

Boys, Young Men, and Those Who Care About Them Media Challenge Judging Form

Dear Judge,

We encourage you to seek personal support if you become troubled by the content of this category. If you experience an emotional crisis, there are people available to help you by calling or texting **988 to reach the Suicide & Crisis Lifeline (24/7)**.

The entry you are judging is a 30-second (Animated) or 60-second (live action) film in the Media Challenge for Boys, Young Men, and Those Who Care About Them as part of the **Through the Lens of Culture** category's special media challenge. This media challenge is sponsored by the Children & Youth Behavioral Health Initiative (CYBHI) which is transforming the way California supports children, youth and families. CYBHI is part of the Governor's Executive Order to create pathways to help reconnect men and boys with the support, assistance, and help they need.

The film may cover mental health or suicide prevention topics. Suicide and mental health are complex and sensitive subjects which needs to be addressed with compassion and knowledge.

At any point if you are experiencing technical difficulties with the website, or have questions regarding the category description, please email shanti@youthcreatingchange.org or call (619) 786-5622.

In advance, we appreciate your time.

Messaging Scoring Measures

(Total Points Possible: 70)

How well does the film explore boys' and young men's mental health?

Young men experience mental health challenges and feelings of loneliness just like many other young people in California, but often they have to face cultural and societal norms that don't make it easy for them to express emotions, ask for help, or feel supported by others.

Young people were asked to make films that encourage young people to:

- Challenge cultural perceptions and societal norms that may discourage asking for help
- Talk openly about mental health or suicide prevention
- Build emotional strength and healthy coping
- Support themselves and each other
- Reduce loneliness by increasing opportunities for connection and community through peers and mentorship
- Have intergenerational conversations about traditional gender roles and mental health
- Explore the role of social media and influencers that can shape perceptions of masculinity for boys and young men and offer solutions to change the narrative.

Award up to **30 points**
(_____points)

<p>How well does the film tell a story that makes a strong connection between boys, young men and those who care about them, and mental health or suicide prevention?</p> <p>When reviewing films in this category, please consider how well the film connects the experiences of boys, young men and those who care about them, to mental health, mental illness, loneliness, suicide prevention, or help-seeking. Films should not address only boys and young men's experiences OR mental health/suicide, but need to bridge these topics in a meaningful way.</p>	<p>Award up to 20 points (_____points)</p>
<p>How well does the film send a positive and hopeful message including <u>avoiding</u> harmful statistics, not making stigmatizing generalizations and by using inclusive language?</p> <p>It is okay to talk about how life problems, cultural factors and toxic masculinity may impact a young man's ability to talk about their problems or seek help, or as possible contributing factors 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 or mental illness.</p> <p>It is important that the message of the film does not reinforce negative stereotypes or use harmful statistics. For example, the film should not insinuate that just by being a boy or young man (or part of any culture or group), a person is more likely to attempt suicide or have a mental illness. By inappropriately using data or making generalizations, the film might inadvertently increase stigma or reduce protective factors around suicide.</p> <p>While filmmakers are encouraged to thoughtfully challenge traditional masculinity stereotypes, this should be done in ways that are accurate and culturally sensitive, ensuring all individuals and communities are realistically and respectfully depicted.</p> <p>The film should use inclusive language such as:</p>	<p>Award up to 20 points (_____points)</p>

<ul style="list-style-type: none"> ○ Use “died by suicide” or “took their own life” (do not use committed suicide). ○ Use person-first language when referring to people who are living with mental health challenges. For example, they are “experiencing a mental health challenge; or, “they were diagnosed with bipolar disorder.” ○ Films should not use derogatory terms (such as “crazy,” “psycho,” or “insane”) 	
Total Safe Messaging Score (Points Possible 70 – see previous)	

Technical and Creative Scoring Measures	Points Possible	Score
How technically well-produced is the film? (Consider focus, exposure, audio clarity, use of graphics and/or special effects, good pacing, flow, etc.)	Up to 10	
How well does the film provide a clear and effective narrative/script that is easy to understand and makes sense?	Up to 10	
How well does the film creatively use colors, music, and/or graphics to support its main message and set a positive and hopeful tone?	Up to 10	
Total Technical and Creative Score (Points Possible: 30)		
Total Messaging Score (Points Possible: 70)		
Total Overall Score (Out of 100)		