



# Directing Change

*Program and Film Contest*



# www.DirectingChangeCA.org



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[eachmindmatters.org](http://eachmindmatters.org)



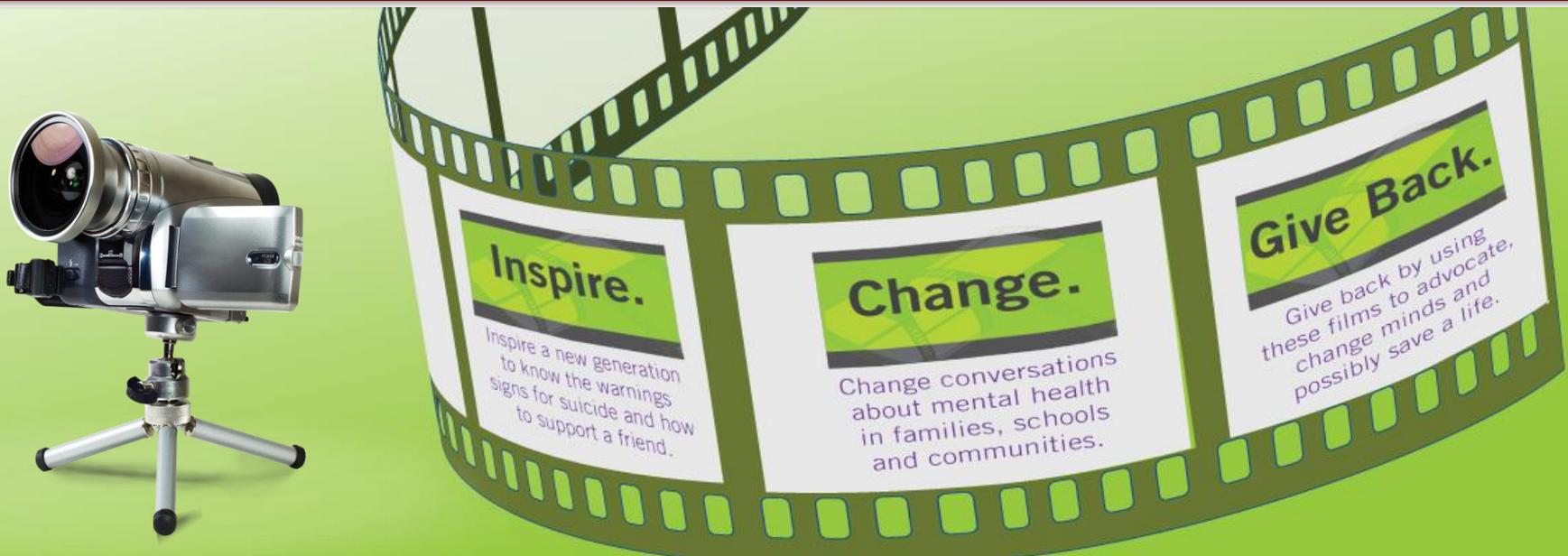
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[suicideispreventable.org](http://suicideispreventable.org)

# Directing Change Program & Film Contest

Youth and young adults submit short films in suicide prevention, mental health, and explore these topics through the lens of diverse cultures.



❖ **Submission Deadline: March 1, 2019**

- ✓ **Open to students in grades 6-12**
- ✓ **Open to Youth and Young Adults ages 14-25**

✓ **Red Carpet Award Ceremony**

- ✓ **Cash prizes for winning teams and schools**



# Learning Methodology

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. Once created films are used in schools and communities to raise awareness and start conversations about these topics.



<https://vimeo.com/92756723>



<https://www.youtube.com/watch?v=IFFICLJNbQ8>



<https://youtu.be/OIRYraBAZis>

# Directing Change - Key Findings

Directing Change is effective at:

- Increasing knowledge and skills
- Changing attitudes and behaviors related to mental illness and suicide prevention

“It is remarkable that significant findings persisted even months after the program had ended—with fielding of the survey among participants in the program 3 - 6 months after completing their film submissions”



# Educational Resources

**The Directing Change Program is an evaluated education program that can easily be integrated into classroom, club, or extracurricular activities.**

## **Example of educational resources:**

- Lesson plans
- Short educational films and Prezi about mental health, suicide prevention and how to help a friend
- Fact sheets
- PowerPoint presentation for schools with lesson plans
- Getting started Prezi presentation and participation booklets
- Prevention programs, staff and parent trainings



<http://www.DirectingChangeCA.org/schools/>

# Directing Change Overview

**Submit 30-second or 60-second films in one of the following categories:**

- Mental Health Matters (MHM)
- Suicide Prevention (SP)
- Through the Lens of Culture (MHM or SP)
- SanaMente (Spanish, 30-seconds)
- Animated Short (30-seconds)
- Walk in Our Shoes (60-seconds)

**The contest is open to students in grades 6-12, youth and young adults ages 14 to 25**

- 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

**Submission Deadline: March 1, 2019**

*Create. Compete.*

# Direct Change

*to Save Lives.*



**YOUNG PEOPLE ARE INVITED** to create 30-second and 60-second PSAs about **MENTAL HEALTH** and **SUICIDE PREVENTION**. Films will be used to start conversations about this topics in schools and communities across California. **MAKE A DIFFERENCE**, win **CASH PRIZES**, and **GET RECOGNIZED** at the red carpet award ceremony.

