, think or act differently.

**Tip!** This is a very competitive category and we encourage you to view some of the films that were submitted last year. For your film to score high, it is important to connect culture with suicide prevention and mental health and to explore how the culture you chose to focus on influences openly talking about these topics among friends and family members, seeking help and supporting others. For example, it is great to create a film in Spanish, Chinese or using sign language, but take it a step further and focus on cultural perspectives, cultural strengths, or cultural practices that might encourage people who are part of that culture to seek help or show how loved ones can support someone in distress. If you are going to attempt to make a film from the perspective of arts or dance culture (or something similar), it is not enough to show people creating art or dancing in your film; take it a step further and demonstrate how being part of these cultures can influence young people's thoughts about suicide and mental health, getting help, offering support and standing up for others.

See note below in **"What Not To Do!"** about how it is okay to talk about how life problems and cultural factors may impact a person's ability to talk about their problems or seek help or that increase a person's risk for suicide such as family issues (pressure to succeed, acculturation, gender identity) or social issues (bullying, break-ups). And to talk about these issues and life problems as a possible contributing factor to why a young person might be feeling hopeless, drinking more or isolating themselves (which are warning signs for suicide), **but the film should not point to just one of these events as the cause of suicide.**

### What Not To Do!

**Films should avoid sending the message that any particular culture is more at risk for suicide or more likely to develop mental illness.**

- People from all cultures are affected by mental illness and suicide. It is important that the message of the film does not reinforce negative stereotypes. For example, the film should not insinuate that just by being part of a culture or group, a person is more likely to attempt suicide or have a mental illness. By using data inappropriately, or making generalities, the film might inadvertently increase stigma or reduce protective factors around suicide.
- For example, avoid making statements that people from a particular group are more at risk to develop a mental illness or more likely to attempt suicide.
- Remember that it is okay to talk about life problems and cultural factors that may impact a person's ability to talk about their problems or seek help or that increase a person's risk for suicide such as family issues (pressure to succeed, acculturation, gender identity) or social issues (bullying, break-ups). And to talk about these issues and life problems as a possible contributing factor to why a young person might be feeling hopeless, drinking more or isolating themselves (which are warning signs for suicide), **but the film should not point to just one of these events as the cause of suicide.** The truth is that not one of these events causes suicide and usually a person is dealing with multiple tough situations and is showing warning signs.



**And please remember to carefully read the Disqualification Sections for the Suicide Prevention and Mental Health Matters categories.** This includes:

- Portrayals of suicide deaths or attempts (such as a person jumping off a building or bridge, or holding a gun to their head). Portraying suicide attempts and means, even in dramatization, can increase chances of an attempt by someone who might be thinking about suicide and exposed to the film.
- Insensitivity to racial, ethnic, religious, sexual orientation, gender, or other cultural diversities. All individuals should be realistically and respectfully depicted.
- Use of terms like “crazy” and “psycho” without explicitly communicating to the audience that these terms are unacceptable. If the film does not verbally communicate that using derogatory terms are unwelcomed, the film will be disqualified. Our recommendation is to avoid labels of any kind in order to keep the message positive.
- Including developmental disabilities such as Down syndrome, Cerebral Palsy, etc. Though the difference between development disabilities and mental illness is not cut and dry, it is best to avoid making a film about developmental disabilities and instead focus on mental health and/or mental health challenges.
- Accidentally reinforcing stereotypes of people living with a mental health challenge such as: being dangerous or violent, disabled or homeless, helpless, or being personally to blame for their condition. Although popular culture and the media often associate mental illness with crime or acting violently, people living with mental illness are more likely to be victims of crime. It is important to steer clear of perpetuating myths and stereotypes in order to produce an accurate, respectful and mindful film.



### Animated Short Category (30-second Film)

Animation is a medium unlike any other because it has the ability to bring together technology and storytelling with the application of sound, visuals, and design. Entering a film in the Animated Short category provides you with an opportunity to share information about the warning signs for suicide and how to support a friend, through the magic of animation. When it comes to suicide prevention, every one of us has the power to save a life if we – “Know the Signs, Find the Words, and Reach Out.” Research shows that 60-80% of young people tell a friend that they are thinking about suicide, but less than 25% of those friends go on to seek help for that person. Visit the Know the Signs campaign website at [www.suicideispreventable.org](http://www.suicideispreventable.org) for more information about California’s suicide prevention campaign.

