

WIN \$1000!

Directing Change

Student Video Contest



Suicide Prevention

- Basic Facts

Contest Information

- Suicide Prevention
- Eliminating Stigma



Dear Student Advisor

Please use this presentation to provide students with a few facts about suicide prevention and the Directing Change video contest. **This presentation is not intended to take the place of a comprehensive suicide prevention program.**

- This presentation will take between 20 and 45 minutes.
- Review the content in this presentation and the links provided on the next slide for additional information you may want to include with this presentation.
- Before proceeding with introducing the youth you work with to this material, be sure that you are familiar with resources on campus in case you need support for a youth at risk or for yourself. Talking about suicide **doesn't cause** it to happen, but talking about suicide may bring thoughts that were already in place to the surface.

This slide and the next (slides 1-4) are intended for you, the advisor. When you present this to your students, begin on slide 5.

Resources for Presentation (Suicide Prevention)

The following is a list of resources that will assist you with discussing this topic with your students.

(A comprehensive listing of all youth suicide prevention programs registered on the Suicide Prevention Resource Center's Best Practices Registry and SAMHSA's National Registry of Evidence-based Programs and Practices has been provided to your school administrator.)

- **“Be-A-Link/Save a Life Video” (10-minute film), Yellow Ribbon Suicide Prevention Program (YRSP)**
 - www.youtube.com/watch?v=iCaMpd2L2kQ
- **“Teen Suicide Prevention PSA” (30-seconds), American Foundation for Suicide Prevention (AFSP)**
 - www.youtube.com/watch?v=pYrbajsgN10&list=PL61CBEDC248E5E2A7&index=4&feature=plpp_video
- **“Safe and Effective Messaging for Suicide Prevention”, Suicide Prevention Resource Center (SPRC)**
 - A two-page document that offers evidence-based recommendations for creating messages that raise public awareness about suicide. The document includes “do’s” and “don’t’s” of suicide prevention messaging and offers insight into the reasons for recommendations.
 - www.sprc.org/sites/sprc.org/files/library/SafeMessagingrevised.pdf
- **Know the Signs**
 - The PSA contest is funded through CalMHSAs and part of the Know The Signs campaign. This site offers an overview of warning signs, how to offer help and suicide prevention resources in California.
 - www.knowthesigns.org
- **Directing Change- Video Contest Website**
 - This website provides detailed information about the video contest.
 - www.directingchange.org

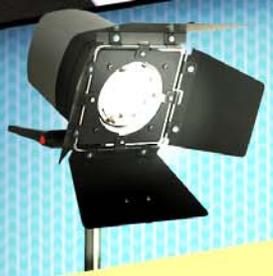
Resources for Presentation (Mental Illness)

The following websites can assist you in preparing to discuss how your students can help eliminate the stigma associated with mental illness.

- **Substance Abuse and Mental Health Services Administration (SAMHSA)**
 - SAMHSA is a federal organization focused on improving the quality and availability of resources for mental health and substance abuse. The SAMHSA website provides information and resources about mental health.
 - www.samhsa.gov

- **National Alliance for Mental Illness (NAMI)**
 - NAMI is a national non-profit organization focused on advocacy for mental health, and providing programs and resources for people living with mental illness and their families. The website offers information about their programs and the topic of mental health.
 - www.namicalifornia.org

- **Breaking the Silence (NAMI)**
 - Breaking the Silence provides lesson plans tailored for elementary, middle and high school students. The plans provide fully scripted lessons and suggested activities to educate students about mental illness.
 - <http://www.btslessonplans.org>



WIN \$1000!

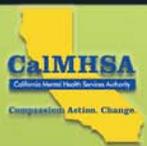
Directing Change

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Student Presentation

The information about suicide prevention contained in this presentation is consistent with best practices and reviewed by experts in the field.



WELLNESS · RECOVERY · RESILIENCE

The lives of youth

- Have you ever heard an adult say, ***“What do you have to be stressed about? You’re just a kid.”***
 - The reality is life as a teenager can be very difficult. Your life moves and changes very fast.
 - Although people often feel like they are the only ones with these problems, the truth is many other youth are struggling with similar issues and there is help available.

