Mental Health Category 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 at **1-800-273-TALK (8255).**

The entry you are judging is a 60-second film in the "**Mental Health"** category. Mental health is a complex and sensitive subject that needs to be addressed with compassion and knowledge. This category has special content that must be included and specific content that must be avoided. At any point if you have questions regarding the category description, please contact Stan Collins stan@suicideispreventable.org or by calling (619) 518-2412.

In advance, we appreciate your time.

Messaging Scoring Measures (Total Points Possible 60)

Does the film tell a story that encourages young people to reach out for support when they need it and/or shows them how to support others, and/or inspires the viewer to take action to create more equitable and supportive communities?

☐ If **Yes,** award up to **25 points**

(_____points)

The film should have a positive message of support, acceptance, hope, and/or recovery related to mental health challenges. We are looking for stories about getting help, or how to support a friend or family member that is going through tough times. *This may include interactions in online communities (i.e. Facebook, texts)*

☐ **No** (0 points)

Here are a few examples:

- *Talk openly: The film can emphasize that it is acceptable to talk about mental health challenges, and to support friends and loved ones with such challenges.*

- *Stand up for others: The 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).*

- *Be Supportive: Show ways in which friend or family members can support someone experiencing a mental health challenge.*

- *Get the facts and understand the issue: The film could illustrate that a diagnosis of mental illness does not define a person and/or debunk the negative misconceptions about mental illness.*

- *Don't wait to get help: The 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.*

Note: The message does not have to be one of the messages above, as long as the message encourages positive change, support or help-seeking. It does not have to be stated verbatim, but could be implied through dialog or another creative way.

Does the film 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? We would like the films to be action oriented and encourage change and support. For example, 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: Don't just tell someone what to do, but show them how to do this.	☐ If **Yes,** award up to **15 points** (_____points) ☐ **No** (0 points)
Is the film about young people (ages 14-25)? *(Mark "Yes" if youth in the age group 14-25 were represented in the film)* 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.	☐ **Yes** (**10 points**) ☐ **No** (0 points)
Does the film consistently 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? *(Mark "Yes, if the film uses appropriate "person-first language")* *Person first language respectfully puts the person before the illness and reinforces the idea that those who experience mental health challenges are not defined by their condition. Using person-first language helps steer clear of stigmatizing language that may lead to discriminatory ideals.*	☐ **Yes** or not applicable (**10 points**) ☐ **No** (0 points)

Use	Do NOT 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.*	*I am bipolar.* *She is mentally ill.* *The mentally ill.* *He is Schizophrenic.* *She suffers from depression.*	
Total Messaging Score **(Points Possible 60)**		

Technical and Creative Scoring Measures	Points Possible	Score
The film <u>creatively</u> explores this topic in a way that is positive, hopeful and educational. (This is less about content, and more about how creatively the content is communicated.)	Up to 15	
The video is technically well-produced (focus, exposure, clear audio, good use of graphics and/or special effects, good pacing and flow).	Up to 10	
The video provides a clear and effective narrative quality, it is easy to understand and it makes sense.	Up to 10	
The video creates an appropriate atmosphere and tone (through choices of colors, music or graphics) consistent with its message.	Up to 5	
Total Technical and Creative Score **(Points Possible 40)**		
Total Messaging Score **(Points Possible 60)**		
Total Overall Score **(Out of 100)**		

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 unwelcomed, 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. 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.

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.