Is animation more work? Yes! A greater challenge? Absolutely! We only ask for this film to be 30-seconds long and thanks to the Kognito *suicide prevention program* we can offer a larger cash prize to sweeten the pot. To learn more about Kognito, visit <https://kognito.com>.



*To ensure you score the highest possible points in this category and for important background information, tools and requirements visit the resources bulleted below, which can be accessed here: [www.directingchange.org/submission-categories/](http://www.directingchange.org/submission-categories/)*

- **Animated Short Submission Toolbox**– This includes resources and links to required content for your film and a submission check list
- Required logo end slate for this category (choose one):
  - **Black End slate** (png)
  - **White End slate** (png)
- Directing Change **“How to Help a Friend” Educational video**
- Directing Change **“Suicide Prevention 101” Educational video**
- **Animated Short Official Judging Form**





In addition to following the Content Scoring Measures below, films in this category must also meet the following criteria:

- Films must be animated (All animation styles are allowed – 2D, 3D, stop motion, Lego, etc.)
- All work must be original and created by the youth. No use of premade templates or models should be used
- Films must be 30-seconds in length (this includes the required end slate but does not include the required title slide)
- Films are required to visually incorporate one of these three hashtags:
  1. #Bethe1toKnowtheSigns
  2. #Bethe1toFindtheWords
  3. #Bethe1toReachOut

### Content Scoring Measures:

The film should communicate a message about suicide prevention that is hopeful and focused on what someone can do to prevent suicide such as reaching out to a friend and seeking support. Films are encouraged to focus on one or more of these key messages:

- **#Bethe1toKnowtheSigns:** Have your film educate others about the warning signs for suicide. 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. Visit [www.youthsuicidewarningsigns.org/healthcare-professionals](http://www.youthsuicidewarningsigns.org/healthcare-professionals) to learn the warning signs.
- **#Bethe1toFindtheWords:** Communicate that it is okay 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. Remember: 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.
- **#Bethe1toReachOut:** The film can encourage people to ask for help, reach out to a friend they are concerned about, or if a person talks about ending his or her life, to take him or her seriously and connect him or her to help.

### Tips!

**Although picking up someone's books when they fall is a nice metaphor, it often takes more than "a simple act of kindness" to save a life.** Remember that many people don't know how they should respond to someone who is having thoughts of suicide. Use this opportunity to educate young people and others about what to do, such as talking directly about suicide, seeking help from a trusted adult or calling the National Suicide Prevention Lifeline.

**Be Original!** For one, be inspired by winning films from the past, but don't copy their ideas! Since the suicide prevention category talks a lot about warning signs, using actual "signs" as a metaphor is creative and a great way to communicate the warning signs, but we receive a lot of submissions with this approach. Think about communicating the message in a way that will really connect with other young people.



### Safe Messaging Scoring Measures

All films have to consider safe messaging guidelines for suicide prevention. (Not following these guidelines can cause you to lose valuable points: 30 out of 100 possible points are related to safe messaging.)

#### **Provide a Suicide Prevention Resource**

A key strategy to prevent suicide is to provide information about crisis and support resources. You will be meeting this criteria by including the logo end slate that includes the National Suicide Prevention Lifeline and the website [www.suicideispreventable.org](http://www.suicideispreventable.org). In addition, you may also include the Crisis Text Line (text "HOME" to 741741) as an additional resource in your film. Learn more about the Crisis Text Line at [www.crisistextline.org/how-it-works/](http://www.crisistextline.org/how-it-works/)

**Avoid statistics and statements that portray suicide or a suicide attempt as something that happens all the time.** It may seem compelling to get the audience's attention by using statistics such as "a person dies by suicide every 18 minutes". However, presenting the data in this format makes suicide seem common and might encourage a young person already thinking about ending their life to believe, mistakenly, that suicide is a common and acceptable solution to the problems they are facing- which is not true! Instead, consider utilizing statistics that focus on positive or help-seeking behavior such as "In 2011, 105,142 calls to the National Suicide Prevention Lifeline were made from California. The majority of these calls were answered by crisis centers in California".

