

www.DirectingChangeCA.org



Directing Change

Program and Film Contest



WELLNESS • RECOVERY • RESILIENCE



Directing Change FAQs



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1. What is Directing Change?

The Directing Change Program & Film Contest is an evaluated program that engages youth to learn about **mental health, suicide prevention** and other critical health and **social justice** topics through film and art.

Youth are exposed to knowledge about the topics of **mental health, suicide prevention, and social justice** through educational resources, instructional tools to educators, and additional resources to further learning about the basic components of these topics. From here, youth must apply their knowledge to create their own unique message about suicide prevention, mental health and social justice for their peers. The creative process of filmmaking and creating art requires youth to synthesize their knowledge resulting in a deeper level of understanding.

2. How does it work?

- Open to youth ages 12-25, during the academic school year
- Invites youth to create 30 and 60-second films and other art about suicide prevention, mental health, or social justice during the school year
- Offers evaluated curriculums and resources to guide schools, educators, and youth participants
- Encourages youth to share personal stories around mental health, hope, self care, advocacy, and social justice
- Youth can win cash prizes and are recognized at an award ceremony

How does it work?

Submission Steps

Select Content

- Hope, Justice, or monthly prompt

Select Format

- TikTok, 15-second animation, 30-second or 60-second films (mp4 or mov film files)
- Radio PSA, original music or spoken word (mp3 audio file)
- Visual Art: painting, comic, sketch (png or jpeg)
Blog, poem or other narrative (doc or pdf)



**Fill out Entry Form and upload
your art**

Sign release forms

(parent and guardian
signatures required if
under 18)

3. Who are our partners?

Directing Change is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students. These initiatives are funded by counties through the Mental Health Services Act (Prop 63) and administered by the California Mental Health Services Authority (CaMHSa), an organization of county governments working to improve mental health outcomes for individuals, families and communities.



4. How does Directing Change support education outcomes?

Directing Change integrates sound pedagogical principles into the film and art making process so that participants are engaged via all methods of the “learning spectrum”: to **see, experience, discuss, and apply**.

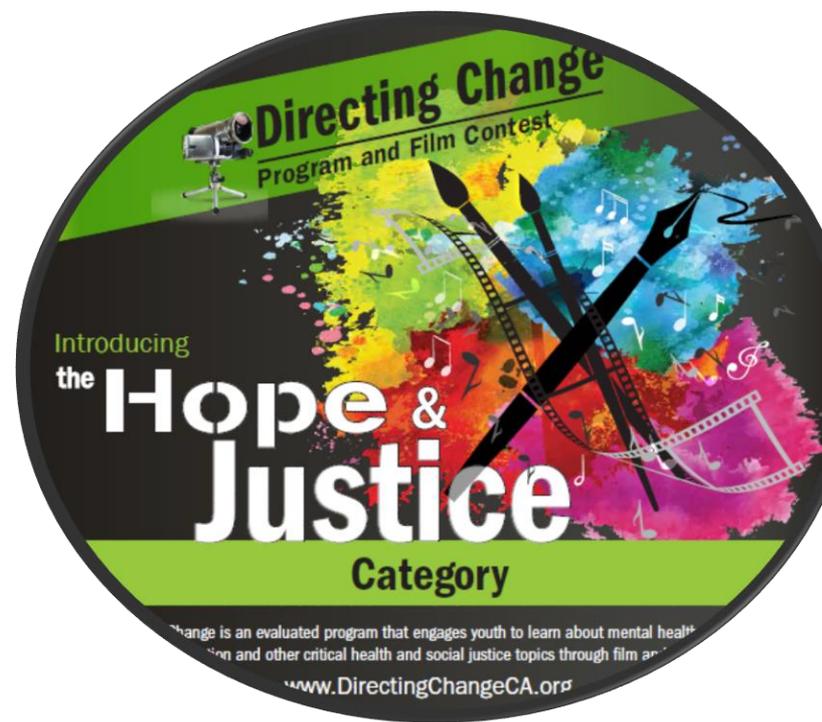
By integrating the evidence based Directing Change program and its evaluated curriculum into classrooms, teachers can enhance **academic, social, and emotional learning**.

Check out this [testimonial video from NYU](#) researchers about the impact of participation

5. Why the *Hope & Justice* category?

This category gives youth a space to share their thoughts and feelings about what is going on in the world around them, how they are coping, and explore what drives them to stay hopeful for the future.

The *Hope & Justice* category is an opportunity for youth to express their feelings and to inspire others through art.



6. What makes this category different?

The *Hope & Justice* category embraces the “promoting social justice” portion of the Directing Change mission statement, going a step beyond our traditional submission categories (suicide prevention and mental health), to make the connection between social justice and health.

7. What should I know about the *Hope & Justice* category?

- Submissions are due at midnight of the last day of the month
- Any art form suitable for sharing via social media is acceptable: original music, dance, spoken word, art, poetry, film, a speech, ANYTHING
- First place (\$300), Second Place (\$150), Third Place (\$100), and Honorable Mention (\$25) in Amazon gift cards

HOPE

Create a film, song, narrative, or piece of art that shares your story and encourages others to find their own way to get through tough times.

- What helps you get through tough times? Are you practicing self-care through reading, dancing, listening to music, writing, watching your favorite films? And what if that isn't enough?
- What do you see or experience in your life or community right now that gives you hope during this challenging time?

JUSTICE

Our perspectives are shaped by our own backgrounds, identities, families, friends, life experiences and more.