**SUBMISSIONS ARE DUE MARCH 1, 2019.**



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

for contest rules and educational resources.



# To Get Started:



## REVIEW

contest overview  
prezi.



## READ

the contest rules  
and FAQ.



## SELECT

select a submission  
category.



## SUBMIT

an Intent to Direct  
(one per team).



## UPLOAD

Entry forms and  
your film (allow  
plenty of time).  
Sign release forms.

Review the Getting  
Started Prezi  
presentation:

<http://prezi.com/l0typvnnf49e/>



## STUDENT FILMS



**A Fighting Chance**  
2<sup>nd</sup> Place Regional  
2018  
Los Angeles County  
Mental Health Matters  
<https://vimeo.com/259420976>

**Stronger Together**  
2<sup>nd</sup> Place, Youth & Young Adult  
2018  
Los Angeles County  
Mental Health Matters  
<https://vimeo.com/258020590>



**Fear**  
2016  
Monterey County  
Mental Health Matters  
<https://vimeo.com/165505059>

**Talk About It**  
2016  
Monterey County  
Suicide Prevention  
<https://vimeo.com/165504792>



## MONTEREY COUNTY PARTICIPATION

### 2017-2018 Program: **Monterey County**

- 6 films
- Salinas High School
- 15 students



### **Monterey County over the years:**

- 72 students involved over the past six years
- 38 films created
- 3 schools involved:
  - Santa Catalina School
  - Gonzales High School
  - Salinas High School

# Here are a few ways teachers have integrated Directing Change into classroom or after school activities:



- **Psychology Class:**
  - As a civics project students read the contest rules from website, brainstormed ideas, story-boarded, wrote dialog, contacted people to help (video teacher, admin, other teacher), filmed, edited.
  - Total time = 5 class days prep, 3 class days to film, edit and submit film
- **Film/Video Production Class:**
  - Students research facts, watched winning films on website, then answered discussion questions on mental health topics. Students completed a research assignment on the topic in addition to creating a film and were graded on both.
  - Total time = 4 weeks (1 week dedicated to educating students on the topic).
- **PAL/Peer Assistant Leadership:**
  - Required class assignment. Students watched winning films, invited mental health guest speaker, and then were assigned to groups and given 2 weeks to create their film. Students' films were then screened to all students during advisory period.
  - Total Time= Educating on topic: 5 hours. Working on project: 10 hours
- **Peer Leader After School Club:**
  - Students worked on creating films after school and during lunch time.
  - Total Time= 20 hours
- **After School Leadership Class:**
  - Students worked in groups of 4 and worked on films during class time and after school. All of the films were graded for completion.
  - Total Time= 3 weeks (12 hours)

## 2018 DIRECTING CHANGE AWARD CEREMONY



**More than 1,200 guests attended** the red carpet awards ceremony and top films screening in downtown Los Angeles on Tuesday, May 22nd to celebrate the achievement of young filmmakers across the state. Youth filmmakers from across California were given awards for their short films to raise awareness about mental health and suicide prevention.

Actress and mental health activist, Mädchen Amick, star of The CW's Riverdale, received the Directing Change Award of Excellence for Mental Health Advocacy to acknowledge her tireless efforts to raise awareness, fight stigma and increase mental health care access. Director and writer Lisa Klein was honored for THE S WORD, a documentary film about suicide that explores the shame and confusion contrasted with an emerging era of activism, recovery and hope.



**More than 1,100 students from 15 Los Angeles-area middle and high schools** filled the auditorium along with celebrity guests, including Hart Denton who presented the award to Amick, his "Riverdale" co-star, Eric Bigger from ABC's Bachelorette season 13 and "Bigger Talks" podcast host, and CeCe Valencia, on-air radio personality with Power 106.



The ceremony also included a musical performance by William Pete Knight High School From Palmdale, CA. You can read more about the awards ceremony, and watch Facebook Live coverage, on the Each Mind Matters Blog: <https://www.eachmindmatters.org/change-agents/dcrecap2018/>

# Additional tips and ideas for integrating Directing Change in classroom or after school activities

- ✓ Offer as an extension to a script writing or creative writing lesson.
- ✓ Offer as extra credit with option to work on project outside and during class time.
- ✓ Offer as a final class project.
- ✓ Break students into teams and ask them to research topics, pick a category, and write script for a film. Have entire class vote for best script and have groups create films based on top voted scripts.
- ✓ Require as part of graded senior project and present films to entire school in a science fair type of format and also broadcast in each classroom.

# Steps to Participate

## Getting Started:

1. Visit: [www.DirectingChangeCA.org](http://www.DirectingChangeCA.org)
2. “Like” Directing Change on Facebook (for updates)
3. Review the Contest rules and FAQ
4. Visit the “For Schools” page at DirectingChangeCA.org
5. Select a submission category (*Mental Health Matters, Suicide Prevention, Through the Lens of Culture, SanaMente, Animated Short, Walk in Our Shoes*)
6. Submit an Intent to Direct Form
7. Create an amazing film (review submission checklist)
8. Submit entry form by March 1, 2019

# For More Information, Contact:

Jana Sczersputowski: [jana@yoursocialmarketer.com](mailto:jana@yoursocialmarketer.com)

Devin Saragosa-Harris: [devin@directingchange.org](mailto:devin@directingchange.org)



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