#### **Examples of statistics that should be avoided:**

- **"A person dies by suicide every 18 minutes."**
- **"Every 40 seconds someone attempts suicide."**
- **"Suicide is the second leading cause of death for young people ages 18-24."**

This provides some examples of appropriate statistics to use in your film. When deciding on what kind of statistics to use (if any) consider if they are focused on the problem (not good) or on solutions and helpful actions people can take to prevent suicide (good).

**Do not oversimplify the causes of suicide or how to get better.** Suicide should not be framed as an explanation or understandable response to an individual's stressful situation (e.g. a result of not getting into college, parent's divorce, break-up or bullying) or to an individual's membership in a group encountering discrimination. Oversimplification of suicide in any of these ways can mislead people to believe that it is a normal response to fairly common life circumstances. It is okay to talk about life problems that may increase a person's risk of suicide such as family issues (divorce, abuse) or social issues (bullying, break ups). And to talk about these life problems as a possible contributing factor to why a young person might be feeling hopeless, drinking more or isolating themselves (which are warning signs for suicide), but the film should not point to just one of these events as the cause of suicide. The truth is that not one of these events causes suicide, usually a person is dealing with multiple tough situations and is showing warning signs.



**Use appropriate language when addressing actions related to suicide.** The suicide prevention community is trying to clarify the ways in which people refer to actions related to suicide. The more clear and respectful we can be when speaking about actions related to suicide, the more we will be able to remove misconceptions that prevent people from getting support.

### **Use**

*“died by Suicide” or “took their own life”*

*“attempted suicide”*

### **Don't Use**

*“committed suicide” Note: Use of the word commit can imply crime/sin*

*“successful/completed” or “unsuccessful attempt” Note: There is no success, or lack of success, when dealing with suicide*

## **Disqualifying Content:**

Submissions that include this type of content, or deemed to contain inappropriate content, will be disqualified.

**1. The film *SHOULD NOT* include portrayals of suicide deaths or attempts (such as a person jumping off a building or bridge, or holding a gun to their head).** Portraying suicide attempts and showing items someone might use for a suicide attempt even in dramatization, can increase chances of an attempt by someone who might be thinking about suicide and exposed to the film.

**Be creative and cautious:** If you are considering showing items someone might use for a suicide attempt in your film, we encourage you to think about the purpose and benefit of including this in your film. There are other ways to demonstrate that someone is thinking about suicide without showing a weapon. Can you convey the sentiment you are seeking without showing this? In general, it is best to avoid showing images of ways people might attempt suicide, especially weapons.

**ALL FILMS WITH DEPICTIONS OF WEAPONS WILL BE DISQUALIFIED!** In addition, it is at the discretion of the Directing Change Team to disqualify films that are deemed to have a potentially harmful message or image.

*Important distinction:* You can show a person thinking about suicide (e.g. looking at pills or standing at the side of a ledge), but you cannot show them actually taking a step off a ledge even if you don't show the person actually falling. In general, it is best to avoid showing images of ways people might attempt suicide, especially weapons. Also consider that showing images of items/ways people might harm themselves might also be disturbing to those who have lost someone to suicide. Remember, we are focused on prevention and the most important part is educating others about how to help. If you have any questions about this, please contact us by using our online form at:

[www.directingchange.org/contact-us/](http://www.directingchange.org/contact-us/)

**2. The film should be sensitive to racial, ethnic, religious, sexual orientation and gender differences, with all individuals realistically and respectfully depicted.**



## SanaMente Category (30-second Film)

SanaMente is the mental health movement to reach California’s Latinos. It defines a commitment to the Latino community and captures the idea of a growing awareness of the importance of mental health, equity for mental health care, and inclusion for people living with mental illness in our schools and communities. Together we are creating a movement in which everyone can achieve good mental health and we are building environments in schools and communities that support mental health, prevent suicide, offer information and connect people to help each other before crisis. We believe in healing through action, the power of collaboration and the strength of diversity.

Entering a film in this category provides you with an opportunity to create a 30-second Public Service Announcement that will be used broadly as part of a statewide social marketing campaign. Winning films will be featured online and even possibly in movie theatres and on TV.



*To ensure you score the highest possible points in this category and for important background information, tools and requirements review the [SanaMente Toolbox](#) and review the [SanaMente Official Judging form](#)*

### Films in this category must meet the following criteria:

1. Films must be 30 – seconds in length (this includes the required end slate.) Choose one:
  - a. **Black End Slate** (png)
  - b. **White End Slate** (png)
2. Films must be in Spanish with English captions. For more information about captioning visit the [SanaMente Toolbox](#).
3. Films must creatively incorporate the **lime green ribbon**.
4. Films should tell a positive and engaging story about mental health and encourage viewers to visit the website: [sanamente.org](http://sanamente.org).