Friends trust friends

- Who would be the first person you told if you got into a fight with your parents?
- Who is the first person you would call if you got “dumped” by your boyfriend or girlfriend?
- Has one of your friends ever told you something that they wouldn't tell anyone else?

You know more...

- Youth know more about what is going on in their friends' lives than anyone else.
 - This puts you in the best position to know if one of your friends needs help.
 - People **need to know** what to look for and **what to do** if one of their friends needs help. That is why it is so important for everyone to know the warning signs and risk factors for suicide.

Warning Signs

- Warning signs are indications that someone may be at risk for suicide, either immediately or in the near future.

The following warning signs are *associated* with suicide risk, but if any warning signs are present it *doesn't mean that a person is definitely thinking about suicide*. The warning signs may not be about suicide, but still may be a sign that a person is struggling and needs help. That is why it is so important to talk with the person to find out more.

Warning Signs-“Red Flags”

The following is a list of emergency warning signs that require **immediate action!**

- Threatening self-harm or suicide
- Person is in act of self-harm or suicide
- Person has a weapon or other lethal means
- Seeking weapons or means to self-harm
- Talking about death or suicide while acting agitated or anxious, or while under the influence of drugs or alcohol

If you think someone might be at risk for suicide, you **need** to seek help from a trusted adult **immediately**, or call 911 or the National Suicide Prevention Lifeline: 1-800-273-8255.

Warning Signs-“Red Flags”

These warning signs may not signal an emergency situation, but are signs that a person may be in need of help:

- Withdrawing from friends and family
- Hopelessness
- Isolation, loneliness
- Low self-esteem
- Significant personality change
- Dramatic mood changes
- Unusual neglect of personal appearance
- Frequent complaints about physical symptoms, such as headaches, stomachaches, fatigue, etc.
- Loss of interest in pleasurable activities

Warning Signs-“Red Flags”

- Increasing use of alcohol or other drugs
- Putting his or her affairs in order (for example giving away favorite possessions, or throwing away important belongings, etc.)
- Becoming suddenly cheerful after a period of depression (this could be a sign that a person has made a suicide plan)

Risk Factors

- Risk Factors are characteristics in a person's life that may contribute to likelihood of suicide.

The following risk factors are **associated** with suicide risk, but if risk factors are present in a person life it **doesn't mean that person is definitely thinking about suicide**. Risk factors can put somebody **more at risk** for suicide, or **may** be a sign that a person is struggling and needs help. That is why it is so important to talk with the person to find out more.

Risk Factors

- Poor ability to tolerate or cope with negative emotions
- Mental health condition like depression and/or substance abuse, especially if untreated or undiagnosed
- Prior suicide attempt
- Easy access to lethal means

Risk Factors, *continued*

- Difficulty dealing with stressful life circumstances:
 - break-up of a romance or friendship
 - parents' divorce, or problems in parent-child relationship
 - death of a loved one or friend, especially if by suicide
 - physical, sexual, or emotional abuse
 - bullying or discrimination
 - problems at school or work

These are just a few examples of situations that might cause someone to be in crisis, or need help. Everyone of us is different and will react differently. If someone is having a difficult time coping with stress in life, get them help.

Ask the Question

- If you are worried that someone you care about is thinking about suicide, don't be afraid to talk to them about it. No one will be mad because you care about them.
- Ask these questions:
 - Are you thinking about suicide?
 - Do you have a plan? Do you know how you would do it?
 - When was the last time you thought about suicide?

If someone answers “yes” to these questions, or if you think someone might be at risk for suicide, you **need** to seek help from a trusted adult **immediately**, or call 911 or the National Suicide Prevention Lifeline: 1-800-273-8255.

DO NOT put yourself in danger; if you are concerned about your own safety, call 911.

Tell an Adult

- Suicide needs to be taken seriously every time, and adults need to know.
- You may think that you and your friends can get through anything together but when suicide is involved, adults need to know.
- There are good people who can help...a teacher...a counselor...a coach...a parent.
- If an adult is not available, **immediately** call **911** or the **National Suicide Prevention Lifeline: 1-800-273-8255**

Think about it...