- Create a story about a personal story or perspective in a way that gives others a glimpse of what it is like to walk in someone else's shoes and live in their skin.
- Create a project that combats bias by increasing knowledge and encouraging actions young people can take to take a stand against injustice.

OR CHOOSE FROM MONTHLY SUBMISSION PROMPTS

8. What happens after I participate?

Youth film or art submissions may be shared via social media to raise awareness and change conversations on these topics.

9. How do I learn more?

Visit: www.DirectingChangeCA.org

Follow @DirectingChange on Instagram

Follow @DirectingChangeCA on Facebook

Follow @DirectingChange on TikTok



Contact Us:

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September's Prompt

Submissions are due September 30, 2021:

YOU ARE NOT ALONE

Life can be overwhelming, especially when dealing with stress, anxiety, depression, other mental health challenges, or thoughts of suicide. Where can you turn when you need someone to talk to? There are many resources available, but not everyone knows about them.

Remember Logic's 2017 hit song about the National Suicide Prevention Lifeline? On the day of its release, the song "1-800-273-8255" brought the second-highest number of calls that the Lifeline has ever had, and increased visitors to the website over the following months. You can make a huge difference in helping youth know about resources that are available to them, too.

This month, learn about crisis resources available to young people, and promote it through art, music, film, or any other creative ways you can think of.

September's Prompt

Submissions are due September 30, 2021:

YOU ARE NOT ALONE

Here are some ideas for your submission:

- Create a piece of art promoting the phone number or resource in a creative way. This is less about creating a flyer or poster, but a creative expression of the actual phone number and/or reasons to reach out for help.
- Share a personal story or reasons for why a young person should reach out for help.
- Create a 30 or 60-second PSA: (These entries will also be entered into our annual Film Contest). Create a 60-second film that shares information about the importance of reaching out for support and information about

Select a Resource to Promote

- [Teen Line](#): Offers confidential resources for teenagers, the Teen Line volunteers who answer the calls, emails and texts are California teenagers who received specialized training. No problem is too small, too large, or too shocking for the Teen Line volunteers.
 - Call 1-800-852-8336 (from 6pm to 10pm PST)
 - Text TEEN to 839863 from 6pm to 9pm PST)
- [Crisis Text Line](#): Connect with a crisis counselor 24/7 to receive high quality text-based mental health support and crisis intervention.
 - Text HOME to 741741
- [National Suicide Prevention Hotline](#): 24-hour, toll free, confidential suicide prevention hotline available to anyone in suicidal crisis or emotional distress.
 - 1-800-273-TALK (8255)
- [Trans Lifeline](#): A 24/7 lifeline run by and for trans people, providing direct emotional and financial support to trans people in crisis.
 - (877) 565-8860
- [The Trevor Lifeline](#): The Trevor Project is the leading national organization providing 24/7 crisis intervention and suicide prevention services to lesbian, gay, bisexual, transgender and questioning (LGBTQ) young people ages 13-24.
 - 866-488-7386

More resources about Suicide Prevention

- Directing Change [“Suicide Prevention 101” Educational video](#)
- [Suicide Prevention Fact Sheet](#)
- Information about [National Suicide Prevention Month](#)
- Directing Change [Suicide Prevention Lesson Plan](#)
- Check out the [“For Youth”](#) section of the Directing Change website for more educational information and resources.

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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 training¹.

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 concerns².
- 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 help³.
- 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 California⁴.

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Directing Change Lesson Plan: Suicide Prevention

Lesson #1- Recognizing Warning Signs and Offering Help

Objectives: (1) Students will understand warning signs of suicide and how to recognize them
(2) Students will be able to identify a trusted adult they will turn to for support

Time: 45-60 minutes

Materials: Access to computer and large screen/projector to project PowerPoint presentation
Access to internet to access educational films

Additional resources:

- Suicide Prevention 101 Prezi Presentation: https://prezi.com/kznq7scg9ry8/2017-dc-sp-101/?utm_campaign=share&utm_medium=copy
- “The Signs”: <https://vimeo.com/124831022>
- “All You Need is Words”: <https://vimeo.com/124872750>
- “Hey Taylor”: <https://vimeo.com/92755737>
- “How to Help a Friend” Educational Video: <https://vimeo.com/464403017>
- “Suicide Prevention 101” Educational Video: <https://vimeo.com/464407220>



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Suicide Prevention 101

Educational Video Series, 3.49 minutes

Get Creative!

September Prompt: You Are Not Alone

- Create a piece of art promoting a suicide prevention crisis line in a creative way. This is less about creating a flyer or poster, but a creative expression of the actual phone number and/or reasons to reach out for help.
- Share a personal story or reasons for why a young person should reach out for help.
- Create a 30-second PSA promoting the resources and why it is important to reach out for help.

- National Suicide Prevention Lifeline:
1-800-273-TALK (8255)
- Crisis Text Line: Text **HOPE** to **741-741**
- The Trevor Project (for LGBTQ Young People):
1-866-488-7386
- Trans Lifeline: **1-877-565-8860**
- Teen Line: Call **1-800-852-8336**
(from 6 p.m. to 10 p.m. PST)

Other Ways to Get Involved

- [Sign up for the Directing Change Newsletter](#), a monthly newsletter about teaching resilient students and raising healthy teens.
- Check out the [Suicide Prevention Activity Guide](#), for help working with youth across California with planning and implementing mental health and suicide prevention activities.
- Download the [Mental Health Thrival Kit](#), a journal that youth can use to enhance social emotional wellness and promotes positive coping skills.
- Sign up to attend and share information about the [Suicide Prevention 101 Webinar for Parents](#).

Need support or want to learn more?

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