Your film should be about mental health and promote the website [www.SanaMente.org](http://www.SanaMente.org). Here are a few ideas that can be integrated into your film to help share the SanaMente message:

- **Visit SanaMente.org/Visita SanaMente.org.** Mental health is an essential part of our overall wellbeing, and allows us to manage stress, work productively, and contribute to our community. Mental health gives us a solid foundation for a complete and healthy life. Wellness doesn't mean we'll never need help. It means we are resilient and focused on recovery. Your films can share information about why it is important to take care of our mental health, to not delay help-seeking and visit [www.sanamente.org](http://www.sanamente.org) for more information.
- **Talk Openly/Hablar con confianza.** Create a film that talks about how mental health and mental illness is viewed in the Latino community. Is this something that is openly discussed in families? Why or why not? Think about how your film can inspire conversations and reduce some of the incorrect perceptions, also known as stigma, some people have. Stigma and fear thrive in silence, so why not use your film to show people having difficult conversations, being honest about their experiences, saying the things people are afraid to talk about.
- **Join the SanaMente movement/Únete a SanaMente, el movimiento de salud mental de California.** Lime green is the national color of mental health, symbolic of vigorous life and flourishing health and the lime green ribbon is the symbol of mental health. Use your film to inspire young people across California to join the mental health movement. Show them wearing lime green ribbons, telling their story, and using their power (by speaking up on social media, voting, volunteering in their community) to help create a more equitable California.

### Disqualifying Content:

#### 1. Films cannot use terms like “crazy” and “psycho” (or their Spanish

**equivalent)** without **explicitly** communicating to the audience that these terms are unacceptable. If the film does not verbally communicate that using derogatory terms are unwelcome, the film will be disqualified. Our recommendation is to avoid labels of any kind in order to keep the message positive.

Some labels to avoid are:

Mentally ill	Cuckoo
Emotionally disturbed	Maniac
Insane	Lunatic
Crazy	Looney
Odd	Wacko
Abnormal	

**Why this matters:** It is important that films do not reinforce stereotypes and labels that could keep people from seeking help. Although there are many ways to show disapproval when using derogatory terms (i.e. body language), it is important to verbally communicate that using such terms is hurtful and inappropriate. For more information on stigmatizing words and how to avoid using them, visit <http://www.disabilityrightsca.org/pubs/CM0201.pdf>





**2. Films *cannot* include developmental disabilities such as Down syndrome, Cerebral Palsy, etc.** Though the difference between development disabilities and mental illness is not cut and dry, it is best to avoid making a film about developmental disabilities and instead focus on mental health and/or mental health challenges. Mental health challenges common to young people include: Depression, Anxiety, Bipolar Disorder, Attention Deficit Hyperactivity Disorder (ADHD), Eating Disorders, self-harm, Post-Traumatic Stress Disorder (PTSD) as well as issues that may not have a diagnosis, but have challenging symptoms that deserve attention and care. For a comprehensive list, please visit <http://namica.org/resources/mental-illness/types-mental-illness/>

**3. Films should be sensitive to racial, ethnic, religious, sexual orientation and gender differences,** with all individuals realistically and respectfully depicted.

**4. Films should be careful not to accidentally reinforce stereotypes** of people living with a mental health challenge such as: being dangerous or violent, disabled or homeless, helpless, or being personally to blame for their condition. Although popular culture and the media often associate mental illness with crime or acting violently, people living with mental illness are more likely to be victims of crime. It is important to steer clear of perpetuating myths and stereotypes in order to produce an accurate, respectful and mindful film.



## Entry Form

### 2018 Entry Form

This entry form is due March 1, 2018. Every person that worked on the film (crew) or acted in the film (cast) needs to provide contact information, their T-shirt size, and accept the Directing Change Terms and Conditions (also referred to as the Release Form).

**You can begin and then save this form uncompleted for up to 30 days at a time.** At the bottom of the form you can click "Save and Continue Later". Once you click this you will be presented with a link that you need to bookmark and with an option to enter your email to receive the link via email. We strongly recommend doing both, as there is no way for the Directing Change Team to provide you with your link after the fact.