- If one of your friends told you today that they were thinking about suicide...
 - Who would you go to for help?
 - Think of three names of people that you could go to if you, or one of your friends, needed help



Directing Change

Student Video Contest

**“Human understanding is the most effective weapon
against suicide”**

*Edwin Schneidman, Ph.D., Founding President of the American
Association of Suicidology*

The Contest

Take action by creating a 60-second Public Service Announcement (PSA) video to prevent suicide OR help change attitudes and behaviors that stigmatize persons with mental illness.

- Submission deadline: **March 1, 2013.**
- The contest is open to high school students in California.
- No prior video production experience necessary!
- The winning video team will receive \$1000, a cash prize for their school, enter a statewide finale, and will be recognized with additional prizes for their cinematic achievement at the award ceremony. (2nd prize \$750.00; 3rd prize \$500.00)

Visit: www.directingchange.org for contest rules, tips and more information.

To participate:

- **Review the contest rules.**
- **Select a submission category**
 - 60-second suicide prevention video
 - 60-second eliminating stigma video
- **Submit “intent to direct” form.** Each form that results in a submission enters your school into a drawing to win a suicide prevention program!
- **Identify a school advisor** (such as a teacher or counselor) to review the video, submit your entry form, and keep all relevant release forms on file.
- **Upload your video** to the **Directing Change Portal by March 1, 2013.**

Follow us on Facebook!



To keep up with the latest updates, join our event **‘Directing Change- Video Contest’** on Facebook

What Is a Public Service Announcement?

You have probably seen PSA's on T.V. before. They are advertisements used to promote awareness about public interest and initiatives.

Professional Examples:

Bring Change to Mind www.youtube.com/watch?v=WUaXFIANojQ

Star Wars Anti-Smoking www.youtube.com/watch?v=YWQgktBR6-w

Examples of PSAs (continued)

Student Examples:

- “Live for Tomorrow” Slick Rock Film Festival Winner- Suicide Prevention Category
 - http://albums.phanfare.com/isolated/25VE92jr/1/5540931_6291425#imageID=155671962

Suicide Prevention-Rutgers Student Contest Winner:

- www.youtube.com/watch?v=D6U6dXmK1CA

Eliminating Stigma:

- www.up2sd.org/yourlife/component/content/article/63-tvcable/131-peel-back-the-label

Eliminating Stigma:

- www.up2sd.org/yourlife/component/content/article/63-tvcable/130-in-full-view-tv

Safe Messaging

- The suicide prevention category has special content that **should** be included and specific content that **must be avoided**.
- Here are a few examples:
 - **DO include this resource**
 - National Suicide Prevention Lifeline 1-800-273-TALK (8255)
 - A key strategy to prevent suicide is to provide information about crisis and support resources.
 - **Do Not include portrayals of suicide deaths or suicide attempts**
 - Portraying suicide attempts and means, even in dramatization, can increase chances of an attempt for someone who might be thinking about suicide and exposed to the film.
 - Any entries containing portrayals of suicide deaths/attempts will be **disqualified**.

See the **Official Contest Judging Form** at www.directingchange.org for more information.

Your **Suicide Prevention** video should communicate **ONE** of these key messages:

(It does not have to be stated verbatim, but could be implied through dialog or another creative way.)

- *Suicide can be prevented.*
- *Most people show one or more warning signs, so it is important to know the signs and take them seriously.*
- *It is okay to break a friend's trust and share your concerns with an adult if you think your friend might be thinking about harming themselves.*
- *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.*
- *You are not alone.*
- *Images and depictions of people struggling with thoughts of suicide often show them suffering alone. The PSA should encourage people to reach out to a friend they are concerned about, or to tell an adult if they are concerned about someone.*

Your **Eliminating Stigma** video should:

- **Educate** your peers that anyone can have a mental illness and/or that people who have a mental illness are more like me than different from me.
- **Encourage Action** - Show how peers can help end stigma by standing up for those with mental illness who are being harassed, bullied or in some way discriminated against.
- **Have a Positive Message** - Be careful not to dwell too much on the problem. The emphasis should be on how peers can help each other.



Visit: www.directingchange.org
for contest rules, tips and more
information.

Submissions due:
March 1, 2013



Pain Isn't Always Obvious
**KNOW
THE SIGNS**
Suicide Is Preventable

WWW.DIRECTINGCHANGE.ORG