Program Goals

Directing Change Student Film Contest

Educate and engage students through the film making process resulting in more knowledgeable and compassionate peers, community members and future film makers, leaders and advocates.

Promote school-based prevention programs

Support education and advocacy efforts through showing of films

Educate and engage community members, entertainment and news media as judges
Dirrecting Change Student Film Film Contest

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Over the past three years, more than 3,000 students around California have decided to “Direct Change” resulting in the submission of over 1200 films.
“Pain Never Lasts” directors Jared Odom and Morrise Richardson from UC Riverside

2114 Statewide Winners
Announced in Directing Change Video Contest on Mental Health Matters Day

Bradley Buecker and Max Adler with Analy High School students Kendra Goff, Sullivan Rutherford and their lead actor.
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Educate and engage students through the film making process resulting in more knowledgeable and compassionate peers, community members and future film makers, leaders and advocates.
“I participated in this contest because this year alone I have heard about five different teen suicides. I have had to deal with depression and know many other kids who have been so depressed that they thought about suicide. Teen suicide is an issue that can’t be ignored and when I learned about the contest I knew that it was my chance to stand up and really make a difference.”
The contest inspired me to:

- Get involved in suicide prevention, mental health, or stigma busting activities [89.2%]
- Change the way I think about mental health and suicide prevention [91.7%]

Based on 161 student responses to a post-contest self-administered questionnaire.
“Over the course of making their films my students developed an enormous sense of empathy and awareness overall, and the process opened them up to have conversations about topics which are often swept under the rug.”
Program Goal

Promote school-based prevention programs
School Outcomes

The contest stimulated discussion among students about mental health, stigma and suicide prevention | 100.0%

The contest increased students’ understanding towards those who are experiencing tough times | 100.0%

The contest encouraged our school administration to discuss implementing or increasing suicide prevention and mental health programs on campus | 68.6%

Based on 51 school advisor responses to a post-contest self-administered questionnaire
• All schools that participated in the contest received a donated prevention program and SAMHSA’s “Suicide Prevention: A Toolkit for Schools”.
• In the 2013/14 school year over 980 students were reached through donated NAMI Ending the Silence school-based presentations.
Support education and advocacy efforts through showing of films
The films have been viewed online 31,235 times and downloaded 434 times.
“After the contest I partnered with our school’s Public Service Academy and created an entire broadcast on the topic of stopping stigma. The broadcast was seen by almost the entire school and some classrooms had follow-up discussions on the topic.”
Contest Winners and Finalists

Congratulations! The statewide and regional winners for the Directing Change high school student video contest have been selected.

Statewide Winners
Suicide Prevention Category

First Place: Hey, I’m Allen
Los Angeles County
Loyola High School
Student Name(s): Angel Lopez
Advisor Name: Chris Walter

View Video
View and Download at Vimeo.com (Download Instructions) (You must agree to these terms and conditions)
Film Screening

• “A New Tomorrow” First Place Statewide-Suicide Prevention
  http://vimeo.com/92755069

• “Pain Never Lasts” First Place Statewide UC – Suicide Prevention
  http://vimeo.com/92756717

• “If We All Speak Loud Enough” First Place
  Statewide-Ending the Silence of Mental Illness
  http://vimeo.com/92756723

• “Walk the Mile” First Place
  Statewide-Ending the Silence of Mental Illness
  http://vimeo.com/92759011
Program Goal

Educate and engage community members, entertainment and news media as judges
Judges were drawn from fields in which their level of understanding regarding safe messaging for suicide prevention would have the greatest potential for impact.

- After judging contest videos, 95% of judges either “strongly agreed” or “agreed” that the judging process increased their knowledge of safe messaging for suicide prevention.
- When creating content related to suicide or suicide prevention in the future, 95% of judges are either “very likely” or “likely” to reference safe messaging guidelines.
Now it’s Your Turn
Why is safe reporting and messaging important?

Your Messaging Matters!

For more information visit:
http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/
Suicide Prevention
Category Description
Films are disqualified if they portrayed:

• Suicide deaths or attempts

• Suicide as the inexplicable act of an otherwise healthy or high achieving individual
Does the film include a resource such as a phone number or a website?

Yes (10 points)  No (0 points)
Does the film *avoid* statistics and statements that portray suicide or a suicide attempt as something that happens all the time?

- Yes (15 points)
- No (0 points)

- “Every 40 seconds, someone attempts suicide”
If applicable, does the film use appropriate language when addressing suicide?

(Mark yes if the video uses the appropriate language, or if this doesn’t apply to the video.)

<table>
<thead>
<tr>
<th>Use</th>
<th>Don’t Use</th>
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<tbody>
<tr>
<td>“died by Suicide” or “took their own life”</td>
<td>“committed suicide”</td>
</tr>
<tr>
<td></td>
<td>Note: Use of the word commit can imply crime/sin</td>
</tr>
<tr>
<td>“completed” or “attempted suicide”</td>
<td>“successful” or “unsuccessful”</td>
</tr>
<tr>
<td></td>
<td>Note: There is no success, or lack of success, when dealing with suicide</td>
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How well does the film communicate a hopeful message about suicide prevention that is focused on what others can do to prevent suicide such as recognizing the warning signs and reaching out to a friend?

Up to 20 points

- **Suicide can be prevented.**
- **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.**
- **It is ok 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.**
- **If a person talks about ending his or her life you should take him or her seriously and connect him or her to help.**
- **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.**
Does the video do a good job of not oversimplifying the causes for suicide?

Examples of content that should be avoided and not included in the video:

• “She was bullied to death”

• “She killed herself over a broken heart”

• “He killed himself because he didn’t get into the college he wanted.”
Now it’s your turn to be a judge!

- “Never Underestimate the Power of Friendship”
  Whitney High School, Placer County
  http://vimeo.com/92756720
Thank you for your time!

- Apply safe and appropriate messaging when you write or talk about these topics.
- Visit [www.directingchange.org](http://www.directingchange.org) to view and use student films.