Everyone on your cast and crew needs to fill out and keep on file a signed copy of the release form. (And if you are under the age of 18, the release form needs to be signed by a parent or legal guardian.) **Signed release forms should be kept on file by the adult advisor and will need to be sent to the Directing Change Team upon request.** We no longer require you to upload these as part of the entry form, but we strongly encourage you to fill these out now. The Directing Change Team requires hard copies of the release forms for films to move on to the statewide round of judging or before we make award announcements. Once requested, we ask that the adult advisor submits them within 5 days. This time frame may coincide with your spring break. Since it is likely your film is excellent; save yourself time and headache later and get the release forms signed now. To be clear, a signed release form will be required for every person that worked on the film (crew) and acted in the film (cast) or whose voice can be heard in the film (cast).

**Suicide prevention can be an emotional topic. If at any point you are experiencing an emotional crisis, are thinking about suicide or are concerned about a friend please call the National Suicide Prevention Lifeline immediately: 1-800-273-TALK (8255). This is a 24-hour hotline. Please share this information with anyone that is working with you on your film. \***

I have read and acknowledge the above information



### Film Information

Are you submitting affiliated with a middle or high school or unaffiliated in the youth and young adult category? Mark *Middle or High School Student* if you are submitting your film as part of a class or club at your middle school or high school. You will need to list a school adult advisor and your school is eligible to win programs and cash prizes. Mark *Youth and Young Adult* if you are not affiliated with a middle or high school. For example: you may be a community college or university student, part of a community-based organization or an after school youth program. Visit the [FAQ](#) page for more information about this.

#### Submission Group \*

- Middle or High School Students (Grades 7,8,9,10,11 or 12)
- Youth and Young Adult (ages 14-25 not affiliated with a middle or high school)

#### Number of Participants in Creating Film (Cast and Crew) \*

Please enter a value between 1 and 10.

#### Film Name \*

#### Tell us a little bit about your film

members' information on this form. Up to 10 youth may be listed on the entry form, however there is no limit on the number of students who can be on a film team. Only one trophy will be given per winning team. There is no limit on the number of submissions one person can be part of and no limitation on the number of submissions from a single school or organization.

Why you chose this category or any special effort that went into the film, or something new that you learned or did as a result of making the film

#### Film Category \*

- Suicide Prevention- 60 seconds
- Mental Health Matters- 60 seconds
- Through the Lens of Culture- Suicide Prevention- 60 seconds
- Through the Lens of Culture- Mental Health Matters- 60 seconds
- SanaMente - Mental Health - 30 seconds
- Animated Short- Suicide Prevention- 30 seconds

#### Language of Film \*



### Upload Your Film

By uploading your film, all cast and crew members accept the [Directing Change Terms and Conditions](#).

To get your Vimeo link, upload your film to the Directing Change Vimeo channel [here](#), then cut and paste the link returned in the next field.

#### Vimeo Link to Your Film

After you upload your film copy the vimeo link and paste here.

This page will open and allow you to upload your film to the Directing Change Vimeo channel. Copy and paste your Vimeo link into the Entry Form.



### Upload Your Film

For Vimeo trouble shooting tips visit the entry process section on the [Rules and FAQ](#) page. Please note that by uploading your film you accept the [Vimeo terms of service](#) and the [Directing Change terms and conditions](#). If you have any questions please [contact us](#).

**First Name**

**Last Name**

**Email**

**Film Title**

**Upload your film**

Drop video file here to upload

or, select from your computer

Submit



## School/Organization Information

**School/Organization Name \***

**School District Name (if applicable)**

**School/Organization Mailing Address \***

Street Address

Address Line 2

City

ZIP Code

**County Where School/Organization is Located \***



### Adult Advisor

This section to be filled out by the advisor

We are asking that all participants are associated with either a middle school, high school, college, university, community-based organization, program, club or other entity and select an adult advisor for their team. The adult advisor is someone who is not on the film submission team. We are doing this so we can connect your school, club or organization with free prevention programs and resources and they also qualify for mini grants. For questions or assistance with this please [contact us](#).

#### Advisor's Name \*

#### Cell Phone \*

#### Email \*

#### Work Agreement

- As adult advisor I testify that this entry is a product of student/youth work. My role and that of other non-students in support of this entry were in advisement only.

