



Directing Change Tip Sheet

Ideas to Use the Films to Enhance Your Local Prevention and Outreach Efforts

How to access the films

- ◆ Visit www.directingchange.org
 - Click on “view” button to show the films directly from the website.
 - Click on “download” button to download the films from Vimeo.
- ◆ Use the DVD to show the films
 - Every county liaison, student mental health coordinator and program partner will receive a DVD in the mail, which can be duplicated. For additional copies (while supplies last) please contact: jana@yoursocialmarketer.com

Tips for Technical Success

Technology is tricky. It is recommended to always test the films in the actual location and with the equipment that will be used prior to your presentation or event. To show the movies from the website, internet access is required. You will also need to bring external speakers or request audio to play the films.

By using the DVD or downloading the films, you agree to these terms and conditions:

This film was produced as part of the Directing Change video contest and is a copyrighted work of the California Mental Health Services Authority (CalMHSA), using funds from the voter-approved Mental Health Services Act (Prop 63). Any screening or use of the film must include the funding attribution at the beginning or end to acknowledge the role California voters and taxpayers have played in the bringing this program to life. Permission is granted to display the film for educational purposes and to reproduce and distribute the film for those purposes. Sale or any use for commercial purposes is strictly prohibited.

Attribution Language:

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 Authority (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities.

The individual films do not include this, but the DVD menu does. If you are posting a film on your website, please include this language on the site along the film links. If you are showing the film as part of a presentation, provide the information verbally and/or on a slide.

About Directing Change

Students throughout California were invited to **Direct Change** by submitting 60-second videos in two categories: suicide prevention and eliminating stigma about mental illness. A total of 371 submissions were received, representing 922 students and 142 schools from 35 counties. Regional winners were selected to move on to a second, statewide round of judging and narrowed down to the top three entries in each category. Californians were then asked to cast their votes to select the winners. Entries were judged by volunteer experts in mental health and suicide prevention, members of the media and professionals in filmmaking and video production. **For more information visit: DirectingChange.org**

Tips to use the films

It is our hope that the impact of each of these 60-second films will carry on far beyond the scope of the contest and inspire individuals of all ages in your community to prevent suicide and change minds about mental illness. Here are a few ideas.

- ◆ Embed the films on your website. (Please include attribution language.)
- ◆ Promote the films via social media and encourage local youth to do the same.
 - Write a blog with links to the videos, for example: www.eachmindmatters.org/blog-news/
 - Like us on Facebook and view sample posts: www.facebook.com/DirectingChangeCA
 - For more information visit the resource center at www.yourvoicecounts.org to access the “How to use social media for suicide prevention user guide” (*listed under other useful resources*)
- ◆ Show films at county task force meetings, and during presentations focused on youth, education, public health, mental health and suicide prevention.
- ◆ Look for local opportunities to run the videos in settings where a TV and DVD are available, such as clinic waiting rooms, Boys and Girls Clubs, and other social service agencies.
- ◆ Partner with local high schools to show the videos. Talk to your county schools superintendent and/or principals to prepare for school openings in August/September.
 - Use the films to start a conversation about youth mental health and suicide prevention activities.
- ◆ Share films with local youth, after-school, mental health, and suicide prevention groups to discuss other creative ways to get youth involved in mental health and suicide prevention.

During Suicide Prevention Week (September 8-14, 2013)

- ◆ Schedule a Board of Supervisors presentation to highlight local efforts and show films along with a proclamation ceremony for Suicide Prevention Week.
 - ◆ Host a movie night at local movie theater, your local library or community center and show the films, followed by a discussion. Invite a panel of youth, suicide prevention and mental health experts to answer questions and stimulate discussion about local efforts.
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- ◆ Ask your local movie theater to show the films before they screen the feature movies.
 - ◆ Contact your local public access television station, local television and cable outlets and ask them to run the films as a public service announcement.
 - Currently none of the films include attribution language and many may list a resource not appropriate for your county. If this is something you are interested in, contact info@directingchange.org and if the student film maker is available we can work with them to update the film to meet your needs.
 - For more information and tips for engaging media visit the resource center at www.yourvoicecounts.org to access “Making Headlines: Guide to Engaging the Media in Suicide Prevention in California” (*listed under media resources*)

**Please contact us to discuss additional ideas and support:
jana@yoursocialmarketer.com (858 740 4381)**