#### Age Verification \*

- All students on the film team are in grades 7,8,9,10,11 or 12 or the lead youth on the film is between the ages 14 and 25.

### Participant 1

This is the lead filmmaker who will receive award check and must meet age requirement

#### Name \*

#### Email \*

#### Phone \*



### Grade

### Role \*

Role in making the film (for example: actor, director, writer, etc.)

### Participant 1 - How would you describe yourself? (Mark all that apply) \*

- Hispanic
- White
- Black or African American
- Asian
- American Indian/Alaska Native
- Native Hawaiian/Pacific Islander
- Other

### Participant 1 Gender

- Male
- Female
- Other

### T-Shirt Size \*

### Age Group \*

- Under 18
- 18-25



### Terms and Conditions

**The following terms and conditions apply to all cast and crew participating in the Directing Change Film Contest.**

1. In consideration of my participation in the production title ("Film") as part of the Directing Change Program and Film Contest, I hereby consent to the photographing, recording, or reproduction in any other manner of my likeness, voice and activities, in whole or in part, including the use of video and audio recordings and web use (hereafter "recordings"). I hereby waive any right that I may have to inspect or approve the finished audio and/or video recordings that may be used in connection herein. I understand that I will receive no monetary compensation for my participation in this production, nor may I make any monetary claim in the future for this participation.
2. Filmmaker(s) and the Directing Change Program and Film Contest shall be the exclusive owner(s) of "Film" and "Recordings" giving them the right to, without limitation, in perpetuity throughout the universe, in any and all languages, in any and all media know known or hereafter invented:(a) exhibit, broadcast, use, reproduce and license others to use as they see fit all or any part of the Film and the Recordings; (b) edit, dub, subtract from, add to or modify the Recording and the Film in any manner, combine it with any other material and/or incorporate it into other films, projects or programs; and (c) use and license others to use my name, voice, likeness, image, photograph, performance, participation, expressions, personal experiences and biographical material (collectively "Name and Likeness"), in and in connection with the production, distribution, advertising, publicity, promotion, exhibition and other exploitation of the Recordings, the Film, and in connection with The Directing Change Program's products and services, an unlimited number of times, without any obligation of any kind to me whatsoever.
3. I represent that any music, images or other materials in the Recordings and the Film (and my furnishing of Pre-existing Materials, if any) are original or in the public domain and will not to the best of my knowledge (i.e., what I know or should know after the exercise of reasonable prudence) infringe upon the rights of any third I represent and warrant that I have all rights and authority to enter into this Waiver and Release ("Release") and to grant the rights granted herein.
4. As used in this Release: (a) the term "Releasing Parties" means and refers to each of me, my heirs, next of kin, spouse, spousal equivalent, guardians, legal representatives, executors, administrators, successors and assigns; and (b) the term "Released Parties" means and refers to Filmmaker and the Directing Change Program and Film Contest and each and all of their respective parents, subsidiaries, related and affiliated companies, licensees, sponsors, successors and assigns, and the directors, officers, employees, agents, contractors, partners, shareholders, representatives and members of each of the foregoing entities.
5. I voluntarily assume any and all risks, known or unknown, associated with my participation in the Directing Change Program & Film Contest and actions and undertakings associated with my participation and the subsequent or simultaneous dissemination of the Recordings (collectively "my Participation"). I acknowledge that my Participation may present certain risks to me, and I hereby assume any and all risks associated therewith, including, without limitation, the risk of physical or mental or emotional injury, minor and/or severe bodily harm, and/or illness, which arise by any means.
6. I and the other Releasing Parties hereby voluntarily and knowingly, release, discharge and relinquish any and all claims, actions and lawsuits of any kind against the Released Parties related to or arising from my Participation, including, without limitation, travel to and from any location used in connection with the Film and Recordings, travel to and from the award ceremony, the making, taping, production, use, editing, distribution, licensing, and/or promoting of the Film and the Recordings and/or any portion thereof, including, without limitation, any claims, actions or lawsuits for wrongful death, negligence and/or other fault, either active or passive, personal injury, wrongful death, defamation, false light, violation of right of publicity, invasion of privacy, disclosure of embarrassing private facts, fraud, breach of contract, infringement of copyright, and negligent or intentional infliction of emotional distress.
7. I represent that I am at least 18 years of age, and that if I under 18 my parent or legal guardian has signed consent.
8. I hereby agree not to assert any claim of any nature whatsoever against anyone relating to the exercise of the permissions granted hereunder.



I agree to these terms and conditions.



# Directing Change Program and Film Contest Project Waiver and Release Form (For All Cast and Crew)

Film Name: \_\_\_\_\_ (Film)

School or Organization Name : \_\_\_\_\_

1. In consideration of my participation in the production title ("Film") as part of the Directing Change Program and Film Contest, I hereby consent to the photographing, recording, or reproduction in any other manner of my likeness, voice and activities, in whole or in part, including the use of video and audio recordings and web use (hereafter "recordings"). I hereby waive any right that I may have to inspect or approve the finished audio and/or video recordings that may be used in connection herein. I understand that I will receive no monetary compensation for my participation in this production, nor may I make any monetary claim in the future for this participation.
2. Filmmaker(s) and the Directing Change Program and Film Contest shall be the exclusive owner(s) of "Film" and "Recordings" giving them the right to, without limitation, in perpetuity throughout the universe, in any and all languages, in any and all media know known or hereafter invented:(a) exhibit, broadcast, use, reproduce and license others to use as they see fit all or any part of the Film and the Recordings; (b) edit, dub, subtract from, add to or modify the Recording and the Film in any manner, combine it with any other material and/or incorporate it into other films, projects or programs; and (c) use and license others to use my name, voice, likeness, image, photograph, performance, participation, expressions, personal experiences and biographical material (collectively "Name and Likeness"), in and in connection with the production, distribution, advertising, publicity, promotion, exhibition and other exploitation of the Recordings, the Film, and in connection with The Directing Change Program's products and services, an unlimited number of times, without any obligation of any kind to me whatsoever.
3. I represent that any music, images or other materials in the Recordings and the Film (and my furnishing of Pre-existing Materials, if any) are original or in the public domain and will not to the best of my knowledge (i.e., what I know or should know after the exercise of reasonable prudence) infringe upon the rights of any third party. I represent and warrant that I have all rights and authority to enter into this Waiver and Release ("Release") and to grant the rights granted herein.
4. As used in this Release: (a) the term "Releasing Parties" means and refers to each of me, my heirs, next of kin, spouse, spousal equivalent, guardians, legal representatives, executors, administrators, successors and assigns; and (b) the term "Released Parties" means and refers to Filmmaker and the Directing Change Program and Film Contest and each and all of their respective parents, subsidiaries, related and affiliated companies, licensees, sponsors, successors and assigns, and the directors, officers, employees, agents, contractors, partners, shareholders, representatives and members of each of the foregoing entities.
5. I voluntarily assume any and all risks, known or unknown, associated with my participation in the Directing Change Program & Film Contest and actions and undertakings associated with my participation and the subsequent or simultaneous dissemination of the Recordings (collectively "my Participation"). I acknowledge that my Participation may present certain risks to me, and I hereby assume any and all risks associated therewith, including, without limitation, the risk of physical or mental or emotional injury, minor and/or severe bodily harm, and/or illness, which arise by any means.
6. I and the other Releasing Parties hereby voluntarily and knowingly, release, discharge and relinquish any and all claims, actions and lawsuits of any kind against the Released Parties related to or arising from my Participation, including, without limitation, travel to and from any location used in connection with the Film and Recordings, travel to and from the award ceremony, the making, taping, production, use, editing, distribution, licensing, and/or promoting of the Film and the Recordings and/or any portion thereof, including, without limitation, any claims, actions or lawsuits for wrongful death, negligence and/or other fault, either active or passive, personal injury, wrongful death, defamation, false light, violation of right of publicity, invasion of privacy, disclosure of embarrassing private facts, fraud, breach of contract, infringement of copyright, and negligent or intentional infliction of emotional distress.
7. I represent that I am at least 18 years of age, and that if I under 18 my parent or legal guardian has signed below.
8. I hereby agree not to assert any claim of any nature whatsoever against anyone relating to the exercise of the permissions granted hereunder.

## Agreed and Accepted:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

## If Signatory is under 18:

I represent and warrant that I am the parent or guardian of the minor whose name appears above, that I have read and approve of the foregoing Release, and consent to its execution by my child/ward. For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, I hereby release the Released Parties as set forth and in accordance with the foregoing Release from any claims and/or causes of action I may have against them of any nature whatsoever, and I hereby fully and unconditionally guarantee my child's/ward's releases, waivers and grant of rights as set forth above.

Name of Parent or Guardian: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

**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."*

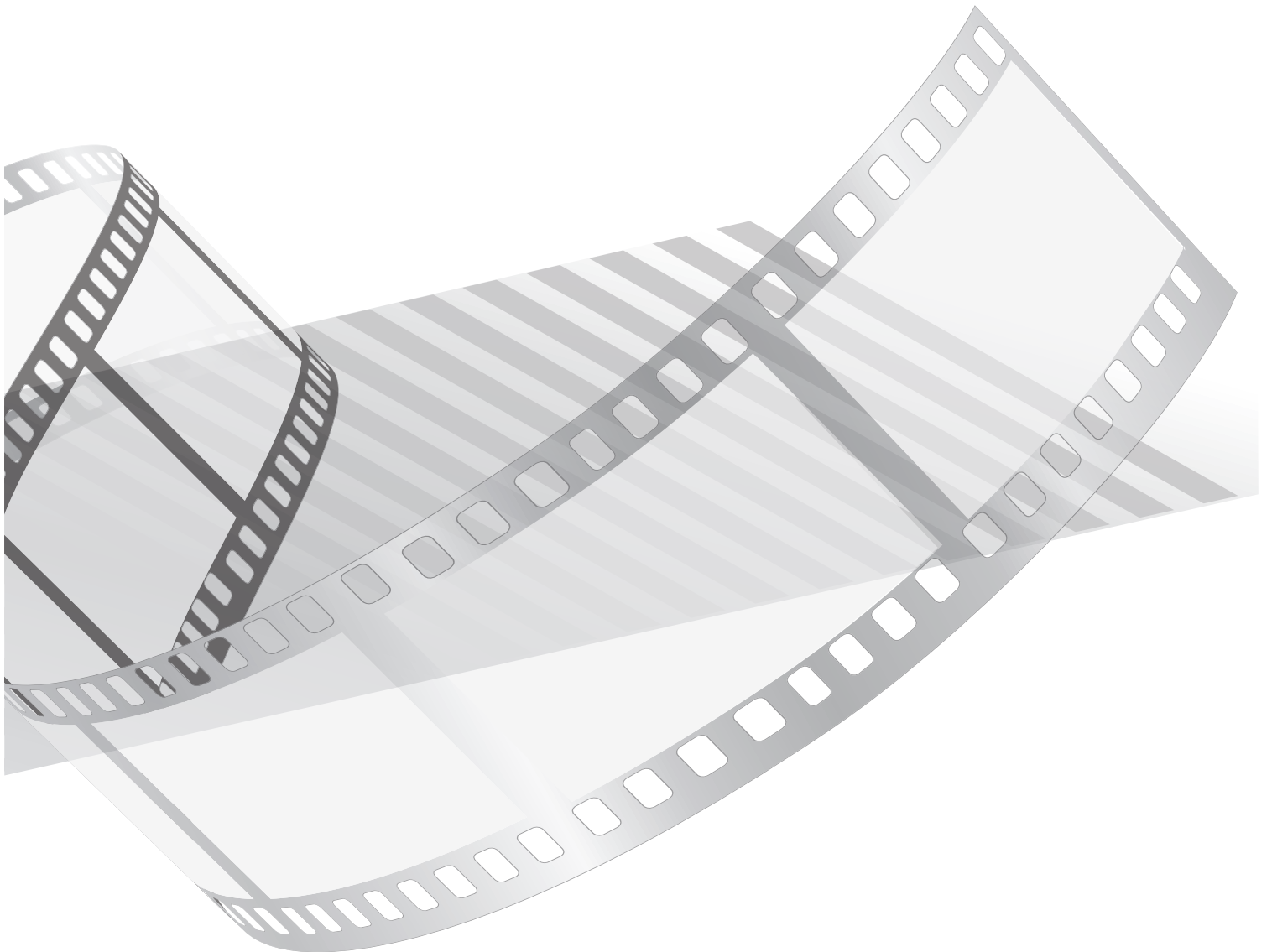


## **Directing Change**

*Program & Film Contest*

*"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.**

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



To keep up with the latest updates, visit:  
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Visit **[www.DirectingChangeCA.org](http://www.DirectingChangeCA.org)**



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